TOURIST SAFETY AND SECURITY

Practical Measures for Destinations

OMT · WTO · BTO

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Practical Measures for Destinations

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ACKNOWLEDGEMENTS

General Disclaimer

This book mentions the activities and experience of a number of organizations and individuals whose work contributes to tourism safety and security which is a goal of the World Tourism Organization. These activities and names are given for record and as examples, but do not entail automatic endorsement by WTO.

The views expressed in this book are not necessarily those of WTO, unless identified as such in the text on the basis of WTO official documents and resolutions.

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INTRODUCTION:
WHAT THIS BOOK IS ABOUT

Safety and security are vital to providing quality in tourism. Therefore providing quality tourism experiences which incorporate principles of safety and security are becoming an overriding objective of tourism destinations. This requires tourism officials at every level to coordinate their efforts with other government officials, the tourism operational sector, the media, nongovernmental organizations, and interested citizens' groups.

The volume of arrivals{1} — international and domestic — are increasing dramatically around the world. In the traditional tourist-generating countries, tourist demand is mature and its traditional destinations saturated, and new demand is originating in regions sensitive to quality and security. As a result, new tourist destinations are emerging that offer attractions similar to traditional destinations. International competition for tourist revenues is "the name of the game". Leisure and business travellers are more demanding, while repeat demand is increasingly coming from experienced aging travellers. Thus, destinations compete not only in terms of prices, but are forced also to excel in quality to offer the most attractive price/quality ratio to the consumer.

These developments are strengthened by the extension of consumer rights to tourism products, exemplified by the 1990 Directive on Package Travel, Package Holidays and Package Tours of the Council of the European Communities. At the industry level, another example is the commitment of The American Society of Travel Agents, Inc. (ASTA), the largest travel trade association in the world, to consumer protection promoted through a stringent Code of Ethics to which ASTA members must adhere. The concern for tourism safety and security has prompted the World Tourism Organization (WTO) to produce this manual for the benefit of local planners and decision-makers.

It is a rich composite of the efforts and expertise of a great many people: the member State representatives who sit on the WTO Quality Support Committee, the experts who contributed to a special WTO Meeting on Tourist Safety and Security in April, 1994, followed by the Talk at the Top on Security and Risks in Travel and Tourism in June, 1995, and the international organizations who have been working with WTO in this area.

In sum, this document represents the consummation of a long-term effort by WTO, which gained impetus with the decision of the Executive Council in 1989 to increase the activities of the Organization in the safety and security area. Since then, WTO has adopted:

• Recommended Measures for Tourism Safety (1991)
• Creating Tourism Opportunities for Handicapped People in the Nineties (1991)
• Health Information and Formalities in International Travel (1993)
  and the Secretariat has published:
• Travellers' Health Abroad (1991).
• In addition, WTO's handbook Sustainable Tourism Development: A Guide For Local Planners (1993), Handbook on Natural Disaster Reduction in Tourist Areas (1995), and WTO Indicators for Tourism and the Environment (1995), develop in more detail some of the concerns reflected in this manual, and share the same approach of directing its message especially to local tourism officials.

WTO's collaboration with other international organizations, such as the World Health Organization (WHO), and more recently the World Meteorological Organization (WMO) and the International Criminal Police Organization (ICPO-Interpol), has been fundamental to defining the approach to issues which deal with tourism in the context of specialized areas.

This manual is directed mainly to local tourism officials

who wish to improve the safety and security aspects of their destination through informed and conscienable decision making. The manual distills a number of practical techniques and measures that countries and local destinations have found effective in improving the safety and security of visitors.

Chapter I reviews the responsibilities of national and local tourism administrations and boards. Chapter II examines the tourism safety and security issues sector by sector. While it does not review fully the technicalities of safety and security specific to each sector, it does attempt to make local tourism officials and professionals aware of the essential issues and indicate with whom they should work and where they can obtain further information. Case studies and check-lists are distributed throughout the manual to enable local officials to conduct self-tests for rating specific destinations.

The main focus of the Manual addresses safety and security issues of mainstream tourism, both leisure and business. It does not tackle, therefore, the technical aspects of those forms of tourism which require expert advice by operators (e.g. adventure tourism, mountaineering, scuba diving, etc).

WTO does not present this manual as a definitive text. It is conceived as a dynamic workbook to be reviewed and constantly updated. Comments — and examples — are welcomed by WTO so that it can continue to work with destinations to improve the quality of tourism and fulfill WTO's role as a clearing house in this critically important area.

PLANNING
FOR
TOURISM SAFETY
AND SECURITY

1

SAFETY AND SECURITY PLAN

Planning for tourism safety and security requires consideration of risks originating in four source areas:

• human and institutional environment outside the tourism sector

• the tourism sector and related commercial sectors

• the individual traveller (personal risks)

• physical or environmental risks (natural, climatological, epidemiological)

HUMAN AND INSTITUTIONAL ENVIRONMENT

The risks originating in the human and institutional environment appear when visitors fall victim to:

•common delinquency (theft, pickpocketing, assault, burglary, swindle, etc.)

• indiscriminate and targetted violence (such as rape) and harassment

• organized crime (extorsion, white-slave trade, coercion, etc.)

• terrorism and unlawful interference (attacks against state institutions
and state vital interests, etc.), highjacking and hostage taking

• wars, social conflicts and political and religious unrest

• lack of public and institutional protection and respective services

TOURISM AND RELATED SECTORS

Deficient functioning of tourism and related sectors (transport, sports, retail trade, etc.) may be held responsible for damages to the visitors' personal security, physical integrity and economic interests as a consequence of:

• defects in safety standards in tourism establishments (fire, construction errors, lack of anti-seismic protection, etc.)

- defects in sanitation and respect for sustainability of the environment
- absence of protection against unlawful interference, crime and delinquency in tourism facilities
- fraud in commercial treatment
- non-compliance with contracts
- personnel strikes

INDIVIDUAL TRAVELLERS

The travellers or visitors themselves may create problems for their own safety and security, and for their hosts as well. The causes may be:
- excesses and dangerous practices of tourists in sport and leisure activities, driving, food and drink
- tourists' previous health conditions which may deteriorate while travelling
- visitors' conflictive or inadequate behaviour with respect to resident
  populations or local laws
- specific illicit or criminal activity (e.g. trafficking in illicit drugs)
- visits to dangerous areas
- loss of personal effects, documents, money, etc., through inattentive actions or careless activities

PHYSICAL AND ENVIRONMENTAL RISKS

Finally, physical and environmental risks manifest if the travellers:
- are unaware of the natural characteristics of the destination and their effects, in particular of its flora and fauna
- are not prepared from the medical viewpoint (vaccinations, prophylaxis)
- do not take the necessary precautions in their eating and hygienic habits
- are exposed to emergencies (natural disasters, epidemics, etc.) arising from the physical environment
  Physical and environmental risks are also largely personal risks, but unlike those in the preceding area which are characterized by deliberate action, the latter are due to the traveller's ignorance or passive approach to potential risks.

To live new experiences and at the same time to feel secure are some of the basic needs of the human being. These are even more accentuated when travelling, particularly on trips abroad, than in resident life. WTO/United Nations' definition of tourism (1993) comprises "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Accordingly, tourism experiences are a microcosm of real life experiences; hence all aspects of travel should be regarded with proportionate attention. When it comes to the commercial aspects of tourism — common sense, professionalism and practical solutions must also be applied.

Perception of risks varies considerably among travellers, and the relationship between specific risks and their impact on the actual travel propensity is not always straightforward. A war situation claiming hundreds or thousands of lives in the vicinity of a tourist destination may hurt less than an isolated terrorist act affecting a few individuals. Risks occurring in a geographically and especially culturally more remote destination are likely to have a greater impact. Eventually, the travelling public is becoming psychologically hardened to the trouble spots of this kind.

Safety and security concerns are here to stay, and the world of tourism has to live with them as something normal and by no means extraordinary. Nevertheless, the tourism sector should be aware that it is a sensitive area involving varying perception and approaches to risks, and is subject to distortion, manipulation and exaggeration beyond the actual situation. Nonetheless, there are hard, non-negotiable facts and standards about safety and security that are not difficult to establish and to which one must adhere as a sine qua non condition in tourism development for a better quality of life for all.

Recalling the Manila Declaration on World Tourism (1980) which affirmed that tourism is an activity essential to the life of nations and that its development is linked to the freedom of travel,

Recalling further World Tourism Organization resolution A/RES/317(X) adopted by the General Assembly at its tenth session (Bali, Indonesia, October 1993){2},

We, the experts, believe that the ability of citizens of all countries to travel in safety is a fundamental human right.

We welcome the efforts being made by countries, organizations and other entities to develop and strengthen medical services as well as the operation of the criminal justice system. Such efforts not only promote the well-being of the general public, but support travel and tourism as an important component of the economy of entire regions and countries and a powerful generator of jobs.

We condemn all attacks and threats which undermine this basic right to travel, and express our support for all countries and individuals who are suffering from crime and terrorism directed against travellers and tourists.

We recommend that member States of the World Tourism Organization and all other organizations concerned with travel and tourism adopt as a matter of urgency the following practical measures to promote the safety and security of travellers and tourists:

1.The gathering of comprehensive statistics and research that result in reliable information and data suitable for intelligent risk assessment by decision-makers and policy-makers.

2.The establishment of local, national and international clearing-houses of model programmes and good

practices in tourist safety and security for use as a resource base by governments, the travel industry and individuals.

3.The training and education of travel employees and private and public sector service personnel in their role as guardians responsible for protecting the basic right of safe travel by all citizens of the world.

4.The development of private sector / public sector partnerships in the facilitation of safety-conscious travel and in ensuring the growth of the national economy.

5.The implementation of programmes of emergency services for travellers and tourists in need in order to assist them and, in the event of crime, to permit the successful prosecution of offenders at the least possible burden to the victims.

6.The allocation of adequate resources to the courts, the police and public and private security forces for the protection and general well-being of travellers and tourists.

7.The development of national legislation to address the security and protection of travellers and tourists.

A. NATIONAL RESPONSIBILITIES

INITIATIVE AND LEADERSHIP: NATIONAL TOURISM COUNCIL

Almost all aspects of tourism must be dealt with both at the national and the local level. However, there are several facets of tourism safety and security that are the primary responsibility of the national government. National tourism administrations (NTAs) can be driving forces in creating better conditions for local cooperation by organizing at the national level for tourism safety and security.

According to a WTO Survey on the Security and Protection of Travellers, Tourists and Tourism Facilities carried out between December, 1993 and April, 1994, national policy in tourism safety and security is usually the responsibility of the Ministry for Interior Affairs. The survey also revealed that there is a need to identify a clearer role and provide for more active involvement by NTAs in safety and security issues.

Coordination is a fundamental aspect of organization for tourism safety and security, with:
1. other national government agencies and departments that are primarily concerned with this area;
2. tourism destination communities;
3. tourism industry representatives; and
4. the media.

One way to accomplish this coordination is to form a National Tourism Council. The Council should then organize a National Safety and Security Committee. Sometimes, coordination is only carried out among government agencies. However, in tourism it makes sense to form a mixed-sector council with government and industry participants, since many of the actions can and should be implemented by the private sector. Government agencies and tourism industry sectors to consider for

membership on the National Safety and Security
Committee include:
- National tourism administration/Tourist board
- National police
- Immigration
- Judiciary
- Customs
- Transportation
- Health
- Foreign affairs
- Civil defense
- Airlines and transportation company associations
- Hotel associations
- Tour operators' associations
- Travel agents' associations
- Other travel and tourism representatives
- Consumer groups
- Retail trade organizations
- Tourism safety and security-oriented research and
  documentation centres

With respect to tourism safety and security issues in the
context of a National Tourism Council, the NTA should:
- initiate and convene meetings;
- coordinate the Council's work;
- seek funding for the Council, where needed;
- commission and evaluate reports;
- prepare recommendations, and
- monitor the implementation of recommendations.

POLICY AND PLANNING

A National Tourism Safety and Security Committee
should have among its objectives the elaboration of a
National Tourism Safety and Security Policy, which sets
the broad guidelines and objectives for authorities,
institutions and the travel trade. A policy statement
usually leads to concrete plans and safety and security
programmes to be implemented at local, regional and
national levels.

A policy on tourism safety and security would normally
include the following:

"Every State
should
develop a
national
policy on
tourism
safety
commensurat
e with the
prevention of
touristrisks."

Recommended
Measures for Tourism
Safety
(WTO, 1991)

1. A statement of principles, goals and objectives regarding tourist safety and security.

2. Clear guidelines for which national agencies must be responsible in implementing each element of the policy.

3. A recognition by all Council participants of the need to address tourist safety and security issues cooperatively as an important part of the government's larger safety and security concerns.

4. An agreement on resource allocation to achieve the policy objectives.

A National Tourism Safety and Security Plan is a logical consequence of the development of a national policy on this subject. Such a plan should address the following main areas:
• identification of potential tourist risks according to types of travel, affected tourism sectors, and locations;
• detection and prevention of offenses against tourists;
• protection of tourists and residents from illicit drug trafficking;
• protection of tourist sites and facilities against unlawful interference;
• establishment of guidelines for operators of tourist facilities in the event of such interference;
• responsibilities for dealing with the press and other media, at home and abroad;
• information to be provided to the international travel trade on safety and security issues;
• organization of crisis management in the event of a natural disaster or other emergency;
• adoption of safety standards and practices in tourist facilities and sites with reference to fire protection, theft, sanitary and health requirements;
• development of liability rules in tourist establishments;
• safety and security aspects of licensing for accommodation establishments, restaurants, taxi companies, and tour guides;
• provision of appropriate documentation and

information on tourist safety to the public, for both outgoing and incoming travelers;
• development of national policies with regard to tourist health, including reporting systems on health problems of tourists;
• development of tourist insurance and travel assistance insurance;
• promotion, collection and disseminatiuon of reliable research statistics on crimes against travellers.

The Plan could also provide for assistance to local destinations in setting up tourism safety and security councils. In some cases, it may be helpful for national tourism safety and security committees to publish guides to national laws and regulations for local tourism officials, with practical indications regarding the procedures local officials should follow.

Implementation of a safety and security plan would be enhanced by setting up a data base of model programmes, useful practices and reliable data on crimes committed against tourists. Accurate, neutral and reliable data is important for improving the response of tourism authorities to safety and security problems. Establishment of a national database and clearinghouse on tourism safety and security issues would be of assistance to newcomers to tourism in the country and would help refine national policies, and provide accurate statistics regarding the risk of crime to visitors.

*I*n order to prevent any kind of delinquency and stop possible acts of terrorism, a plan of action called "Holidays and Security" has been in operation during the past several years. It is based on the following elements:

- coordination
- safety, prevention of accidents and assistance on the beaches
- hotel safety and security
- safeguarding the tourist environment

The tourist environment is defined as all areas other than beaches and hotels where tourists move, visit places of interest and entertain themselves such as museums, ruins, medinas, parks, weekly bazaars, trains and local transportation to the beaches, etc.

A working group consisting of high ranking officials of the interior and tourism ministries was formed as a central coordination committee to meet at the beginning of every summer season for consultation, exchange of views, coordination of joint actions, and guidelines unification.

Regional committees, composed of security, civil protection and tourism officials as well as representatives of local communities and other persons concerned, act under the prefect (governor) authority and follow-up on the guidelines from the central coordination committee. They meet on a case basis to study concrete situations, prepare tourist events and prevent problems from arising.

Once the season is over, a study day is organized at the country level to review the action plan, present the statistics, examine the results, draw conclusions and draft proposals to help modify or improve the future action.

Source: Direction Centrale des Opérations, Ministry of Interior, Tunis, Tunisia, August 1994

One of the top ten priorities included in the National Tourism Strategy which was adopted by the White House Conference on Travel and Tourism (Washington, D.C., 30-31 October 1995) is to:
• mobilize the industry to respond to traveller safety and security concerns through community partnerships and disaster preparedness programs.

This objective was seconded by the industry vision defined as:
• creating safe tourist destinations and facilitating travel throughout the United States with a 21st century transportation infrastructure, complimented by a network of international signs and information systems.

The following rationale supported these views (excerpts):
• There is a threat to travel and tourism growth that goes beyond increased competition: the perception that the United States is no longer a safe place to visit. While travelers might select a destination because of the physical or cultural environment, they might also choose not to visit because they perceive it to be dangerous.
• Real and perceived threats to personal safety and security have a significant impact on the number of arrivals at our destination cities. Perceptions of US destinations as unsafe also have an obvious negative effect on travelers' comfort levels and enjoyment of tourist experiences while visiting.
• A nationally coordinated effort, implemented at the local level by convention and visitor bureaus and other local organizations, is needed to improve both the perception and reality of traveler safety and security.
• Tourism enterprises have special safety and security responsibilities to their guests and visitors under disaster conditions and these needs are generally handled by on-site management. Localized disaster response strategies of tourism entities could benefit in many cases from a nationally coordinated program capable of responding to special needs.
This all-US approach took stock of recommended actions proposed by the States, of which some are quoted below:

CASE STUDY

2

USA: Sensibilization to Tourist Safety and Security in the National Tourism Strategy

• adopt Standards of Excellence that identify best practices for educating the visitor on how to travel safely while enjoying their travel product or service;
• adopt guidelines such as those published by WTO that provide for the safe handling of visitors;
• consider visitor risk reduction strategies in the development of all new products and services;
• consult with the telecommunications industry on extending of existing toll-free multilingual visitor information services to include emergency assistance to all parts of the country;
• each tourism destination should develop a Community Safety Plan, in cooperation with local convention and visitor bureaus and law enforcement agencies;
• form a national Traveler Safety Team to address perceptions, media relations, domestic and international safety outreach programs;
• develop a universal system of industry safety standards;
• design a model checklist for local distribution for safety standards.

Source: U.S. Department of Commerce, United States Travel and Tourism Administration (USTTA), Washington, D.C.

MEDIA RELATIONS

In the early days of mass tourism, the conventional wisdom was to avoid talking about safety and security issues. Those times are past, and it is as normal now for NTAs to be prepared to deal with the media on tourism safety and security as it is on marketing and promotion. While it is not possible to predict every sort of situation in which it will be necessary to have contact with the media on safety and security issues, these occasions will often be times of emergency, concern and stress, and involve citizens of other countries.

It is essential that tourism administrations have a trained professional to deal with the media not only for emergency situations but also for longer-range strategies of building up media support and confidence. Workshops for senior editors and journalists are a useful device for tourism officials and media representatives to get to know each other and understand mutual concerns. Tourism private sector involvement in these encounters can also pay dividends in terms of positive media coverage.

Destinations that have a safety or security emergency strategic plan will have as their objectives to maintain their tourism business to the extent possible and to recover any lost business rapidly. These objectives can be maximized by careful preparations.

Communicating with the media on safety and security issues can also be used to avoid problems. For example, if there is disruption or inconvenience to travel due to congestion, civil unrest or labour disputes, this information can be communicated to the media and the travel trade so that travellers can make alternative plans. A recent example of this approach comes from Colombia where a popular newspaper in its tourism section has been able to publish tourist itineraries featuring potential trouble spots such as guerilla outposts among other points of tourist vital interest (Vanguardia, 19-20 December 1995).

BOX 2:

Basic Principles for Dealing with the Media

1. Be quick. Information speeds around the globe in a matter of minutes. If you do not provide the information quickly, the media will still report the news, but without the benefit of your input. Your objective must be to have your information figure as part of the first story when an incident occurs at your destination. The objective should be to translate vague and hence harmful impressions of the nature and locations of incidents into a more detailed assessment of risk probabilities at the given destinations.

2. Be honest and factual. National tourism administrations need to have credibility with the media. By their very nature, safety and security events are exceptional. Natural disasters, crime, and health problems do not know international boundaries. If an event occurs at your destination, provide full information — who, what, when, where, how — and add as much background information as possible. Background information will tend to put such events into perspective.

3. Be responsive. Your first press release may generate additional requests for information, background, or interviews. Cooperation with the press can pay long-term dividends.

4. Be prepared. The national tourism administration should have a designated person for dealing with the media. That person should be familiar with all information relating to safety and security and should have a database of all press representatives in the country and principle ones abroad. Overseas tourism offices of the country should replicate this organization. The media will be more understanding if they know the tourism press person and are used to dealing with him

or her. If the media is receiving a steady stream of information from the press person, that information will usually be good news, which tends from the start to put emergencies into the context of an exceptional event.

   Such policy may help build alliances on information contents based on principles of ethics and openness, by public access to industry/destination contingency plans and by a professional attitude towards safety and security aspects.

*S*ri Lanka's policies on safety and security of tourists have been governed by the political situation which has had a direct or indirect bearing on the tourist industry. Except for one isolated incident in the past when the national airline was affected, neither tourists nor tourist installations have been targetted by the discenting parties. Following the above incident the Government has taken very stringent security measures on all flights to and from Sri Lanka and at the international airport at Katunakaye.

The responsible attitude of the Government has won the respect of the travel trade abroad. In an unprecedented gesture, tourists were requested to leave the country in 1989 when it was found that their safety was at stake following some social disturbances. Though the measure was unpopular, the foreign travel trade abided by the decision and when the situation became normal, tourism picked up its usual rate of activity.

The Ceylon Tourist Board has maintained a positive image of Sri Lanka despite several budgetary constraints. Regular participation in the major fairs and exhibition abroad and public relations activities have enabled the authorities to overcome the lack of direct publicity. The travel trade has been doing their own commercial promotions since they have found the destination to be viable and the Government cooperative. Despite internal disturbances, the safety and security of tourists in Sri Lanka have not been questioned.

Excerpted from the Experts Meeting on Tourist Safety and Security, 11-12 April 1994, Madrid, Spain.

LEGAL, REGULATORY AND JUDICIAL FRAMEWORK

It is primarily a national responsibility to provide the legal, regulatory and judicial framework that underpins tourism safety and security. A good way employed by a number of countries to evaluate the legal situation regarding tourism safety and security is to organize a systematic review of tourism safety and security problems and contrast them with the legal remedies and procedures available to deal with them.

Tourism officials should make certain that judges, law enforcement officials, legislators, lawyers, and other government officials, as well as the tourism operational sectors are invited. The objectives are to identify gaps in the laws or regulations and possible corrective measures for dealing with tourism safety and security. Perhaps a more flexible approach by the judiciary is required, or safety standards or liability rules need to be articulated more carefully, or the country needs to create conditions for basic, affordable insurance schemes to cover travel- and tourism product-related risks.

PROBLEMS

- **Crime and violence against property**
- **Harassment**
  (i) Not sufficiently described or legally defined.
  (ii) Uncontrolled supervision and management of
  licensed vendors, taxi drivers, tour guides, etc.
- **Hotel Security**
  Inadequate visitor protection.
- **Criminal Justice System**
  Lack of Community Support
- **Current Response**
  Inadequacy of swift, sufficient police and legal
  response.

Due to the absence of any clear and adequate definition,
law enforce-ment officers face un-certainty as to what
constitutes harassment and what their powers are. Some
countries attempt to deal with specific incidents in their
own interpreta-tion. Clarity at a regional level is needed.

Inadequate system for properly screening, selecting and
training security personnel.

Inability of the judicial system to deal effec-tively with
tourist-related crimes. Current provisions are inadequate
to deter criminal activity vis-a-vis tourism offenses. The
power of the magistrates is seem-ingly inadequate and
incapable of dealing with tourist crime matters as a
deterrent to would-be offenders. Bail system seemingly
too liberal and needs to be carefully reviewed and
improved.

Negative response to police, due to lack of law
enforcement agency initiatives to focus adequately on
community social needs.

RECOMMENDATIONS
Increase in police patrol and mobility should be a serious
priority.

A careful study should be made of the descrip-tion of harassment of tourists, through a survey by respective countries, and an ap-propriate definition should be made with the necessary sanctions. There is also the need to strengthen existing legislation or introduce new laws to deal effectively with the problem. Every effort should be made to provide the police with adequate resources.

Legislation to be introduced for the effective control of security guards and services. Legislation to ensure visitors' protection by way of physical planning commensurate with proper systems of an approved standard which would then be required as part of the quality control for licensing properties.

Need for a general overhaul of the criminal justice system to provide for:
1) Increase in the number of courts;
2) Magistrates em-powered to sit at any such time as is expedi-ent, including nights, holidays, week-ends, etc. (Night Court).
3) Greater restrictions in granting Bail in tourist criminal cases.

Police should address the need for developing programmes of activities to focus positively on the society. Initiatives such as Police Advisory Councils and Committees, Public Relations outreach programmes which encourage a better Police/Public relationship, more uniformed police personnel presence, school liaison programmes, Neighbourhood Watch programmes should be
implemented.

Source: Regional Conference on Crime and Tourism in the Caribbean, St. Lucia, 26-27 April, 1993, organized by the Caribbean Tourism Organization and the Ministry of Tourism of St. Lucia (excerpts)

PREVENTION OF ORGANIZED CRIME AND COUNTER-TERRORISM

Organized crime and terrorism are at the bottom of the list of real threats to tourists, but they are near the top of the list in how they affect travellers' perceptions about safe destinations and where they will go on vacation. A person at home understands risks and lives with them. But that same person as a tourist does not want to be worried about unmeasurable risks from violence when on vacation — all the more so because the language is strange, the surroundings unfamiliar and official procedures can be hard to decipher — so he or she will go where such risks do not exist. Therefore, tourism authorities must learn how to deal with travellers' perceptions of these phenomena.

When an incident involves visitors from a major travel generating country, the media focus on the story can be extremely intense and global. The media coverage, in all likelihood, will be considered as exaggerated and grossly unfair to the destination. The incident will be characterized by a brief "sound bite" and an image on television or by a headline and a photo in newspapers. There will be no time to provide background. Tourism administrations must prepare in advance for a crisis and try to get the essence of the country's position across along with the first news of the event.

Because of the economic damage that can be inflicted on a country's tourism, its visibility, and the leverage it may have on a government, some terrorist and organized crime groups have targetted tourism directly. Usually this targetting has been with a view to scare more than to kill, but it can be effective, and some tourists have been killed or injured.

National tourism administrations will be called upon principally to react to the effects of organized violent crime against tourists rather than to deal with it directly. However, some actions that can be taken by tourism

authorities, in coordination with other authorities, can lessen the opportunities for organized crime against tourists. Action areas which have proved effective in these situations include:

LEGAL
•review security legislation, policies and measures to ensure that tourists have legal protection against violent organized crime and to assist its victims;

•make certain that the various sectors of the tourism industry — airlines and airports, other types of transportation, hotels — follow international safety and security practices and coordinate with the appropriate authorities;

INFORMATION
•ensure that the transportation and accommodation sectors are provided with current information on the nature of threats to tourism from violent and organized crime;

•provide general information to travel agents and international tour operators regarding violent and organized crime;

MEDIA
•develop a media plan for dealing with violent and organized crime incidents and for providing information regarding ongoing situations.

BOX 3:

International Provisions Address Unlawful Interference

• WTO's Recommended Measures for Tourism Safety provide that: States should undertake to cooperate in ensuring that a tourist who is a victim of an unlawful act against the safety of tourism facilities, including any means of tourist transport, receives all the necessary assistance and compensation for damages which such acts may entail.

• The policies of the International Civil Aviation Organization (ICAO) related to the safeguarding of international civil aviation against acts of unlawful interference have led to the Tokyo (1963), The Hague (1970), and the Montreal (1971) Conventions. These three aviation security conventions continue to rank among the most widely accepted multilateral instruments which are internationally binding. There are 153 State parties to the Tokyo Convention and Hague Convention and 155 to the Montreal Convention.

• According to Art. 10 of the Montreal Convention: when…a flight has been delayed or interrupted, any Contracting State in whose territory the aircraft or passengers or crew are present shall facilitate the continuation of the journey of the passengers and crew as soon as practicable, and shall without delay return the aircraft and its cargo to the persons lawfully entitled to possession.

• Under the auspices of the International Maritime Organization (IMO) an international legally binding instrument going along similar lines was adopted in 1988 (Convention for the Suppression of Unlawful Acts Against the Safety of Maritime Navigation).

1 DECREASE ENTRY OF CRIMINALS INTO COUNTRY
Tourism authorities can support the actions of police and other authorities combatting organized crime and terrorism first by supporting efforts to make it more difficult for criminals to enter the country or to carry out unlawful violent acts.

This means supporting controls at the airport and other ports of entry which allow legitimate travellers to come into the country with minimum obstacles, while effectively keeping out criminals and their weapons. It also means alertness at hotels and other accommodation establishments, and with respect to car rentals and other means of transportation.

While easier said than done, safety and security information and advice on measures and systems can be obtained through *Interpol, the European Union Trevi Group*, or through *the United Nations Office at Vienna (UNAV)* which has a *Criminal Prevention and Justice Branch* equipped with an information network on the Internet (UNCJIN-L). It has two components: (a) the UNCJIN-L discussion list, which provides regular Internet electronic mail (e-mail) and a bulletin board; and (b) the UNCJIN-L home page on the World Wide Web, which makes possible complex searching and exchange, linking and retrieval of information, including graphical images, sound and video. Various United Nations resolutions and international conventions promulgated by the International Civil Aviation Organization (ICAO) and the International Maritime Organization (IMO) on preventing organized crime and terrorism (see box) have established the basis for international cooperation in these matters. The key is close coordination with appropriate national authorities. It is possible that the international organizations (Interpol, UNAV, ICAO, etc.), refer such requests to government partners in the countries concerned.

BOX 4:

A Tourism Officials' Approach to Stopping Organized Crime

2 TARGETTED TOURIST INFORMATION CAMPAIGNS TO REDUCE INCIDENCE OF VIOLENT ACTS

A second element in the approach is to identify the precise nature of the violent acts and design appropriate information campaigns for tourists and the domestic and international travel trade. Organized violent crime is usually highly targetted, even though it may appear random. Specific counter-measures or instructions to the travel trade and to tourists should result from this analysis. For example, Mexico realized that it had a series of problems related to automobile and coach travel. It instituted a tourist police highway service, the "Green Angels", and developed ample information materials for tourists on how to travel safely by car and coach in Mexico.

3 ACCURATE MEDIA INFORMATION

The third element in the approach is to provide accurate information to the media, with the aims of promoting understanding of the nature of the violent acts, an actual level of risks, avoiding them or giving less opportunity for them to occur.

4 ENLIST LOCAL SUPPORT OF ANTI-CRIME MEASURES

The fourth element in the approach is to enlist the support of the local population with a stake in tourism business. If the local atmosphere is unfavourable or hostile to the criminal activity, organized criminals have greater difficulty in operating.

*F*lorida, a state where tourism is extremely important to the economy, was faced with the problem of organized, armed gangs forcing rental cars driven by tourists to stop on the side of the highway. The tourists were then robbed, and in several cases, killed. The press release printed below describes the results of one of the first actions taken:

Florida Governor Lawton Chiles organized a Task Force on Tourist Safety and held the first meeting on February 23, 1993. The Task Force made recommendations to the Governor on April 21, 1993. Task Force members included representatives of the state's tourism industry, law enforcement officials, and state agencies and is now a sub-Committee within the Florida Tourism Commission.

FOLLOWING IS A LIST OF TASK FORCE RECOMMENDATIONS AND RESULTS:

1. Recommendation: Expand Prison Facilities

The Governor continues his efforts to expand prison facilities to accommodate both adult and juvenile offenders.
Result:
In a May 1993 special session the Florida legislature passed a violent crime act that included:
• 10,500 new prison beds
• space for 3,500 additional inmates in 1993
•-reforms in sentencing guidelines to eliminate basic gain time and to assure that violent offenders spend the majority of their sentences in prison
•-a commission to study Florida's long-term prison needs

2. Recommendation: Establish Florida Tourist Direction Centers

The establishment of official Florida Tourist Direction Centers to offer directions to tourists and residents. A copyrighted state logo to identify centers will be placed at all locations and on all advertising for the programme.
Result:

A pilot programme is being established in Dade County and is expected to be implemented in November 1993. Funding for the pilot project consists of contributions from Alamo Rent a Car, Avis, The Hertz Corporation, Greater Miami Convention and Visitors Bureau, and the Florida Division of Tourism.

3. Recommendation: Sign Improvement and Expansion

Proposed were colour coding of signs, international symbols and increased signage along major highways, airports, beaches, rental car areas, etc.
Result:
More than 80 sign-bearing palm trees or "to the beaches" labels have been erected in the Dade County area. The Florida Department of Transportation is currently processing bids for additional signs.

4. Recommendation: License Plate Reform for Rental Cars

Remove license plates with the "Lease", "Z", or "Y" designations from rental cars. Require rental car companies to remove all logo items that identify cars as rental units.
Result:
A bill to remove the "Lease", "Z" and "Y" designations from license plates of rental cars by July 31, 1993, passed during a special legislative session in May. The bill became law on July 1, 1993.

5. Recommendation: Establish Violent Crime Investigative Emergency Account

The governor support a $1 million appropriation to fund the Violent Crime Investigative Emergency Account with the Florida Department of Law Enforcement. The appropriation will be used to enhance violent crime investigative efforts across the state.
Result:
In a special session the state legislature passed the $1 million appropriation as part of the violent crime act.

6. Recommendation: Support Witness/Victim Return

Programme (Tourists Lock-up Criminals-TLC.
The Governor support funding for a witness/victim return program.
Result:
The Department of Commerce supports this recommendation and, working through the Florida Division of Tourism, is encouraging Florida's tourism industry to contribute services and facilities.

7. Recommendation: Formation/Implementation of Emergency Plan

An emergency plan for responding to crimes against tourists should be formulated and implemented.
Result:
   The emergency plan is being implemented by the Florida Division of Tourism.

Source: U.S. Department of Commerce, United States Travel and Tourism Administration, Washington, D.C.

PREVENTION OF DRUG TRAFFICKING

Trafficking in illicit drugs violates national and international drug abuse laws. Such practices jeopardize the health, safety and security of tourists and travellers and of host country residents alike and give rise to other petty and organized crime activities. Combatting drugs in tourism requires the coordinated efforts of a number of government agencies and tourism operational sector firms:
• NTAs and local tourist boards
• transportation companies and hotel/accommodation facilities
• sightseeing tour suppliers and tourist guides
• police/tourist police
• law enforcement bodies/drug prevention authorities
• health authorities
• consumer organizations
• media

The National Tourism Council may find it useful to have a programme to combat illicit drugs, composed of:
• separating travel flows from drug traffickers and preventing travellers from being accosted by drug pedlars
• ensuring increased police surveillance of tourist areas
• providing tourists information on illicit drugs and penalties associated with their possession, consumption or sale
• developing educational programmes to be used in tourism schools and with employees in travel and tourism firms
• developing educational and dissuasive measures with tourism staff who may abuse or trade in illicit drugs in the work-place
• preventing the use of public means of tourist conveyance for smuggling illicit drugs
• disseminating information to the media

(Based on Proposal of measures to assist in suppressing drug abuse and illicit trafficking by tourists - WTO General Assembly resolution 240 (VIII), Paris, France, 1989)

Tourists often want to try new things while on vacation. Illicit drugs may be one of them. They should be warned of the legal penalties associated with illicit drugs, whether as smugglers, buyers, sellers, or users. For example, many tourists are unaware that the drug laws of the host country are applicable, not those of the tourist's citizenship.

For the same reasons, travellers using prescribed medications or syringes should have an official medical certificate justifying their possession in order to avoid misunderstandings at entry points.

Warnings and information should be made available to tourists at:
• entry points
• terminals and stations
• hotels and other accommodation facilities, especially youth hostels and youth holiday camps
• amusement centres
• clinics and hospitals
• festivals and other mega events

BOX 5: Warning Tourists about Illicit Drugs

Key international organizations engaged in international drug abuse control include:
• The World Customs Organization (formerly known as The Customs Co-operation Council) whose work in the seizure of illicit drugs is facilitated by a Central Information System (CIS) based in Brussels, and by the establishment of Regional Liaison Intelligence Offices (RILO) in several strategic areas of the world;
• The International Civil Aviation Organization (ICAO) which is assisted by the provisions of the Convention on International Civil Aviation and of the Standards and Recommended Practices contained in the Annexes thereto, and
• The International Chamber of Shipping (ICS) under the auspices of The International Maritime Organization (IMO). ICS has produced Guidelines to Owners and Masters Designed to Inhibit Illicit Drug Trafficking and Drug Abuse on Vessels Engaged in International Trade.

In dealing with drug offenders at the international level, The Convention Against Illicit Traffic in Narcotic Drugs and Psychotropic Substances (United Nations, 1988) applies.

HEALTH

People are normally more susceptible to health hazards when they travel. Those can range from minor upsets due to water or food, as well as allergies, to infections caused by communicable and non-communicable diseases, and health disorders as a consequence of one's ailing health condition which may deteriorate while travelling. These are followed by accidents, either transportation-related or recreation-related. Some of the health problems manifest instantly and may be fatal or at least be responsible for ruining one's holiday or business trip. Others, such as hepatitis, malaria or a sexually transmitted disease (STD) including HIV infection (AIDS), will take weeks or even years to become manifest and be detected. Travellers themselves may carry pathogens to the destination and infect its residents.

*I*n 1994, Germans made approximately 59 million trips abroad of at least one overnight stay

- On 2.3 million of such trips (3.9 per cent), Germans were affected by serious health problems of which:

gastrointestinal/food poisoning	44 %
allergies	31 %
infections	12 %
attributed to jet lag	5 %
accident/insect bites	4 %
cardiovascular	4 %
generally feeling very "unwell"	3 %
other serious health problems	7 %

- The greatest health risk occurs during summer months and in overseas travel, followed by travel to Mediterranean, Eastern Europe, Western Europe and Northern Europe destinations
- The highest number of health risks is experienced in countryside recreation, followed by sun and beach and itinerant holiday. Snow-related trips present the least risks
- Health problems manifest principally in tourists staying in youth hostels, followed by bed and breakfast accommodations, tents and mobile homes. Visited friends' accommodation and first class hotels present a lower number of health problems, the least occurring in medium category hotels
- All-inclusive package travellers experienced the least number of health problems - one third on average
- In trips longer than three weeks the health risk was tripled
- The highest health risk was experienced by the 15-34 age-bracket, the least by 55 plus. There was virtually no difference between male and female travellers in experiencing health risks
- Middle-class travellers were the least affected as were those accompanied by children under 15 years of age.

Source: Rolf D. Freitag, German Outbound Travel: Health Problems and Criminal Offences, 1994, European Travel Monitor S.A. Luxembourg, IPK International, Munich, Germany

CASE STUDY

6

Health Problems of German Travellers
(basic findings 1994)

CONCLUSIONS

Most tourist health problems have an important element in common: they can be drastically reduced by improved information to tourists and by actions at the destination. Health and safety officials the world over note that improvements in the water quality and use of seatbelts in automobiles would considerably reduce the number of cases of food- and waterborne diseases and transportation-related injuries, respectively.

National governments have responsibility for the prevention of the international spread of communicable diseases. This information is well organized through WHO in conjunction with national health authorities. Countries are obliged to notify to WHO the infected areas for plague, cholera and yellow fever (only official governmental information is used).

Given the persistence of communicable diseases and the emergence of microbial threats to health (recent case: Ebola haemorrhagic fever), and recognizing that one consequence of movements of people involves the potential for spread of infectious diseases, national authorities should periodically review their own capability and capacity with respect to:

- the prevention and control of communicable diseases with epidemic potential
- emergency preparedness and response in case of such outbreaks.

Plans of action and allocation of resources for meeting such an eventuality must be worked out in advance, and tourism professionals should be sensitized to report to health authorities any outbreaks of diseases in tourists.

RECOMMENDATIONS

1. The national tourism administration and tourism companies should designate persons to be responsible for health issues.

2. Tourist health information should be available to international visitors and their representatives through public or private organizations, such as:
• official tourism representations abroad
• tourist information offices
• tour operators and travel agents
• tourist transport companies
• global distribution systems (GDS)

3. Tourist health information should be a permanent feature in data bases and travel publications of these organizations. Tourist health information provided by tourism companies and their staff should be developed in consultation with national health authorities or other competent health experts.

4. Health advice should address the visitor's behaviour and include food safety, sexually transmitted diseases (STD) and specific health hazards corresponding to the destination to be visited (e.g. cholera, malaria).

5. Staff members should be trained to provide this information to the public. Requests for technical or individualized health information must be referred to appropriate health authorities and physicians.

6. Tourism staff should have the current addresses, as well as telephone, facsimile or electronic mail numbers, as appropriate, of health authorities, vaccination centers, travel clinics and physicians specializing in travel medicine. For current health information of tourist interest they should subscribe to national and international tourist health information systems.

7. The national authorities and health professionals should cooperate so as to establish, where appropriate, public or private travel clinics to cover specific health needs of international travellers.

(Based on Health Information and Formalities in International Travel, WTO, 1993)

7

Health Centres for Spanish Travellers

In the last several years, there has been an important increase in the number of Spanish citizens travelling to various countries in the world. For this reason the health authorities have adopted new measures on immunisations, prophylaxis and advice to travellers about avoiding illness. In Catalonia the health authorities have established since August 1991 a programme for travellers at risk. It includes:

1. *Individualized attention according to age, sex and medical history.*
2. *Advice depending on the length of time in the country to be visited.*
3. *Advice according to zones and places to be visited.*
4. *Advice according to the type of travel: leisure, adventure, work, etc.*

From August 1991 to December 1993, 20,336 persons attended the Catalan Health Centres for Travellers. Such persons included mainly potential travellers to Southern Africa, South America, India, Indonesia, Malaysia and Nepal.

Source: P. Garrido, Travel Medicine NewsShare (March/April 1994) of the International Society of Travel Medicine (ISTM)

1. Specific and general information relating to international travel designed for use by national tourism administrations and tourism industry organizations is available without cost from WTO in two brochures entitled Travellers' Health Abroad (1991, 1993) and Health Information and Formalities in International Travel (1993) prepared with the cooperation of the World Health Organization.

The second brochure singles out three types of "tourist health information":
(a) vaccination requirements and related formalities of tourist destinations;
(b) sanitary and climatic characteristics of tourism destinations;
(c) health advice for international visitors during their travel and stays.

2. More detailed health information on tourist destinations is available from WHO's permanent publications (in English and French):
• Weekly Epidemiological Record (WER): information on infected areas. It is available free of charge in electronic format on the Internet. To view the WER, the programme Acrobat ^{TM} Reader [1] is required. To access and software that retrieves files by file transfer protocol (FTP) or provides access to the World Wide Web (WWW). An E-Mail-based service is also available. ([1] Acrobat ^{TM} Reader is available on the Internet from Adobe ^{TM} Inc; WWW Server at http://www.adobe,com/Acrobat/AcrobatWWW.html or FTP Server at ftp.adobe.com.)
• International Travel and Health. Vaccination Requirements and Health Advice (annually). (Available also in Spanish).

3. Specific health advice from WHO:
• Guide on Safe Food for Travellers
• Cholera - Basic Facts for Travellers can be received in leaflet or camera-ready-copy form against cost payment,

BOX 6:

Where to Get Tourist Health Information

and
• Preventing Malaria in Travellers can be received free of charge from the Centers for Disease Control and Prevention (CDC) in Atlanta, USA.

4.The passport against AIDS (leaflet) aimed specifically at young travellers can be obtained free-of-charge from Europe Against Aids (International coordination) in Brussels.

5. The Travel Information Manual (TIM) provides airlines, travel agents and other parties in the travel industry with practical information regarding travel abroad. TIMATIC is the computerized version with a world-wide customer base of all major international airlines and computer reservation systems (CRS). Health information (legal requirements on vaccinations of the destination country, additional vaccinations, malaria prophylaxis) is included and made available on request. (In 1994, health enquiries on TIMATIC comprised 13% of the total number of annual enquiries of approximately 22 million).

6.It is becoming a widespread practice of health authorities of the main health-conscious tourist generating countries, and of private companies sending their staff on foreign assignments, to publish brochures carrying health advice for for international travels.

7.There is also a growing number of health information systems in the form of bulletins, printouts and on-line boards, both public (ministries of foreign affairs, health departments, NTAs, etc.) and private (EDISAN; Travel Medicine Advisor; Traveling Healthy and Comfortably; Travel Data (UK), Air France Travel Clinic Information by Minitel, company health information for travelling staff, etc.) to which tourism organizations can access and subscribe.

B. LOCAL RESPONSIBILITIES

CREATING LOCAL NETWORKS FOR VISITOR AND RESIDENT SAFETY AND SECURITY

Local communities are a major beneficiary of tourism — and also receive some of its negative impacts. Jobs and incomes are at stake; sometimes the economy of the entire community. From the tourist's point of view, the image of a destination is formed by the experiences he or she has when coming into contact with authorities at the airport, porters, people at the information booth, taxi drivers, hotel staff, restaurant service personnel, people on the street, in shops and with vendors — as well as by the physical surroundings. It is at the tourist's final destination where fine-tuning of the organization and management of tourism must take place. It is where the protection of citizens affects the security of visitors, hence both groups may mutually benefit from measures undertaken to this end.

Creating a local network by bringing together all the agents interacting with visitors is an effective way to address systematically visitor and resident safety and security concerns. The activity in France of Syndicats d'initiative is an example of a similar plan whose principal aims are tourism promotion and the facilitation of tourism supply at the destination.

The local public tourism authority, in consultation with representatives of the business community (retailers association, chambers of commerce) should be instrumental in taking the initiative and setting up a visitor and resident safety and security network. The aim is to seek to create a sense of solidarity and shared benefits for the participants. When everyone with a stake in tourism safety and security agrees to seek common solutions, half the battle is over.

FORMS OF NETWORKING AND ORGANIZATION

The structure and organization of society need to be taken into account when choosing a strategy for

establishing a local network for visitor and resident safety in security. If a local community is organized around a local model of decision making, it may be relatively easy to develop a local network without reference to other levels of the society, in other cases the local or central government support may be essential to convince potential partners to form the network and develop a legitimate programme.

Depending on the importance of visitor traffic to the host community and the problems related to safety and security, networking may take various forms, from informal and very simple to more elaborate and formally established, such as:
• Lists of telephone/fax/e-mail numbers of tourism businesses to contact to deal with specific kinds of problems
• Small informal working groups to consider issues and disseminate information to selected recipients
• Specific task groups to deal with responses to persistent problems
• Local visitor and resident safety and security committees
• Local tourism councils with a section on visitor and resident safety and security

PARTNERS IN A BROAD NETWORK
• Local tourist board or equivalent (e.g. Convention and Visitor Bureau)
• Local government officials
• Judiciary authorities
• Police
• Fire brigade
• Airport, taxi companies and other transportation officials
• Representatives of tourism firms in the area, including incoming tour operators
• Local businessmen including retailers
• Citizens' and neighbourhood groups
• Non-governmental organizations

In some cases, according to the forms by which society

at the local level is organized, it may be appropriate to invite participation in the network of the religious communities present in the area.

PROBLEMS AND ISSUES TO BE DEALT WITH BY A NETWORK ORGANIZATION

- Particular local problems in safety and security in the tourism context
- Kinds and sources of information available, so that participants can gain an objective understanding of safety and security problems
- Sharing responsibility for these problems
- Current measures and possible future initiatives (planning for safety and security
- Issues which should be considered at, or reported to, the regional or national levels, inclusive of health problems of visitors (imported diseases)
- Communication problems with visitors: what information should be given to visitors and how it should be distributed; tourist signs and symbols
- Media management plans
- Liaison with other networks as well as research and documentation centres

ADVANTAGES OF NETWORKING

- greater effectiveness
- visible improvement of the situation
- improved professionalism
- reduced costs for all participants
- time-saving
- equitable spread of benefits to all partners

Source: Adapted from a recommendation on local networks for visitor and resident safety and security at tourist destinations, presented by WTO as a summary of the panel "Quality Assurance Needs Through Host Partnerships" at the Talk at the Top on Security and Risks in Travel and Tourism (Östersund, Sweden, 9-11 June 1995)

1. SAFE COMMUNITIES

(Safe Community LOGO)

Since 1989 the World Health Organization has been supporting safe community projects around the world to form a WHO "Safe Community" network (so far including localities in Argentina, Canada, Denmark, India, Sweden, Thailand, the United Kingdom and the United States). Principally the aims are the prevention of accidents and violence, and the mitigation of the effects of those on the health and quality of life of the resident population. The programme is managed from the WHO headquarters in Geneva.

The work is being developed in four safe community action areas: formulate public policy for safety, create supportive environments, strengthen community action, and broaden public services. WHO's Guidelines for Safe Communities pertain to: community organization, epidemiology and information, intervention, decision making, and technologies and methods.

Criteria which should be met for inclusion in the Safe Community network include:
1. A cross sectoral group that is responsible for accident prevention.
2. Involvement of the local community's network.
3. The programme must cover all ages, environments and situations.
4. The programme must show concern for high-risk groups and high-risk environments and aim especially at ensuring justice for vulnerable groups.
5. Those responsible must be able to document the frequency and causes of accidents.
6. The programme must run over a long period of time and not just be a short-term project.
7. Include evaluation indicators which show effects of the programme and provide information on current processes of change.
8. Analyze the Community's organizations and their

possibilities of participation in the programme.
9. Be prepared to involve the health care organization in both the registration of injuries and the accident prevention programme.
10 .Be prepared to involve all levels of the community in solving the accident problem.
11. Spread experiences gained both nationally and internationally.
12. Be prepared to contribute to a strong network of "Safe Communities".

Source:Leif Svanström, Karolinska Institute, Department of Social Medicine, Kornan Health Centre (WHO Collaborating Centre on Community Safety Promotion), Sundbyberg, Sweden

2. HEALTHY CITIES

(Healthy
Cities Logo)

The WHO Healthy Cities Project (HCP) is a long-term international development project that seeks to put health on the agenda of decision-makers in the cities of Europe and to build a strong lobby for public health at the local level. It is one of WHO's main vehicles for giving effect to the strategy for health for all (HFA). Healthy cities are "field laboratories" for testing HFA initiatives at local level. The WHO has completed the first phase of implementation of the HCP (1987-1992) and embarked on a new action phase (1993-1998). Over the past six years the project has developed into a major public health movement at local levels, involving networks of over 500 cities throughout Europe and another 300 cities in other parts of the world.

Together with WHO's strategy for health for all, HCP also applies the principles of health promotion as outlined in the Ottawa Charter for Health Promotion, the principles of the European Charter on Environment and Health, and the implementation of local Agenda 21 plans of the Rio Earth Summit.

A "healthy city" is defined in terms of process and outcome. Any city can be part of the "healthy cities" movement, regardless of the current health status; what is required is a commitment to health and a structure and process to achieve it. Action is focused on the following areas: (1)securing political commitment (to provide necessary legitimization, direction and resources for the project); (2) giving visibility to health (to promote wide appreciation and recognition of the major health issues in the city and the factors influencing it); (3)making institutional changes (to encourage and establish intersectoral collaboration, modernize public health structures and processes, and promote the active involvement of the community); and (4)taking innovative steps to improve health and the environment (to promote equity, ecological management, supportive environments and healthy municipal policies).

The project's main operational elements are:
•the WHO project cities network, which is the network of cities that are committed to a comprehensive approach to working towards and attaining the goals of the project (including a process of systematic monitoring and evaluation that allows experience to be analysed and good practices disseminated);
•national and subnational networks of healthy cities. (Subnational networks involve smaller cities and towns); -multi-city action plans (MCAPs), implemented by sub-networks of cities working together on specific issues of common concern (eg. AIDS, environmental issues, primary health care, disability, nutrition, etc.)
•special (model) projects in cities in Central and Eastern Europe, to help them to carry through health care and environmental reforms by means of international cooperation, technical "twinning" arrangements and mechanisms for resource mobilization (eg. the St. Petersburg special project on care services for "mothers and babies").

Since the beginning of the second phase of HCP (1993-1998) and as of August 1995, the following 34 cities

have been designated to the WHO project cities network: Amadora, Athens, Bialystok, Bologna, Camden, Copenhagen, Dresden, Dublin, Eindhoven, Frankfurt, Geneva, Glasgow, Gothenburg, Györ, Horsens, Jerusalem, Kaunas, Kosice, Liège, Liverpool, Lódz, Maribor, Mechelen, Nancy, Padua, Pécs, Poznan, Rennes, Rotterdam, Sadnes, Sumperk, Torun, Turku and Vienna.

The national networks have been established so far in 23 countries: Austria, Belgium, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Israel, Italy, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Ukraine and the United Kingdom.

Source: Dr. Agis Tsouros, Project Coordinator, Healthy Cities, World Health Organization, Regional Office for Europe, Copenhagen, Denmark

CASE STUDY

9

Ireland: Dublin Tourist Victim Support Service

BASIC FACTS

- *Established in 1994 and modelled on the Amsterdam Tourist Assistant Service (ATAS) created in 1991*
- *Operational Budget from contributions from the Tourist & Business sector to cover the full-time coordinator's salary and the running expenses*
- *All referrals come through the Garda Síochána (The Irish Police)*

The service is managed by a full-time coordinator and run by a team of volunteers. It offers both emotional and practical help to tourists who, after a crime, are shaken and upset, who are left temporarily without access to funds, who have important documents and travel documents to replace, or who have difficulty with English.

The Service liaises with the tourist sector to address the immediate needs, for example accommodation and meals, until funds are available, and to replace travel tickets for the return journey. Information is available on embassy requirements to obtain ID cards and on the telephone numbers for cancelling stolen credit cards and travellers cheques.

Most importantly, the Service acts as a central base from which all the problems can be addressed and calls made, with supportive staff at hand, with language and interpersonal communication skills, to spend time listening, reassuring and taking an interest in the tourists' problems. Without this assistance, many tourists would be stranded or be required to abandon their trips.

It is pointed out that provision of this service does not mean that Dublin has a serious tourist crime problem. Instead the citizens of Dublin are prepared to devote their skills and time to make tourists feel cared for and part of a local quality tourism experience.

Source: The Irish Times, (April 9, 1994), and Tracy Doran, Victim Support Co-ordinator (31 July 1995)

CASE STUDY

10

**Slovenia:
Coordination
of Police
Activities
with Tourism**

*T*he activities of the Slovenian police related to
tourism are carefully planned and are intergrated
with all other factors with the aim of implementing
Slovenia's national tourism strategy. The work is planned
and carried out on the basis of government decision and
activities of the Tourist Association of Slovenia. It includes
preventive work, functions connected to traffic safety,
protection of the state borders, criminal investigation,
public order and even promotional activities.

*As part of their planned activities and on the basis of the
assessments of the safety conditions, the police meet with
persons responsible for:*

- *inspection services (fire, sanitary, market)*
- *facilities of strategic importance (post and
  telecommunications, power supply)*
- *tourist facilities (hotels, camps, swimming pools, health
  resorts, sports halls)*
- *transport and communications companies (railway,
  airports, bus stations)*
- *mountaineering societies*
- *restaurants and facilities in which larger events take
  place*
- *financial institutions and larger companies*
- *preventive check-ups for fire protection and functioning
  of alarms and security devices (cinemas, museums,
  galleries)*
- *supervision over the importation of drugs, arms and
  explosives.*

*At these meetings the police decide on forms of
cooperation, highlight setbacks and mistakes, note the
obligations of managers, and give recommendations and
advice.*

Excerpted from a presentation given to the WTO Experts Meeting on Tourist Safety and Security,
11-12 April 1994, Madrid, Spain

MEDIA RELATIONS

Organizationally, media relations at the local destination level is similar to organization at the national level. A professional from the local tourist board should be made responsible for contacts with the media. That person should develop or have access to a database of information on the destination, including safety, security and health information.

There should also be a list of key press contacts, at the destination, nationally and internationally, who are regularly given up-dated information about the destination. Normally, press releases will be about special events, promotions, festivals and cultural activities. Safety, security and health information should be regularly included, especially since it will almost always be positive and preventive — use of safety belts in automobiles, health tips, such as care with the sun or drinking bottled water — that are part of larger campaigns with tourists. However, the non-emergency contacts with the press will pay dividends if there is an emergency and the destination must get its views out to a wider audience in a positive and accurate manner possible.

If there is a serious safety, security or health problem, the local tourist board will have to coordinate closely at the destination with other local authorities and with the press person and other officials at the national level. The principles of dealing with the media cited in the National Responsibilities section above apply equally at the local level.

BOX 7:

**The Cycle
of a Tourism
Disaster**

According to a number of destinations that have experienced major safety and security incidents with strong media attention — whether they be natural disasters or man-made — the effect on the destination's tourism follows a cycle:

1. An incident occurs and the media describe the incident in the starkest terms: (...the beach is entirely destroyed...   ...the tourist bus was blown up just after the tourists got off to visit the ancient temples... ...100,000 holiday makers were trapped by the general strike which turned into rioting..., etc.)

2. Tour operators cancel advance bookings and travel agents stop making sales.

3. The destination takes an economic punishment with reduced arrivals and experiences inaccurate and poor press coverage magnifying the effects of the incident.

4. The destination begins to get its story out (...statistically you are safer here than at home... ...the photos of people on the beach show that it is still there ...new measures have made the destination safer than ever before.., etc.)

5. Time and vigorous, sometimes very expensive, promotion and marketing begin to bring the clientele back.

Understanding this cycle means that tourism officials and professionals can act at each phase of it in an effort to mitigate the negative effects.

POLICE PROTECTION OF VISITORS

Improving the protection of tourists by police is a two-way street between tourists and police officials. Police usually have a fairly precise idea of the kinds of situations tourists find themselves in that require police intervention. They know the rate of crime in a city, what kinds of criminal activities occur, where and which are the locales of greatest risk. However, police may not know that large meetings and conferences are being organized, that there will be a massive promotion campaign for the destination in selected markets, or other tourism initiatives. Coordination with local police in events planning is essential.

Three steps to improving police protection at tourist destinations:

1. Ongoing Coordination with Police

The first step is to institute regular coordination between the tourism sector and police officials. Coordination can be in the context of a local tourism safety and security committee.

2. Ongoing Education of Tourism Officials

The second step is for the police to educate tourism officials about crime at the destination so that tourism activities do not inadvertently subject tourists to greater risk.

3. Ongoing Education of Police Officials

The third step is to educate the police about the requirements of tourism at the destination. Police can increase foot patrols in heavy tourist areas, so that they can stop and talk, and be a friendly presence on the street. Over the longer-term, efforts can be made to increase the language capabilities of police officers so that they can deal with tourists directly in a more effective manner.

In some areas of heavy tourism, or where cultural differences between the tourists and the residents are

strong, some destinations have instituted a tourism unit within the police organization or a separate, special tourist police. The tourist police are trained in languages, have a thorough knowledge of the destination and its attractions, and normally patrol on foot in areas of maximum tourist pressure. Their functions are to provide security, prevent crime, provide information to tourists who have questions or problems, to defuse disputes and to investigate cases where tourists may be involved in criminal activities.

Police are often working under stringent financial and personnel limitations, while public safety requirements in tourist areas are increasing. Longer term policing requirements can be surfaced in a local tourism council since response to this problem goes beyond the specific responsibilities of police or tourism authorities.

One way to attack this problem, used by some destinations, has been to ask persons in the neighbourhood with a stake in its security to serve as the eyes and ears of the police. Thus local businessmen, watchmen, concierges, vendors and others on the street who know the neighbourhood well can provide an early alert to police of impending problems. In business areas, such a programme is known as "Uniformed Guardians". An adaptation of this idea to residential areas, where residents provide an alert function is known as a "Neighbourhood Watch" programme. Beachfront hotels in some destinations have a system to alert each other about theft on the beach. In addition, to coordinate efforts to identify perpetrators are identified, police also are called.

Publicizing a campaign of local safety and security guardians can have a deterrent effect on crime, since the effectiveness of the police is multiplied beyond their numbers — and on criminals, since they are made aware that the local population and the police work together.

CASE STUDY

11

Zimbabwe: Policing for Tourist Security in Harare

*V*arious measures have been adopted by the Zimbabwe Republic Police to offset the effects of crime directed at tourists. Such measures include the increased presence of armed police on foot, horse and mobile patrols coupled with observations by plain clothes officers and the development and enhancement of observation points at strategic locations and high rise buildings. Police reporting centres (satellites) have been placed strategically within walking distance of most urban hotels. Such measures have proved to be successful in guaranteeing tourist and local security.

In order to mitigate the psychological impact of police presence, hotel and restaurants owners have been asked to reassure visitors to the city that the armed police are there not as a manifestation of a "police state", but to protect visitors from and against thieves.

The Zimbabwe Republic Police press and public relations department periodically issues advice through the mass media targeted at visitors:
• not to carry large sums of money when walking about in the city centres if there would be no immediate use for the money;
• not to walk in isolated roads and dark alleys, especially at night;
• to avoid to look like a tourist (e.g. wearing backpacks, money belts, or khaki outfits, etc.) when the situation does not so require;
• not to leave articles of any value in view of the public in a vehicle not being attended;
• to put more trust in their hotel safes and security;
• to make use of recognized exchange bureaus instead of back street dealers;
• in the event of any crime to make speedy reports to the nearest police officer in uniform in the street, or report to the police through the emergency telephone link at any public call box or through the police hot lines which are manned 24 hours.

Source: Zimbabwe Republic Police, 9th Sypmposium on International Terrorism: Tourism, ICPO-Interpol (Lyon, France, 30 November-2 December 1994)

6.5 million visitors to Hawaii spend about $10 billion each year providing for roughly 40% of state revenues. Public safety and security issues are therefore vital to Hawaii's economy and to the well-being of its visitors and residents. In terms of its cosmopolitan environment, Honolulu is comparable to New York, San Francisco, San Diego or Washington D.C. In the top ten safest US cities per the FBI in 1994, Honolulu ranked 10th with 287 crimes per 100,000 population.

"Business Watch" is a proactive security plan resembling "Neighbourhood Watch". It was introduced for the Royal Hawaiian Shopping Center (RHSC) in Honolulu in January 1995.

Business Security Watch provides its participants with a network of merchants, working with RHSC management, the Honolulu Police Department and Hawaii Protective Association to ensure that the Center is a safe place for employees and customers, many of them tourists.

The programme involves using "a communications tree" which includes the following procedures:

• if a crime is committed, a merchant should immediately call 911 to report the incident, then fill out the Security Alert Form and call the Business Watch Contact phone number.

• if a merchant sees a suspicious character, he or she should fill out the Security Alert Form and call the Business Watch Contact number.

• once management receives a security alert call, so-called "Business Watch Captains" (i.e. the appointed merchants playing an integral part of the communications tree) will be put on alert and will forward all pertinent information to the other businesses in the network.

CASE STUDY
12

**Hawaii:
Business
Security
Watch**

There are specific procedures to follow after receiving a security alert call from the Captains, namely to appropriately record the information and pass it on to other shops.

(Space to scan "Warning-Business Security Watch label)

The objective should be to find the right balance between policing tourist areas so that crime is deterred and the appearance of being over-policed. For crime to occur, one needs to have potential victims, potential perpetrators of the crime, and opportunities. Thus, in general, problem areas for crime against tourists occur in:

1.Places with a high concentration of tourists, potential targets for perpetrators of crimes. These can be terminals of airports, port areas and railways, subways, transit roads or shuttle services between terminals and city centres which are used by a high percentage of tourists and commuters; or buildings, sites, shopping areas or beaches which are heavily frequented by holiday makers.

2.Zones where there are a high number of potential offenders. When tourists are present at places in the destination where the resident population is transient, poor, has high unemployment, or a higher index of criminality than in other areas, the mix can lead to a greater number of crimes against tourists. In some cases, the potential offender may be a tourist. When a high number of potential offenders exists at a destination, they are likely to seek out tourists wherever they are.

3.Locales where the police presence is low. For example, nightspots where the tourist may be looking for excitement, drugs or sex, but also where the tourist is likely to be relatively isolated and in an unfamiliar milieu.

Police and tourism officials should make certain that the protection of tourists is designed in the context of benefitting the local population, so there is not a reaction against the tourists by residents.

CASE STUDY
13

**Malaysia:
The Tourist
Police Unit**

*T*he Tourist Police Unit was set up by the Royal
Malaysian Police on 22 February 1988. At present,
the Kuala Lumpur Tourist Police Contingent alone has
a strength of 200 personnel.

RATIONALE FOR THE ESTABLISHMENT OF THE TOURIST POLICE UNIT

The Tourist Police Unit was set up in order to provide
security and assistance to tourists by police personnel
who are specially trained and briefed on tourism and to
keep a check on crimes involving tourists.

OBJECTIVES OF THE TOURIST POLICE UNIT

1. To ensure the success of the government's objective in
developing the tourism industry;
2. To provide security and assistance to the local as well
as international tourists;
3. To prevent and/or investigate crimes involving local
and international tourists;
4. To prevent and investigate tourists from engaging in
any criminal activities.

ROLE AND FUNCTIONS

1. To provide security and assistance to tourists;
2. To have an in depth knowledge of tourist destinations
and attractions;
3. To provide information and guidance to tourists;
4. To ensure tourist destinations are safe for tourists and
free of any criminal activities;
5. To ensure tourists are not victimized or cheated during
their stay in the country;
6. To ensure tourists are informed of the local norms and
customs, laws and regulations;
7. To expedite actions including investigations and
prosecutions of criminal cases which involve tourists;
8. To control and prevent any unsavoury activities or fraud
in the tourism industry;
9. To provide and disseminate information and assistance
to tourists who are involved in accidents, thefts or loss of
important documents.

Excerpted from a presentation at the WTO Experts Meeting on Tourist Safety and Security, 11-
12 April 1994, Madrid, Spain

FIRE PREVENTION

Even though hotel fires are less frequent today than in recent past, a fire is the greatest life threatening risk that a tourist faces in a hotel. Great strides have been made in recent years to bring hotels used for tourism up to international fire safety best practices, even though precise fire safety codes and regulations differ from country to country. Fire safety codes and regulations are often promulgated at the local level and certainly that is where enforcement takes place.

Fire safety is more economical when it is executed as part of the design at the time of construction. However, fire safety also depends on the way the hotel is operated, how the staff is trained and the behavior of the hotel guests.

*A*im and means for the making safe of existing hotels, pensions, inns, motels or any other equivalent denomination, that can offer lodging to at least 20 paying temporary guests:

1. The making safe of existing hotels against the risk of fire has as its aim:
. to reduce the risks of a fire starting;
. to stop the propagation of a fire and fumes;
. to allow all occupants to escape safely;
. to allow the intervention of the rescue services.

2. In order to satisfy these objectives, all necessary precautions must be taken by the establishment in order that:
• safe evacuation routes be determined, clearly indicated and remain open and free of any obstruction;
.in the event of fire, the stability of the building should be guaranteed for at least as long as is necessary for the occupants to escape safely;
• the presence or use of highly inflammable materials in wall, ceiling and floor coverings, and the interior decorations should be carefully limited;
• the technical equipment and the devices (electrical, gas, heating installations) should offer good operating security;
• appropriate means to alert the occupants should be planned and maintained in good operating condition;
• the security instructions and the plan of the premises showing the evacuation paths should be displayed in each room normally occupied by the guests or the personnel;
• first-aid means and fire extinguishers should be available and maintained in a good state of operation;
• the personnel should have received appropriate instructions and training.

Source: Recommendation of the Council of the European Communities of 22 December 1986 concerning the security of existing hotels against the risk of fire

Health

Tourist health concerns at local destinations should principally aim at tourism facilities, visitors, and community health services, and address sanitation, food safety, health services and epidemiological surveillance.

SANITATION

Sanitation, hygiene and cleanliness are of major importance to the health of visitors, besides being non-negotiable attributes of quality and respect towards visitors. They are basic requirements for all tourism facilities, irrespective of their service category or degree of luxury, and for all tourism sites, irrespective of their level of attractiveness or uniqueness. More so, clean and hygienic tourism facilities and sites contribute favourably to the health condition of the host community.

Maintenance and inspection should be carried out regularly. Refuse should be disposed of daily, if not more often if so required. This is especially vital for public places (parks, scenic sites, sporting facilities, built attractions) which tend to reach high levels of visitor carrying capacity at short intervals. Besides meeting the health and quality concerns, this policy may help to create more jobs.

Whenever practicable, refuse should be pre-selected allowing for its future sanitary handling and re-cycling. Use of separate refuse and garbage containers should therefore be encourgaed allowing visitors to share responsibility for making their own environment clean and healthy. Although this may mean additional initial investment, it will pay dividends for both visitors and the local population.

FOOD SAFETY

Eating is a basic physiological need which impacts heavily upon the health and comfort of individuals, every day and wherever they go. The art of fine and healthy eating contributes to maintaining and strengthening good

relations and peace among people, and to making them enjoy their trip and feel generous, strong and safe, hence to making them less vulnerable to other risks, of both health and non-health nature.

Enjoying local dishes and drink can be a very attractive part of a travel experience. It offers insight into the national identity of the country and for many visitors provides an important memory of their stay. When basic food safety precautions are taken, the local food is likely to be a healthy and pleasurable choice for tourists.

**BOX 8:
Safe
Drinking and
Eating Tips**

Tourism officials, tour operators, travel agents, sightseeing organizers, tourist guides, and health organizations should be encouraged to disseminate food safety tips. These tips might include the following:

Safe Drinking. Bottled mineral water, bottled carbonated soft drinks, beer, wine and hot beverages such as tea and coffee are normally safe drinks. Boiled water or water disinfected with slow-release disinfectant tablets is also safe. The same goes for boiled, unpasteurized milk.

Safe Eating. Food should be thoroughly and freshly cooked. Even so, some species of fish and shell-fish may contain poisonous biotoxins at certain times of the year. When in doubt, ask or abstain. Fruit and vegetables that can be peeled are safe. Remember the dictum "Cook it, peel it or leave it" (especially important for campers and other individual travellers preparing their own meals).

Avoid !
Any uncooked food - especially raw fish and raw meat
Cooked food kept at ambient temperatures for hours
Fruit with damaged skin
Ice-cream - if made of unpasteurized milk
Ice cubes - unless made from safe water

Once professional travel organizers disseminate safe drinking and eating tips to travellers and visitors, they increase their own awareness of food safety which contributes to the proper planning of food services for their clients.

Source: WTO, Travellers' Health Abroad, 1991

Work for food safety at tourism establishments is dealt with in Chapter II, Box 20 (Hygiene in Mass Catering: Important Rules).

HEALTH SERVICES

WTO's Recommended Measures for Tourism Safety provide that States should undertake to designate or indicate appropiate public or private health services for tourists and make information about such services available to tourists and their representatives (Section III.3: Emergency medical assistance to tourists).

Such services are foremost needed at the local level. Information on such services at destinations should be available at both the departure points (i.e. with travel guides and catalogues, travel agents, GDSs, etc.), to increase the feeling of security of outgoing travellers, and at the destination (with accommodation establishments, other tourism facilities, attractions, tourist guides), to provide for immediate response to health problems.

It is a secondary issue whether such services are public or private, free-of-charge or payable. What matters foremost is that information on such services be readily obtainable, that there exist clarity regarding the mode of their operation, and that they be designated, i.e. recommended for reliability and quality.

Local health and health-associated services should also be prepared to cooperate with external travel assistance organizations which travellers may contract for medical treatment, hospitalization, and emergency repatriation.

All hotel establishments in Ubud, a cultural centre of Bali, Indonesia, feature leaflets listing medical services, together with corresponding tariffs, available to tourists from a private Ubud Clinic which is situated and well recognized in Ubud's main street.

English speaking medical doctors and nurses, who have been trained for emergency cases, provide services such as general consultation, medical check-up and on-call service. The Ubud Clinic can also assist tourists in arranging X-ray and specialist doctor consultation as well as ambulance transportation and medical evacuation/ repatriation. It operates 24 hours a day, including Sundays and public holidays.

Source: Ubud Clinic, Bali Ubud Medical Assistance - 24 Hour Medical Service, Bali, Indonesia

CASE STUDY

15

Indonesia: Bali Ubud Medical Assistance

EPIDEMIOLOGICAL SURVEILLANCE

Recommended Measures for Tourism Safety encourage States to develop national policies and services with regard to tourist health, including reporting systems on health problems of tourists.

Epidemiological surveillance is essetial for attending identifying health problems, correcting them and preventing from occurring in the future. Case Study 8 (Safe Communities) explains how accident and health surveillance can be organized at the community level.

At a tourism establishment or resort it is important to abide by the following rules:
• The affected person(s), or their relatives and friends, have to inform the manager of the establishment or resort of the occurance of the disease;
• The manager has to immediately inform the physician of the establishment, and, through him or her, the health authorities;
• The health authorities have to take urgent measures, especially if they receive the initial indication of a disease outbreak. The tourism authorities have to cooperate with them.
• After ensuring that the affected people are receiving the necessary medical assistance, the health authorities have to conduct research to determine the origin of the problem. Epidemiological records have to be preserved to allow for subsequent prevention and evaluation.

The health services of major tour operators conduct their own epidemiological surveillance, especially with regard to food safety, for local destinations and individual establishments. It is therefore desirable that local tourism operators and health authorities collaborate with external tour operators in this matter.

(Based on Proceedings of the WTO/WHO Regional Conference on Food Safety and

First Aid, Emergency Services and Hotlines

Accidents happen, despite prevention efforts. Should an emergency occur to a tourist while visiting your area, a system which instructs tourists on how to get first-aid and emergency services and perhaps the provision of a special emergency service hotline for tourists should help mitigate the effects of the emergency. This system could be a list of emergency numbers pasted on the telephone in the tourist's hotel room, or in the glove compartment of a rental car, posted in public telephone booths, or included in maps and guide brochures of the destination.

Tourists need more care and assistance than residents because of their difficulties of communication and unfamiliarity with local customs, the short duration of their stay at the destination and the limited possibilities to exercise their rights. This applies to:

- emergency medical assistance (first-aid) and the care of dependent accompanying persons such as minors;
- ancilliary services in case of car accidents, such as interpretation, information and advice;
- assistance to file and prosecute offenses against the person or the belongings of a tourist;
- assistance in contacting insurance companies, credit card companies and banks;
- telephone service with access to the international network to facilitate contacts with the victim's country and family;
- consumer protection;
- assistance in contacting diplomatic and consular representatives;
- repatriation.

First-aid medical services in a host country, including emergency hospitalization, should be available at tourist destinations to visitors and residents alike. Such services can be according to normal local practice — according to local pricing, free-of-charge, covered by health insurance or other arrangements, such as through

bilateral social security agreements. Visitors should be notified beforehand of the existence and modalities of such services at the destination. This will enhance its safety image.

First-aid services are normally planned and established according to the needs of the local population, but in tourist destinations, needs due to the extra population during peak season should also be estimated. The number of visitors and the types of local risks are crucial planning factors. Emergency health services therefore range from a single, local nurse or doctor — preferably multilingual and familiar with tourist health problems — to complete, fully-equipped hospitals. A suitable local and national transportation system or administrative infrastructure must be available to facilitate the provision of emergency services, including those rendered by commercial travel assistance organizations.

If an emergency service is required because of crime, damages should primarily be dealt with by the police or other competent law enforcement bodies at the local level. In some destinations, a 24-hour attorney system exists to help the tourist to obtain redress. In Catalonia, Spain, the service called "Turismo Atención" has concluded an agreement with the Post Office enabling a police officer to collect money transfers destined for the foreign tourist who has been a victim of a crime or accident and cannot call at the post office in person.

Telephone hotlines should have multilingual staff, operate 24 hours a day during high season, and have their business hours adjusted accordingly in off-season periods. If possible, hotline services should be toll-free to facilitate immediate connection. The telephone number should be standardized nationally and even internationally.

*L*ima's hotline intercedes on behalf of foreign visitors that they receive tourist services in Peru in optimal, timely fashion and in compliance with what they are offered. Established in 1994, and operating under the United Nations Development Programme funds, the facility is handled by The Tourist Bureau of Complaints and serviced by five staff working under the auspices of Peru's National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI), and specifically its Commission for Consumer Protection.

CASE STUDY
16

Peru: Travellers' Complaints Hotline

SOME EXAMPLES OF HOW THE HOTLINE CAN HELP VISITORS:
- Travel agencies, airlines or lodging establishments do not fulfill the terms of their contracts or "packages";
- Restaurants and eateries do not supply the advertised conditions and facilities;
- Visitors feel that they have been charged discriminatorily;
- Conflict or irregular situations arise involving police, customs or immigration agents;
- Visitors need advice in the event of lost or stolen documents or valuables.

The Bureau does not: provide tourist information on rates or schedules, handle reservations, or recommend specific tourism establishments.

The service attempts to provide an immediate, fair solution to the visitor's complaint by contacting directly the company or person against whom the complaint is being lodged. The unresolved disputes are followed-up by filing a formal complaint before INDECOPI. The sanctions against tourism firms include admonition, fine ($1,000), suspension (up to 60 days) and definite closure. Between 1994 and 1995, some 80 per cent of complaints were resolved by telephone intervention.

Source: Diana Tamashiro Oshiro, Coordinadora, Servicio de Protección al Turista, INDECOPI, Lima, Peru (July - December 1995)

(space to scan)

Consumer Protection:
Tourist Complaint Services

Case Study 16 illustrates how a telephone hotline can be effective in solving consumer complaints. Tourists should travel safely, knowing their rights as consumers. A satisfied visitor takes home a good memory of the trip — and a good image of the destination. Meanwhile, allegations of deficient or undelivered services are common reasons for complaints. Foreign visitors are more vulnerable to fraud, non-compliance and abuse than residents.

Satisfaction can only be safeguarded when the services received meet promised and expected standards. Should the quality of the services come into question, consumer protection, and tourist complaint services should help sort out the dispute.

Clear liability rules, especially applicable to all inclusive tours, are basic for resolving disputes regarding responsibilities for deficiencies. Laws on liability for the provision of tourism services and products vary from country to country, but the trend is to apply consumer protection legislation to tourism services, and the upgrate the level of such protection.

As mentioned in the Introduction, a major step in this direction was The Directive on package travel, package holidays and package tours (Council of the European Communities, 1990) which spells out the responsibilities of the travel organizer and retailer (tour operator/travel agent). The directive makes these two categories, not individual services suppliers, liable for the delivery of the products and services included in a package. Although it affects European Union-established travel organizers and retailers only, and benefits consumers (whether EU citizens or not) buying their products in the European Union area, its indirect effect is to extend consumer protection, and hence the organizer's liability and

accountability requirements — to any destination, also outside Europe.

In addition to overall legal approaches, some countries or destinations have instituted a tourism ombudsman who examines, and impartially renders judgment on, tourists' complaints. In Sweden, such disputes can be resolved directly by a tourism industry organization. At the most basic level, restaurants and hotels can be required to have a complaints book for patrons, although this practice is presently challenged as being backward in quality-searching companies.

In the latter half of the 1970s, the Swedish Hotel and Restaurant Owners' Association (SHR) began the process of drawing up rules of good practice for the hotel and restaurant industry. The question became topical as the industry was confronted by such problems as work in the informal sector in cities. This resulted in the Swedish Hotel and Restaurant Association, SHR's Board of Directors, approving a set of "Ethical Rules" for the industry in June 1977. A Disciplinary Committee was simultaneously established to determine when a breach of good practice had occurred.

The purpose of the Committee's activities was "to facilitate SHR's internal efforts to promote good commercial practice" and "to increase the status and good name of the SHR-members".

The main objections to the Disciplinary Committee came from two quarters:

•SHR's own members, who claimed that the Committee had most likely been established to harrass them. They also felt that a "complaints department" was unnecessary and would simply complicate matters.

•The unions, who declared that the Committee would select scapegoats from amongst the employees.

The Committee's work forms, composition etc. were gradually formulated as the reports came in. The strategy was to start cautiously, as no one knew what type of cases might be submitted, or indeed of how many might be submitted. The Committee's primary task was initially to stop "black economy", but the emphasis has gradually shifted to consumer complaints.

An addendum was made to SHR's statutes in conjunction with the establishment of the Disciplinary Committee, whereby the members undertook to comply with the Committee's rulings. This was motivated by the Committee attempts to create a consumer-friendly profile

CASE STUDY

17

The Swedish Hotel and Restaurant Disciplinary Committee

to try and gain the respect of those outside of SHR as well as inside. More was to be asked of member companies than was asked by the National Board for Consumer Policies, for example.

The Committee would only take up complicated cases - simpler disputes were to be solved privately with the aid of SHR's secretariat. The bases for decision-making would be current legislation and statements in connection therewith, policy decisions by the Association's Board of Directors, and praxis gradually developed by the Committee.

Source: Swedish Hotel and Restaurant Association (SHR), Stockholm, Sweden

Tourists should receive accurate and fast help when there is a consumer complaint, if possible before they leave. Public or private tourism services may be designated to deal with the complaints, including through tourism associations and tourism offices, tourist police and consumer watchdog organizations.

Local destinations should view an effective system for handling consumer complaints as a first line of defense to maintain quality at the destination and to preserve its image among tourists and the international travel trade.

At the international level, Guidelines for Consumer Protection (1985), elaborated by the United Nations can be used as an overall model for designing consumer protection legislation and institutions. These Guidelines urge that a strong consumer protection policy should meet the following:

(a) The protection of consumers from hazards to their health and safety;
(b) The promotion and protection of the economic interests of consumers;
(c) Access of consumers to adequate information to enable them to make informed choices according to individual wishes and needs;
(d) Consumer education;
(e) Availability of effective consumer redress;
(f) Freedom to form consumer and other relevant consumer groups or organizations and the opportunity of such organizations to present their in decision-making processes affecting them.

Contingency Plans

Contingency plans should be developed to handle natural disasters and other emergencies. Different sorts of natural disasters affect tourist areas in different ways and require different sorts of actions on the part of local authorities and the tourism operational sector.

LETTING OFF STEAM

Tourists who consider themselves the victims of unfair treatment while on holiday in Italy as of 1994 will now have two consumer organizations to listen to their complaints. The organizations, which are based in Milan, offer tips and legal advice and act as mediators between quarreling parties. Whereas the Movimento Consumatori provides a service which is accessible to tourists in English and Italian all year round, SOS TURISTA (02-5456551), the Comitato Difesa Consumatori provides its service only during the months of July and August, PRONTO SOCCORSO VACANZE (02-66720501).

(Hamburger Abendblatt, Germany, 11-12 June, 1994)

BOX 9:

Mitigating the Effects of Natural Disasters in Tourist Areas

This topic has been addressed in a new World Tourism Organization publication Handbook on Natural Disaster Reduction in Tourist Areas, prepared jointly with the World Health Organization. It deals with natural disasters such as:

• tropical cyclones and associated storm surges

• flooding (coastal, estuarial and river flooding)

• earthquakes

• avalanches, as well as

• emergency preparation and post-disaster relaunching.

It also includes guides for resort managers, individual tourists and families, as well as guidelines on marketing and press relations associated with relaunching tourism after a disaster.

In general, the consequences of natural disasters may be reduced by:
• risk assessment
• careful advanced planning
• disaster readiness plans and policies

Most countries have civil defense organizations. It is important to factor in tourist areas and facilities in civil defense planning where those destinations may have significantly higher numbers of people present at certain times of the year. National civil defense plans should be reviewed by national tourism administration officials to make certain that actions meet needs and are coordinated. Local tourist boards and travel and tourism industry representatives should review disaster mitigation plans to reduce the effects of natural disasters on persons and property.

Tourism planning should also address post-disaster response for the tourism at the destination. This requires consideration of the repair of physical damage to the land and property and a public relations campaign to attract tourists back to the area. Similarly as with man-provoked disasters and fire, it should also include work with tourism staff and possibly visitors psychologically affected by the disaster in order that they recover from the trauma which otherwise may imply a durable emotional and communication damage. This process in known as debriefing.

Bearing in mind that public safety is a community problem, District 6 of Hawaii has developed strategic goals and objectives to address this problem alongside crime, to be dealt with by various "watch" groups. As part of Strategic Goal 1: Promote Community Policing, Watch A took the initiative in organizing a committee, which includes the Civil Defence, to address evacuation plans for the Waikiki Peninsula. As a result, vertical evacuation in Waikiki Hotels, which have been examined and certified to be structurally sound is now possible. This will enable Waikiki hotels to care for their own guests during natural disasters and lessen the responsibility of the Civil Defense.

The other programmes under this goal include: Waikiki Homeless Task Force, Crimes Against Tourists Task Force, Waikiki by Night, Hawaii Hotel Security/District 6 Informational Fax Exchange, Waikiki T-Shirt Sidewalk Vendors, Night Club Noise Reduction, Kalakaua Lighting Project, Lewers Street business coordination, Waikiki/Chinatown Work Environment and Garnering community support.

Source: Christina Kemmer, Executive Director, Office of Waikiki Development, Honolulu, Hawaii

CASE STUDY
18

Waikiki Evacuation Plan

**BOX 10:
Nine Crucial
Concepts for
Disaster
Reduction**

The United Nations Department of Humanitarian Assistance (UN-DHA) has identified nine crucial requirements and mechanisms for effective implementation of disaster reduction. These requirements apply to tourism areas as well as to other zones affected by natural disasters. They are as follows:

Governmental resources
• political will and commitment
• resources
• leadership, management and coordination

Knowledge and skills
• public awareness
• community participation
• training and education
• research and development

Restrictions and incentives
• legal and administrative framework
• financial initiatives

Source: Handbook on Natural Disaster Reduction in Tourist Areas (idem)

Tourist Insurance and Travel Assistance

National and local tourism officials should consider helping in organizing tourist insurance and travel assistance services for their destination to supplement and enhance existing private and public sector services such as consulates that are unable to handle the problems created by mass travel. Basic tourist health insurance should include (WTO's Health Information and Formalities in International Travel):
• medical assistance
• hospitalization
• emergency repatriation for health reasons
• repatriation of the body in case of death

Many travellers decide whether to purchase insurance and assistance services at the time they buy their travel. Tour operators and travel agents should make known to tourists that such insurance exists, facilitate its conclusion, include it in the package or enable to change it for another, more- or less-inclusive insurance policy. Public authorities are responsible for establishing the legal framework and administrative procedures to ensure that the insurer's obligations arising from respective contracts are met. The 1990 CEC Directive on package travel requests that the travel "organizer and/or retailer shall provide the consumer with information on the optional conclusion of an insurance policy to cover the cost of cancellation by the consumer or the cost of assistance, including repatriation, in the event of accident or illness".

ASTA, on its part, recommends to the clients of its member organizations the following:

"If you purchased travel insurance, which includes supplier default coverage, contact the company that issued the policy to determine how to file a claim. If the firm has filed a petition for bankruptcy with a U.S. bankruptcy Court, file a claim with the court and wait to see how the firm's assets are divided. If the firm has not filed a bankruptcy petition, decide whether your claim

warrants contacting a lawyer and pursuing legal action. Sometimes companies do not file for bankruptcy because there are no assets left for the court to divide".

Travel assistance services give travellers and visitors an a capability of immediate response to emergencies, provide them with guidance and support, and assist them in recovering from accidents and trouble spots, and in meeting the respective unforeseen expenses. As a rule, the services should exempt the victim from such expenses and not be just reimbursable. The services should also, in the event of criminal incidents, assist in ensuring the successful prosecution of offenders at the least possible burden to the victim.

Assistance services include as a rule an emergency toll-free hotline. It is important to teach visitors how to access it in emergencies. The mobile telephone is a useful defice for that. Travel insurance and assistance offices should be established at major tourist and urban centres, particularly in transport stations.

Consideration for Special Care Visitors

Tourists who may require special care are on the increase. The populations in tourist generating countries are aging; an average of about 15% of the population of these countries will be over 55 by the year 2000. Due to aging and other factors 12% to 15% of the potential travelling public has some sort of temporary or permanent physical, sensory or mental disability. Destinations should plan to offer special care for these visitors.

These clients are more vulnerable than those without disabilities. Their problems can be lessened by making tourist facilities handicapped accessible, such as accessible sidewalks, hotels, restaurants, public transportation and tourist attractions. The physical accessibility of tourist facilities should be accompanied by staff training and information for tourists.

Not every tourist facility (for example, all hotel rooms) must be handicapped accessible. However, the local tourist board should review the destination from an accessibility point of view and make certain that a sufficient number of hotel rooms, restaurants, public conveyances and attractions are handicapped accessible. Information on accessibility should be available at the destination and in the originating country of the tourist. If printed brochures are not available, this information could be facilitated to the travel agent electronically.

The World Tourism Organization has adopted and published a general listing of recommended measures for handicapped visitors (Creating Tourism Opportunities for Handicapped People in the Nineties), which can be obtained free of charge by writing to WTO. A more detailed listing of measures can be requested from WTO Affiliate Member The Society for the Advancement of Travel for the Handicapped (SATH).

*T*he city of Seville, in Spain, in planning for the 1992 EXPO, reviewed its accessibility to handicapped visitors, and determined that the city was largely handicapped accessible. Deficiencies in public transportation were addressed. The EXPO itself had been designed as handicapped accessible. Seville edited a color coded book — with a different color for hotels, restaurants, transportation and attractions — indicating accessibility. The book used symbols to indicate the types of facilities offered, thus avoiding editing it in many languages. It also contained helpful telephone numbers for handicapped persons, such as where repairs could be obtained. As a result, the World Tourism Organization certified Seville as meeting the requirements of handicapped accessible, according to its publication *Creating Tourism Opportunities for Handicapped People in the Nineties.*

The book was so well received that Seville made it a part of its permanent promotion campaign of the City, "Seville Welcomes All Visitors!"

Source: The WTO Secretariat/The City Hall of Seville, Spain

(Space to scan-Travellers with disabilities)

*S*ATH, the Society for the Advancement of Travel of the Handicapped, created in 1991 this annual industry-wide event to promote awareness throughout the travel industry concerning the benefits and challenges of serving travellers with disabilities. It is sponsored by the travel industry Partnership in Awareness comprising a representative selection of the most prestigious national travel industry associations and individual tourism companies.

The principal aims of the event are to encourage all citizens involved in the travel industry to respect travellers with disabilities, become aware of their needs — including those in safety and security — and provide them with accessibility to activities and accommodations. It enjoys high support by public authorities. In 1993, for example, it was commended by the President of the United States and endorsed by the governors of 52 States and Territories, mayors of 43 cities, and two Canadian Provinces.

Source: M.T.V. Shaw-Lawrence, Executive Director, SATH, International Headquarters, New York, USA

CASE STUDY

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Travellers with Disabilities Awareness Week

CASE STUDY

21

Assisting Sight- Impaired Passengers

*T*he Spanish air company Viva Air (Iberia Group) and the National Organization of the Spanish Blind (ONCE) have concluded a protocol of collaboration seeking to improve service and flight safety for blind and otherwise sight-impaired passengers.

The agreement provides for formally fixing the various measures previously tested in air transport, such as interpretation into Braille of the emergency exit signage of the plane, life vests with instructions in Braille, and supplying a maquette of the plane to allow the blind to rapidly adapt to the environment. It includes regular training for the air company flight attendants and ground personnel, which is carried out by ONCE experts, and enabling the latter to better familiarize themselves with air transport operations so as to identify new areas for service and safety improvements to benefit the sight-impaired passengers.

Source: IBERIA Hoy (bulletin), Madrid, 12 August 1994

Communications Problems of Visitors

Most international tourists have communications problems in the country they are visiting. They may not speak the language or understand the local culture. The forms they must fill out appear strange, and the signs indicating directions are difficult to understand. The difficulty of communication may make tourists more prone to safety and security problems and may make those problems more troublesome to resolve, both for local persons and for the tourists. Programmes to reach out to the tourists with safety and security information should be designed with the tourists' language and cultural backgrounds in mind.

One way for local authorities involved in protection of tourists to ameliorate some communications problems is by providing multilingual communication opportunities in areas frequented by tourists. This can be done by having tourist police, or roving information persons, by having fixed information kiosks, or by having electronic touch screens programmed to answer the most likely questions in a variety of languages.

Tourism authorities, working with immigration and customs officials, can design entry and exit forms that meet the information needs of all government agencies, while being sensitive to the cultural approaches of international visitors.

Accommodation staff, especially front desk employees, should get special training in dealing with visitors who speak other languages, and have different cultural backgrounds or religions. Staff should also be familiar with what is called the body-language of people of other cultures: a nod of a Japanese tourist means no, not yes. A shrug of a Frenchman can mean "offer me something else" while the same gesture by an Englishman may mean: I despise everything you say. In Chile, clapping with your left palm facing up is considered offensive, etc.

A measure used at some destinations is a short information video on the destination that is played on the hotel closed-circuit television system. Local radio and television stations should be encouraged to provide multilingual information for tourists, according to local and national tourism requirements. In areas of heavy tourism, some programming in languages of most tourists may be commercially viable.

Signs and Public Information Symbols

Universal understanding of signs and public information symbols is essential for good communication with travellers, visitors and users of tourism facilities. Such signs and symbols should therefore be brought to prevailing international standards. The International Organization for Standardization (ISO) is instrumental in contributing to this objective by working through national standards bodies (ISO member bodies) and establishing International Standards. The preparation of such standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work.

Draft International Standards adopted by the technical committees are circulated to the member bodies for approval before their acceptance as International Standards by the ISO Council. They are approved in accordance with ISO procedures requiring at least 75% approval by the member bodies voting. Some of the established International Standards under graphical symbols of importance to tourism safety include:

• ISO 3864:1984 — Safety colours and safety signs
• ISO 5196:1984 — Use of arrows
• ISO 6309:1987 — Fire protection - Safety signs
• ISO 7001:1990 — Public information symbols (amended in 1993)

PUBLIC INFORMATION SYMBOL:

Graphical symbol, intended to give information to the general public, the understanding of which is not normally dependent on specialist or occupational training (ISO/TR 7239:1984)

100

• ISO/TR 7239-1984 — Development and principles for application of public information symbols
• ISO 9186:1989 — Procedures and the development and testing of public information symbols

The latter specifies the procedure to be used in gathering the information needed to develop public information symbols, the method to be used in testing which variant of a symbol is the most appropriate, the method to be used in testing the extent to which a variant of a symbol communicates the intended message, and the definition of the proposed content of the most comprehensive symbol.

Tourism policy-makers interested in the comprehensive safety signage should liaise with their country's standards body for good results.

BOX 11:

Elements of Guiding and Routing Systems

ISO LISTS SUCH ELEMENTS AS FOLLOWS:

1. Layout boards and general maps:

Layout boards contain all the information necessary for orienting at the particular location they are installed. General maps, such as ground plans of the building and site, etc. give a survey of where facilities of a wider area are located.

2. Directional signs: indicate the direction to a desired destination

3. Object signs: Always without arrow — are installed at individual destination to mark the location of a facility or service. They may be supported by instruction signs.

4. Instruction signs: inform about a desired or necessary behaviour (such as "No smoking")

5. Symbols

6. Texts

7. Lighting, illumination, light signals

8. Colours

9. Plane of a sign: is the carrier material for the guidance information.

Source: ISO/TR 7239-2:1995 (Revision of ISO/TR 7239:1984)

The symbols that appear in European cars to explain the function of switches, etc. are gradually being made common in all types of cars. Similarly, the major foreign road signs are becoming common in each country.

BOX 12:

European Road Signs and Car Control Symbols

(scan SIGNS and SYMBOLS)

Residents in Host Communities

National and local tourism authorities, the tourism operational sectors, and local businessmen in tourism related activities should consider the effects of tourism on the host community in the course of their planning. All tourism depends ultimately on the support and goodwill of the host community, and safety and security is one of the most sensitive areas where this support — or the lack of it — can be felt.

Residents come into contact with national and international visitors in a variety of ways. Some may work in the tourism industry or in related services: in hotels, as guides, interpreters or in transportation services. Others may have businesses which cater to tourists. And some trade in drugs, alcohol, cigarettes or prostitution.

Sometimes residents meet tourists by coincidence or as a result of shared interests at a professional meeting or conference. In a few cases, residents make friends with tourists and a closer relationship develops.

In exceptional situations — sometimes due to overcrowding or overuse of scarce resources such as water during the height of the tourist season — the relationship between residents and tourists may become strained or even be conflictful. Other examples of such situations are:
• the confrontation of exclusive tourist centres with slums and poverty areas;
• rapidly growing tourist centres and activities in formerly quiet residential areas;
• the tourist sub-culture posing a threat to local customs, religion and identity.

As can be seen from the list, most of the situations which pit residents against tourists — and which can be a root cause of safety and security problems— are the result of poor planning at the destination. However, if a

destination is trying to correct past errors, this can best be done through a vigorous local tourism council programme. Ideally, local residents should be consulted in planning for tourism development from the outset, so that they understand the implications of the development and share in its benefits. Broad scale and more thorough planning creates a more sustainable form of tourism both by giving local residents a stake in the tourism and by arriving at an acceptable level of tourism for the community.

Unsafe Practices of Visitors

Visitors whose behaviour is likely to endanger residents are rare but cannot be excluded completely. Examples of practices involving visitors that threaten local safety and security are:
• trafficking in illicit drugs, tobacco, cigarettes or alcohol
•"imported" prostitution
• sex tourism, especially child sex-tourism
• criminal activities, including theft of cultural items, rare animals and plants
• non-respect of local laws

Residents are not defenseless in such situations although self-protection does not mean taking the law into one's own hands. As soon as problems emerge, the local tourism council should make a special effort to reach out to groups of residents, local trade representative groups and school authorities to decide on an adequate response. This would mainly consist of facilitating work of official law-enforcement bodies and sanitation of the destination in point.

Visitors should especially be warned against engaging in child sex-tourism, or any form of sexual exploitation of minors at the destination. They should be aware that alongside facing severe penalties in the country visited, offenders can also be prosecuted in their own countries.

BOX 13:

**Legislation
Against
Child Sex-
Tourism**

States Parties to The Convention on the Rights of the Child (1989) have undertaken to protect the child from all forms of sexual exploitation and sexual abuse, including the exploitative use of children in prostitution or other unlawful sexual practices (Article 34).

Australia, Belgium, Denmark, Finland, France, Germany, Iceland, New Zealand, Norway, Sweden, Switzerland and the USA have already changed their laws to prosecute at home their citizens who abuse children abroad. Canada, Ireland, Italy and Japan are reported to be looking into changing their laws accordingly.

In a Statement on the Prevention of Organized Sex-Tourism, WTO rejects
all such activity as exploitative and subversive to the fundamental objectives of tourism in promoting peace, human rights, mutual understanding, respect for all peoples and cultures, and sustainable developments, and denounces and condemns in particular child sex-tourism, considering it a violation of Article 34 of the Convention on the Rights of the Child (United Nations, 1989) and requiring strict legal action by tourist sending and receiving countries (A/RES/338 (XI), General Assembly, October 1995, Cairo, Egypt).

SAFETY AND SECURITY
SELF-AUDIT FOR LOCAL DESTINATION
TOURISM OFFICIALS

YES/NO

1.Do you have a Safety and Security Policy which clearly sets out your goals and objectives? . . . .

2.Have you formed a Tourism Policy Council for your destination? . . . .

3.Do you have a Safety and Security Plan based on an analysis of the risks to tourists at your destination? . . . .

4.Do you have good coordination to carry out your tourism safety and security policy and plan with
police . . . .
immigration . . . .
customs . . . .
health . . . .
fire . . . .
other officials? . . . .

5.Do you include local tourism businessmen in discussions of your safety and security policy and plan? . . . .
Are meetings open to interested citizens' groups?

6.Do you provide safety and security information to the principle tour operators for your destination? . . . .

7.Do you have a multilingual brochure for visitors with the most pertinent safety and security tips?

8. Do you have clear signage, good lighting and **YES/NO**
   emergency telephones for tourists? . . . .

9. Is there a licensing system for
   taxis? . . . .
   accommodations? . . . .
   tour guides? . . . .
   restaurants? . . . .
Are measures taken to prevent unlicensed . . .
operators? . . . .

10. To what extent is your destination
handicapped . . . .
accessible?
   0% to 40% . . . .
   40% to 60% . . . .
   60% to 80% . . . .
   80% to 100% . . . .

11. Is the water supply adequate and of good
quality? . . . .

12. Are restaurants and catering facilities
regularly
   checked for sanitation and good hygiene? .

13. Do all hotels meet local fire standards? .
   Are hotels regularly checked for fire safety
plans? . . . .
14. Are there up-to-date contingency plans for
   natural disasters? . . . .

15. Do you hold regular Safety and Security
   meetings with representation from government
and the community? . . . .

APPROACH TO SAFETY AND SECURITY BY TOURISM SECTORS

2

The various sectors of the tourism industry — accommodations, transportation, food and drink establishments, tour operations, travel agencies, tour guiding and attractions — through professional associations and as individual business operations, have given considerable thought and attention to the safety and security of their patrons.

This section is designed to provide government tourism officials with information on the principal elements of safety and security programmes in each sector as an aid to working with the private sector to set up safety and security programmes and to facilitate coordination among the sectors. The main sources of safety and security information for each sector are also indicated.

HOTELS AND OTHER ACCOMMODATION FACILITIES

A basic principle of safety at a hotel is that the guest is primarily responsible for his or her own security. The hotel has two major areas of responsibility: creating the conditions for the guest to exercise their personal responsibility to the fullest, and providing for general safety and security. With these requirements in mind, managers of hotels and other accommodation facilities should develop a safety and security plan to protect against the main risks to guests. The most common problems in hotels are petty theft and problems due to poor sanitation; the most important life-threatening problem is fire.

An executive member of staff should be officially designated responsible for monitoring and updating the safety plan to make sure it is followed and continues to meet the hotel's requirements. During each working shift

a member of the hotel staff should be designated as responsible for putting the plan into action, if necessary.

Fire Safety. Areas typically covered by a hotel fire safety plan include:
- a review of vulnerabilities and steps needed to correct them
- a description of the fire alarm system
- the location of
  the inhouse central fire alarm
  sprinklers and smoke and heat detectors
  fire alarms
  escape routes
  emergency exits
  protection equipment
- a list of persons to be contacted in the event of a fire or other emergency
- an evacuation plan for guests, including an assembly plan
- a description of staff training for dealing with fires and other emergencies

Fire safety information showing emergency exits, escape routes, location of fire alarms and exit instructions — as well as basic fire safety advice — should be available to guests in every room as well as posted in public areas such as the reception hall, corridors and restaurants. Special attention should be paid to the opportunity to upgrade fire safety during reconstruction work, for example to create protected stairways or change to fire resistant fabrics.

Rooms for guests with disabilities should, if possible, be located close to the reception area in order to facilitate evacuation. The reception desk should keep an updated list of disabled persons who are registered as guests so that they can be assisted quickly.

Preventing Theft. The prevention of theft begins with a thorough and continuous control of keys by the reception staff. They should keep guest keys safely out of

reach of unauthorized persons. If the reception desk is not always manned, keys should not be given to a person without first checking their identification.

The reception staff members play a key role in security because they are in a position to note all persons entering or leaving the hotel. The main door should be secure at all hours of the day or night. This can be accomplished by direct staff control, through a closed circuit television system, or the door can simply be locked at night to enable staff to check on those who wish to be admitted. The hotel should strive for a mix of visible and invisible security that is reassuring to guests and deterring to would-be thieves. The front desk staff should be given special alertness training. Room service staff and chamber maids also play a vital role.

Room security is another major area of concern. Hotel guests should be provided with doors that lock from the inside and have a peephole so they can see who is at the door before they open it. A modern key card system is a good investment for a hotel and, properly used, helps to improve security considerably. Hotels should have a safe in the reception area or in the rooms so that guests can secure valuables, cheques and cash.

Good lighting in front of the hotel, in the reception area, at the back entrance and in parking lots will also deter thieves. At night the number of entrances should be reduced to a minimum.

If national legislation so allows, a closed-circuit TV system (CCTV) showing all doors and entrances and also the corridors and public areas enables the reception staff to keep an overall control and to act promptly if trouble arises. It is the most effective way of checking many areas at once.

CASE STUDY

22

Relationship Between Building Design and Tourist Security

*T*he following is an excerpt from a contribution to the WTO 1994 survey on Security and Protection of Travellers, Tourists and Tourism Facilities:

Swiftness of action in harming the greatest possible number of tourists is one of the characteristics of assault on tourists, unlike other cases where the victim in question is targeted in person and plenty of patience is exercised by the assailant. The purpose is to frighten off tourists, and to generate international stir to draw attention to an ignored minority, group, or sect.

The quick assault action is based on two items: (a) complete information about the "ins" and "outs" of the building, i.e., architectural plans of the building, (b) speedy physical action, which again depends to a great extent on the design of the building. Hence, it becomes clear that access to maps, drawings and plans of the building should be limited in circulation, and not made public during or after completion. There are cases where access to such drawings were the basic step for planning fatal assaults.

A common misconception held by many tourists is that hotel guests casualties are due to burning by fire, or direct hit by an explosive, in case of accidents. In fact, most people die by inhaling gases and fumes liberated by the fire, and most get injured by shattered broken glass, rather than by their direct actions. The aim of the assailant is to carry it out quickly, and leave the place quickly, too. It is the restlessness of the person who has planted the cause of the damage that leads to their arrest in some cases by an experienced guard who performs his surveillance with all needed devotion, attention and diligence.

The following are general guidelines for consideration when designing new hotel buildings:

1. A fence should be set up around the hotel with such measures that stop, and/or alert the management of

intrusion. This could be, preferably, a physical barrier such as a wall, or infrared detectors, or CCTV surveillance cameras.

2. A road or a clear path should be kept inside the lot adjacent to the fence where it should be properly lit at night.

3. All rooms and other windows on ground and first floor, except for lounge and dining hall or cafeteria should be narrow enough to prevent unobserved intruders from entering the building through them.

4. A clear path should be kept in the direct vicinity of the building, to allow for easy access to all its parts, by fire engines, rescue vehicles and ambulances. This would be important in case of evacuation of guests from upper floors.

5. The roads leading from the site boundary to the hotel's main entrance door should be curved in a way that would not allow a speedy car to move from the main street to reach the entrance door and out again quickly; whether it is the "Entry" or the "Exit" route. The gardens or the flower beds along these routes should not be on the same level with the roads, so that a fast moving car could not easily use them for easing their swift turns.

6. It is preferable to use a monument, mural, wall or any strong direct view barrier in front of the main hotel entrance to prevent the possibility of use of weapons from fast moving cars, in the main street, aiming at the main entrance.

7. Grown up hedges and rose beds should not be too near the hotel main entrance to prevent unauthorized entry or hiding of explosives.
8. In general, the use of glass, and easily detachable items of furniture and decorations should be minimized at public areas in ground floor. This does not mean that glass is to be abolished altogether at the main entrance

or lobby, because it provides a kind of safety valve which relieves the pressure of the huge volume of gases formed after an explosion. In fact its absence may cause the structure of the building to suffer and in certain cases catastrophically.

9. Use of glass should be minimized at fire and emergency escape routes to prevent injuries by flying pieces.

Source: Dr. Sirwan A.K. Said, Chairman, Tourism Board, Republic of Iraq

TOPIC 1: BACKGROUND
1.1 Causes of increased hotel insecurity
1.2 Current situation of luxury hotels
1.3 The hotel's prestige and image
1.4 The hotel faced with its clients' problems
1.5 The consequence of inadequate protection
    measures

TOPIC 2: INSURANCE POLICIES
2.1 Comprehensive policies
2.2 General public liability policies
2.3 Scope and coverage of the policies
2.4 Relations between insurance companies and the
    hotel
2.5 Relations between insurance companies and
    clients
2.6 Accidents in the hotel:
    • clients' belongings
    • hotel property
2.7 Feigned complaints by clients
2.8 Hasty complaints by clients
2.9 Compensation

**TOPIC 3: CONCEPTS OF SECURITY IN THE
HOTEL**
3.1 The hotel as a public/private establishment
3.2 The departments and their functions
3.3 Guests
3.4 Other clients
3.5 Tourists and visitors "just looking around"
3.6 Beggars and others pestering clients

TOPIC 4: SECURITY OF VITAL FACILITIES
4.1 Importance of the facilities
4.2 Continuous operation
4.3 Incidents provoked intentionally
4.4 Sabotage
4.5 Terrorism

BOX 14:

Example of a Comprehensive List of Hotel Safety and Security Topics1

TOPIC 5: THEFTS, ROBBERIES, LOSSES
5.1 In rooms:
   • from inside the hotel
   • from outside the hotel
5.2 In common areas
5.3 In staff cloakrooms
5.4 Of hotel property
5.5 Items left behind by clients

TOPIC 6: INTEGRATION OF THE PROTECTION SYSTEM
6.1 Mental preparation and readiness of employees
6.2 Permanent staff
6.3 Hired staff
6.4 Bad habits and customs
6.5 Education and labour relations
6.6 Inconveniences of the protection system
6.7 Opening of rooms and control of keys
6.8 Luggage and parcels in general
6.9 Porterage
6.10 Suppliers
6.11 Refuse

TOPIC 7: SECURITY AS AN IMAGE PROMOTER
7.1 Identification of persons
7.2 Commotion and disturbances within the hotel
7.3 Performances with musical groups
7.4 Visits to rooms
7.5 Banquets, weddings, etc.
7.6 Press, radio, TV
7.7 Ejection of persons
7.8 Staff from outside

TOPIC 8: PROTECTION OF PERSONS
8.1 Relations with external security
8.2 VIP rooms
8.3 Reception of packages
8.4 Information to third parties
8.5 Relations between external security and clients

TOPIC 9: STAFF DEVOTED EXCLUSIVELY TO SECURITY

9.1 Hired staff:
   • advantages
   • disadvantages
9.2 Own staff:
   • advantages
   • disadvantages
9.3 Selection
9.4 Training
9.5 Duties
9.6 Attitudes
9.7 Dependency

TOPIC 10: THREATS WITH EXPLOSIVES

10.1 The hotel as a terrorist target
10.2 Reception of luggage
10.3 Telephone calls (analysis)

TOPIC 11: THE HOTEL AND THE LAW

11.1 Unpaid bills
11.2 Fraud
11.3 Complaints
11.4 Arrests
11.5 Appearances at police stations
11.6 Trials

TOPIC 12: ASSISTANCE AND CARE OF CLIENTS

12.1 Accidents
12.2 Sickness
12.3 Thefts from clients from outside the hotel

TOPIC 13: PROTECTION AGAINST FIRE

13.1 The problem of real protection
13.2 Previous record
13.3 Regulations and the results
13.4 Corrective measures
13.5 Technical resources and checks
13.6 Results

TOPIC 14: RESULTS OF ADEQUATE PROTECTION
14.1 Investments and the results
14.2 Relations with the Administration
14.3 Legal emergency plan
14.4 Self-protection plan

TOPIC 15: USE OF OWN RESOURCES
15.1 Internal staff
15.2 Own emergency team
15.3 Employee selection
15.4 Training
15.5 Duties
15.6 Implementation and time allocation
15.7 Maintenance

1/ Juan E. Dordio, Security Director Ciga Hotels (presented at a seminar on Quality in City Hotels, Madrid, Spain, 6 October 1994). Translated from Spanish.

Health and Sanitation.   Avoiding sickness is one of the traveller's main preoccupations. Prompted by consumer protection laws and professional quality standards, tour operators are becoming more selective about countries, local destinations and facilities to which they are willing to send clients and which may fail to comply with sanitary and environmental requirements. And tourists increasingly feel that they should not be subject to health risks while on vacation.

The main areas of concern in a hotel are water quality and temperature, and kitchen sanitation and practices. If the water received by the hotel is not completely safe, the hotel should treat it further or should at least advise guests on how to avoid health problems from the water. Tap water to the rooms should be maintained sufficiently hot so that there is no danger of legionnaire's disease. The hotel laundry also should be able to effectively disinfect bedding and kitchen laundry with each washing. Kitchen sanitation and hygiene will be determined by the practices, equipment and training received by the staff. Special care must be taken with cold storage and food kept for periods of time in buffets. Local health officials should check regularly all restaurants and catering facilities.

Campsites have many of the same safety and security requirements as hotels. Special risks stem from crowding and conditions typical at tourist summer destinations such as high temperatures and extremely dry weather, which facilitate the rapid spread of fire. Campsite operators should be required to operate under clear laws and regulations governing the number and size of units and the distance between them.

Getting more information. Information can be obtained nationally from the tourism administration and from national hotel associations. Specific advice on laws and regulations, and guidelines for the development of a safety and security plan can usually be obtained locally from:

- the fire department
- the police force
- other law enforcement agencies
- health authorities
- security consultants.

Internationally, information on issues pertaining to hotel safety and security and setting up systems can be obtained from the International Hotel Association, the World Health Organization and the World Tourism Organization.

In its 1989 report on Interregional Harmonization of Hotel Classification Criteria (PG(VI) B.5.2), the WTO Secretariat proposed the following standard for all categories of hotels:

- All hotels must comply with architectural and technical conditions and have fire-fighting facilities and guidelines required by all public buildings (fire alarm system, fire-fighting equipment, emergency exits, stairways, prominent instructions, etc.) and adapted to hotel specifics.
- All electrical, gas, water and sewage appliances must be installed and maintained in accordance with safety laws and regulations concerned.
- Adequate security of hotel guests and their belongings must be provided twenty-four hours.

An Accommodation Safety and Security Checklist for Tourism Officials

YES/NO

1. Does the hotel have a Safety and Security Plan that includes fire, theft and other risks for guests? . . . .

2. Has the plan been reviewed by appropriate authorities to verify its compliance with laws and regulations? . . . .

3. Has the hotel manager appointed an executive responsible to keep the safety and security plan updated and followed by staff ?

4. Has the hotel manager ensured that staff members on each shift have been trained in fire protection and first aid? . . . .

5. Are emergency exits and escape routes clearly marked and unobstructed? . . . .

6. Is information about emergency exits, escape routes and the nearest fire alarm posted visibly in every room and public area? . . . .

7. Are keys deposited at the hotel reception desk inaccessible to outsiders, especially when the reception area is unmanned? . . . .

8. Are the concierge and other reception staff members trained in access control? . . . . . .

10. Are guests provided with the means to maintain adequate door security: inside locks and peepholes? . . . .

11. Is lighting adequate externally — parking lots, garages, entrances and exits — and

internally, in corridors and public spaces? . . **YES/NO**

12. Does the hotel have a safe, either at the reception or in every room ? . . . .

13. Has the hotel management integrated information about its fire safety system into its advertising and brochures ? . . . .

14. Does the hotel's safety and security plan include information concerning water, laundry operations, and kitchen hygiene? . . . .

15. Does the hotel carry adequate insurance coverage? . . . .
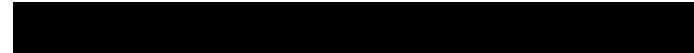
Transportation

Airports and Airlines. Lax security at airports has permitted a number of violent acts against civil aviation to take place. Transportation authorities and companies, as well as international organizations concerned (ICAO-International Civil Aviation Organization, ACI-Airports Association Council International, IATA-International Air Transport Association) have developed extensive safety and security systems for aircraft, passengers, baggage, and airports. The role and vested interest of a tourism official at a tourist destination is to make certain, through coordination with appropriate transportation and security officials, that the airport at the destination and the airlines serving it hold to the highest safety and security standards and recommended practices.

This coordination is possible especially through the establishment by the air transport authority, following a recommendation by ICAO, of a National Air Transport Facilitation Committee (at a country level), and Airport Facilitation Committees (where there are more international airports in the country) as well as a National Air Transport and Airport Security Committee. Among other matters, the respective committees examine security problems arising in connection with the clearance of aircraft, passengers, baggage, cargo, mail and stores.

Specific air transport and airport security measures, international standards and recommended practices are contained in the following publications: ICAO Security Manual for Safeguarding Civil Aviation Against Acts of Unlawful Interference (1991); ACI's Policy Handbook (1992) based on Annex 17 (Security) to the Convention on International Civil Aviation; and Joint Position Papers on Aviation (1992) prepared by ACI and IATA.

Liabilities applying to "all international transportation of persons, baggage, or goods performed by aircraft for hire" are established by the Convention for the Unification of Certain Rules Relating To International

Transportation by Air (Warsaw Convention, 1929), and the related intruments such as The Hague Protocol (1955), Montreal Additional Protocols No. 1, 2 and 3 (1975), Guatemala City Protocol (1971), Montreal Protocol No. 4 (1975)
and Guadalajara Supplementary Convention (1961).

BOX 15:

**Airlines'
Advice to
Passengers**

Some airlines take an active stance to ensure the comfort of their clients by providing safety- and security related information. SAS, the Scandinavian Airline System, for example, prints the following on its ticket folder:

DON'T FORGET:

• TRAVEL DOCUMENTS

• PASSPORT

• VISA

• ITINERARY

• SAS TIMETABLE

• SAS CITY PORTRAITS

• CREDIT CARDS

• FOREIGN CURRENCY

• VACCINATION CERTIFICATE

• INSURANCE

• INTERNATIONAL DRIVER'S LICENSE

• PERSONAL MEDICATION

AUTOMOBILE TRAVEL.

The overwhelming majority of travellers move about in their own automobiles or in rented ones. The main safety and security problems experienced in travelling by automobile are accidents, mechanical failure and theft. Attending the international victims of these events requires from the respective staff (highway telephone service, rescue personnel, medical personnel, mechanics) increased communication capability and at least a basic command of foreign languages spoken by the tourists.

Safety and security for automobiles are linked in many ways with issues of traffic management. Thus, measures to reduce congestion at peak periods at a destination — by providing alternate routes or by devising ways to even out the peaks — will also help reduce accidents.

Signage and information are fundamental for traffic management for tourists, since they are usually unfamiliar with the destination and may have difficulty finding their way. In areas of important tourism flows, adequately situated information kiosks, rest stops, lookouts, and signs pointing out natural and historic attractions can help tourists move around more securely.

Tourism officials can contribute to traffic management by advising automobile users on convenient routes, facilities and dates to undertake the journey and by working closely with traffic police, advising them well in advance about promotional initiatives, conventions, festivals or other activities which may result in an increase in traffic. A natural way for tourism officials to deal with automobile safety is to liaise and work with their country's automobile clubs who are often represented in the International Touring Alliance (Alliance internationale du Tourisme - AIT) and the International Automobile Federation (Fédération internationale de l'Automobile - FIA).

The rules of road traffic aiming especially at safety are regulated by law in practically all countries, in particular

basing on internationally agreed standards and practices. Such agreements are periodically revised and amended to attend new emerging problems. In Europe, for example, there is now the European Agreement Supplementing the Convention on Road Traffic opened for signature at Vienna on 8 November 1968, done at Geneva on 1 May 1971. (The latest amendments entered into force on 28 August 1993).

BOX 16:

Tips for Preventing Rental Car Fraud

The Swedish Rent-a-Car Association (BURF), composed of international and national car hire companies, working closely with Swedish police, customs and private insurance experts, developed these tips for preventing fraud.

Special precautions have to be taken in order to prevent rent-a-car frauds. Encourage your staff to be very careful, especially in the following situations:

1. Walk-in bookings or direct bookings.

2. Bookings occurring: (a) outside "normal" office hours, for example in the evening, at night or early in the morning, or (b) when it is extremely busy in the office, for example on Fridays.

3. Ordering a special model, size, color and special equipment.

4. Short-term rentals, that is, for one or two days.

5. When cash payment is offered or insisted on.

Stay alert! Check the client's behavior. If you are suspicious, check with your colleagues, back-up office or the police.

Check the driver's license very carefully. Use all your on-line check-up systems and any others you may have. If you are presented with a foreign driver's license, make a photocopy or note down as much as possible.

Ask for additional identification, such as a passport.

Check the credit card as carefully as the driver's license.

Always check the client's signature on the driver's license or passport against the signature on the rental contract.

TOUR BUSES.

An important volume of tourism moves around by tour bus/ touring coach especially in domestic travel. Travellers on tour buses are often senior citizens or schoolchildren, who may be less able to help themselves in the event of an accident. The touring coach contributes to improving the environment in so far as it permits an economy of space, permits greater traffic fluidity and in so far as it helps to reduce noise and pollution. Safety and security measures are based on the buses available and the road conditions under which they must operate.

For these reasons, and to meet the requirements of safe mass passenger traffic, National Tourism Administrations should work with appropriate authorities, tour bus manufacturers and operators to develop safety criteria. Some examples of this sort of collaboration have been going on for some time, for example between UBOA, United Bus Owners of America, and bus manufacturers, to develop safer buses. At the international level the International Road Transport Union (IRU) which liaises with the European Union is instrumental in developing specific safety requirements in bus transport. In Europe, the Council of the European Communities has established joint regulations for the international transport of travellers by coach and bus (684/92/EEC). There is also legislation on driving and resting periods, and on technical aspects of vehicles which are more directly related to road safety.

Drivers of tour buses should be required to pass a rigorous exam and be held to the highest professional standards, since they have responsibility for the safety and security of a significant number of persons. In many countries there are already measures in force for medical tests for drivers, and vocational training for drivers. Many national Bus and Coach Federations also organize sensibilization campaigns aimed at drivers. Tour bus operators must not allow that bus drivers work in excess of permitted working hours. Travel organizers should avoid tight schedules and prepare their bus tours in

consideration of maximum bus speed limits, and by no mean request drivers that such limits be exceeded.

Public authorities and area developers must see to the provision of a sufficient number of parking spaces for touring coaches and the construction of appropriate infrastructures in the immediate proximity of touring sites, of places of accommodation, of restaurants and of transfer areas in order to guarantee interface with the other transport modes.

RAILWAYS.

Security issues related to railways and their terminals normally involve petty theft or pickpockets, but can also involve drug dealing, indigence and confidence games. Safety issues relate to emergencies requiring rapid evacuation of railway cars and terminals. Each station should have a fire plan and an emergency evacuation plan. These safety and security concerns are also valid for subways.

Railway terminals are usually in urban environments, closely associated with the life of the destination. The terminals have in a number of cities become places to meet, shop and travel. To make certain that railway terminals are a positive factor for the destination's tourism, city, railway and tourism officials must closely coordinate their actions so that the terminal is clean, friendly, welcoming and efficient. This kind of attention to railway and subway stations usually results in increased revenues and lower crime and safety problems.

Various issues dealing with passenger safety and security are dealt with in the Convention on International Rail Transport (COTIF) of 9 May 1980 modifiedby the Protocol 1990 of 20 December 1990.
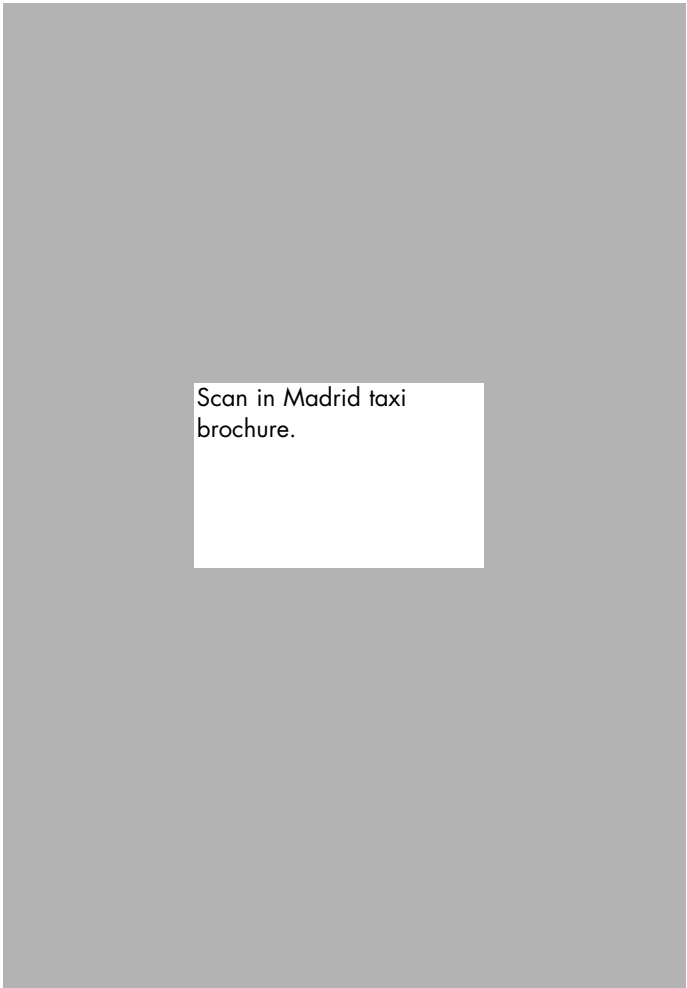
TAXI SERVICES.

Most tourists come into contact with a city's taxi services. The kind of taxi service the tourist receives helps form the image of the destination and its people in

many ways — honesty, courtesy, competence, level of development.

Tourism authorities may have only limited influence on how local taxi services are operated. However, they should try to ensure that taxi drivers are licensed, and that the licensing procedure involves creating an awareness of the importance of tourism to the destination. Licensing also creates a structure to combat private individuals who offer taxi services to tourists, but who, by the nature of their activities, escape requirements regarding safety of the vehicles, qualification of the drivers or adherence to established rates that is the essence of a licensed service. Unlicensed taxis also create opportunities for crime against tourists.

BOX 17:

The City Council Information on Taxi Services
(Madrid, Spain)

Scan in Madrid taxi brochure.

CRUISE SHIPS.

   Vacationing on a cruise ship is one of the safest ways to travel. The staff to passenger ratio results in high quality service, including safety and security. From the point of view of local tourism officials, safety and security issues could arise from the influx of large numbers of people in port zones. Thus, tourism officials should review procedures with port and other authorities for moving people off ships, into the city and back to the ships, to minimize the opportunities for problems while they visit.

BOX 18:

Cruise Ship Safety and Security Reminders

CRUISE SHIPS SHOULD:

• install and maintain adequate safety and security equipment

• register all passengers and staff by name, sex and origin

• respect passenger and cargo loading capacity

• check that cargo on board is stored according to safety regulations

• adjust sailing to current weather conditions

• provide information to passengers before departure about:

  • alarm and evacuation signals on board
  • assembly stations
  • location of lifeboats
  • locations of lifejackets
  • escape routes and emergency exits
  • smoking ban rules

Various international conventions prepared under the auspices of the International Maritime Organization (IMO) address passenger safety and security issues in maritime transport (passenger ships, cruise ships, ferries). These include: Athens Convention Relating to the Carriage of Passengers and Their Luggage by Sea (1974), as amended by a Protocol of 1990, International Convention for the Safety of Life at Sea (SOLAS 1974), as amended (1978, 1981, 1988, 1994), the already mentioned Convention for the Suppression of Unlawful Acts against the Safety of Maritime Navigation (SUA 1988), the International Convention on Maritime Search and Rescue (SAR 1979), and the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW 1978), as amended (1991), among others.

The SOLAS, SAR and STCW conventions are presently (1995) undergoing revision with a view to adopting more stringent provisions seeking greater safety of passengers and crew. An amendment to the SOLAS Convention, for example, seeks that the International Safety Management (ISM) Code be mandatory as of 1998.
Tour Operators and Travel Agencies

Tour operators and travel agencies increasingly are responding to market demand for safer tourism destinations by reviewing safety and security factors in organizing travel and selling it.

National tourism administrations and local tourist boards that develop safety and security policies and implement comprehensive plans in this area can benefit from this approach. To make certain that they receive the benefits of their efforts, National Tourism Administrations/local tourist boards need to make certain that tour operators and travel agents are using their information.

Tour operators only gain when they select transportation services, hotels, sightseeing programmes and destinations

on the basis of a consistent application of well-thought-out safety and security laws, regulations and practices. Both tour operators and travel agents should be encouraged to routinely include general and specific safety and security travel tips in their sales information.

Point-of-sale information is important because the traveller receives it when he or she is making preparations for the trip. Tourism authorities at the destination can include routinely such information in the materials they send to travel agents.

Threats arising from civil disturbances require clear and objective communication between responsible authorities in both tourist sending and tourist receiving countries. A similar information exchange should take place at the operational sector level. An important source of information for this communication may be tour operators' staff at the tourist destination. In the case of these more complex issues, such as armed conflict in the destination region, travel agents should seek out and follow government travel advisory information.

BOX 19:

Improving Tourism Quality Through Safety and Security Information

Providing safety and security travel information helps the consumer to :

-interpret safety and security as an integral part of a tourism quality product, comparable to other goods or services where safety and quality are considered important in relation to price;

-develop an objective attitude toward travel risks based on facts, instead of a subjective attitude, based on assumptions and bias;

-demand safety and security as an essential aspect of the product being purchased.

*I*n 1990 the International Federation of Tour Operators (IFTO) published safety manuals for tour operators representatives and hoteliers. These manuals took the form of questionnaires on the major aspects of health and safety in hotels.

• Subsequently the Federation took on the prime responsibility for safety matters and established a committee to enable tour operators to co-operate on matters of safety as this was considered to be outside of the competitive arena.

• The committee has produced a video as an aid to training representatives on safety issues. This video has now been adapted for use by hoteliers and is available in Greek, Portuguese, Spanish and Turkish courtesy of funding from the relevant tourist offices.

• The committee has also organised a series of seminars at major destinations around the Mediterranean to explain the need for adequate safety standards. The seminars are presented by relevant experts and include a showing of the video.

• A guide to safe swimming pool design has also been prepared and distributed through national tourist offices.

  This co-operative approach coupled with practical assistance has helped tour operators to start to address the problems caused by the lack of safety regulations, specifically at an EU level, and frequently inadequate local enforcement resources. It is intended that this programme will encourage all local authorities to provide adequate regulations and enforcement facilities to provide safety standards which offer safer holidays for tourists and conform to the legal requirements placed on tour operators by the EC Package Travel Directive. Since it is, of course, only local authorities who can enforce their regulations, it is quite impossible for tour operators to undertake this responsibility.

Source: Alan Flook, Secretary General, International Federation of Tour Operators (IFTO),
Lewes, United Kingdom

A TOURISM OFFICIAL'S SAFETY AND SECURITY
CHECKLIST FOR TOUR OPERATORS

Do the Tour Operators you work with:

YES/NO

1.Take safety and security aspects into
consideration when selecting elements of a tourist
package: . . . .
transportation . . . .
lodging . . . .
catering . . . .
and sightseeing? . . . .

2. Systematically check the safety and security
situation at the destination and require vendors to
maintain standards? . . . .

3. Include safety and security information in
training for their local representatives at your
destination? . . . .

4. Include safety and security information about
your destination in their travel catalogue? . .

5. Invite your staff to participate in their training
to explain the safety and security aspects of your
products? . . . .

6. Ensure that travel agencies they work with
have information on your destination's safety and
security? . . . .

Restaurants and Other Food and Drink Establishments

Safety risks associated with restaurants and other similar establishments involve the risk of fire, assault and health problems which could require first aid or emergency services. The establishments should also pay additional attention to safety needs of special care customers.

Because of the normally high concentration of consumers, the establishment should have a fire safety plan, including evacuation and clearly marked emergency exits and escape routes. This information should also be posted in toilets/washrooms. The restaurant kitchen should be equipped with fire protection devices. The local fire brigade can assist with prevention tips and should review and approve the plan and measures taken.

The staff members should be prepared to handle assaults and other forms of unlawful interference in the establishment activities and the clients' security. The local police or private security companies can help adopt contingency and crisis management plans. Such plans must be learnt and trained to enable staff to know in advance what tasks are assigned to individual staff members in the event of a crisis (e.g. fire, food poisoning).

Establishments should abide by food safety rules (Box 20) and fully participate, individually or collectively through trade associations, in health surveillance, in collaboration with local health and tourism authorities, as well as incoming tour operators (see Health setion of Chapter I, Part B).

Sometimes people experience health emergencies, such as choking, while eating. Restaurant staff should be trained in procedures to follow for the most common

possible emergencies. Staff should have at hand first aid and emergency numbers.

An increasing number of people with physical and sensory disabilities are traveling, so there should be a representative number of restaurants, cafes and bars at the local destination which provide:

•entries and exits assessible for users in wheel-chairs
•special accessible tables and braille-printed menus
•accessible toilets
•accessible public telephones

These establishments should be listed in tourist brochures, guide-books and directories.

BOX 20:

Hygiene in Mass Catering Important Rules

PERSONAL HYGIENE

• Wear clean clothes!

• Remove jewelry (rings, watches) before starting work!

• Refrain from smoking!

• Hands should always be washed before work and especially after visiting the toilet!

• If suffering from an illness involving any of the following

Jaundice	Sore throat
Diarrhoea	Skin rash
Vomiting	Other skin lesions
Fever	(boils, cuts, etc., however small)

report to the employer before commencing work!

• Wounds on hands and arms should be carefully bandaged with impermeable material!

HYGIENIC HANDLING OF FOOD

• Perishable food should be refrigerated !
Why? Multiplication of most microorganisms is reduced by chilling to a temperature of 10°C, preferably lower

• Thoroughly defrost frozen meat and poultry before cooking!
Why? If all parts are not completely defrosted, the temperature increase in some thicker parts of the product, e.g. chicken breast, may not be sufficient to kill all microorganisms during cooking.

• Discard all liquids accumulated during defrosting of meat and poultry, and if refrigerator shelves, table tops or utensils are soiled with it, they should be thoroughly washed!

Why? These liquids may contain disease-causing microorganisms.

•Cook food thoroughly!
 Why? Thorough cooking will kill microorganisms. But remember that thorough cooking means that all parts of the food must reach a temperature of at least 70°C (Use special thermometers if in doubt).

•Keep cooked food hot - at a temperature of at least 60°C
 Why? Microorganisms multiply at temperatures below 60°C. Therefore, food which is ready for consumption should be kept either hot or be cooled quickly.

•Reheat cooked food to at least 70°C!
 Why? Proper reheating kills microorganisms which may have developed during storage. This rule also applies when freshly cooked food is added to left-overs.

•Perishable food should not be stored too long, even at refrigeration temperature!
 Why? Chilling prevents the growth of many microorganisms. For others chilling only slows down the growth and some microorganisms may even multiply at low temperatures.

•Keep cooked food separate from raw food!
 Why? This reduces the risk of cross-contamination.

•Cover your nose and mouth when sneezing/coughing!
 Why? Even healthy people have microorganisms in their nose and throat. Use a paper handkerchief which should then be thrown away. Hands should be washed afterwards.

•Always cover your hair while working in the kitchen! (Use headgear provided!)
 Why? Because this prevents hair from falling into food.

PREMISES AND KITCHEN UTENSILS

• Keep kitchen area and adjoining rooms clean!
 Why? Every food scrap, crumb or spot is a potential
 reservoir of germs.

• Frequent cleaning up as you go along ensures
 hygienic kitchens!
 Why? Dried and encrusted left-overs are hard to
 remove from surfaces and utensils. The working area
 must therefore be cleaned thoroughly after each
 process of production.

• Cloths and drying towels that come into contact with
 dishes and utensils should be washed and changed
 every day!
 Why? Thorough washing at high temperatures
 removes dirt and kills microorganisms. Separate cloths
 should be used for cleaning the floors, and these also
 require frequent washing.

• Keep kitchens tidy!
 Why? Tidy kitchens are more easily kept hygienically
 clean. Personal belongings, for example, should be
 left in the cloakrooms provided.

• Protect kitchen and storage area from insects and
 other vermin!
 Why? These pests may carry disease causing
 organisms.

• Keep dangerous/poisonous substances, e.g.
 detergents, disinfectants and insecticides outside the
 kitchen area in labelled and closed containers!
 Why? Accidents can easily occur when food and
 poisonous substances are confused.

• When preparing mixed dishes, e.g. potato or needle
 salads, always cool the cooked component before
 adding other ingredients!

Why? Large amounts of hot food cool down very slowly, and during that period microorganisms from other components may multiply.

• Avoid overcharging the cold-storage equipment! Why? This leads to a slow and ineffective chilling of the food, which may promote an increase of microorganisms.

• Refrigerate cooked food in shallow containers! Why? Shallow containers allow faster cooling than do deeper pans.

• All work with perishable food must be carried out quickly! Why? The longer the food is exposed to the warmth of the kitchen, the higher the risk of an increase of microorganisms to disease-causing levels.

• Do not change dish washer timings/techniques/temperatures! Why? Food particles may stick to objects in dish washers, and bacteria may survive if the temperature is not correct or the specified amount of detergent is not used or the timing is inadequate. The manufacturers' guidelines must be followed when using equipment.

• Cooked food should not be touched by hand! Why? Microorganisms are present even on a clean hand and may be transferred to food.

Source: WHO, Division of Food and Nutrition, Food Safety Unit, Geneva, Switzerland and Robert von Ostertag-Insitute (FAO/WHO Collaborating Centre for Research and Training in Food Hygiene and Zoonoses), Berlin, Germany (1994)

It is recommended to apply in water and food safety in the tourism sector the principles of the Hazard Analysis Critical Control Point (HACCP) system. The concept of critical points can also be used for other work related to safety and security in tourism as it includes the following procedures:

conduct of hazard analysis, identification of hazards and specification of preventive measures; identification of Critical Control Points; establishment of critical limits at each point; monitoring procedures; corrective action procedures; verification procedures; and documentation procedures.

Tour Managers, Tourist Guides and Sightseeing Organizers

The personnel accompanying tourists: tour managers (tour escorts), tourist guides, and other sightseeing personnel provide for the final interface between them and their experience of the destination. They have a special responsibility for providing information that will make the tourist more culturally sensitive, and aware of do's and dont's. They should provide tourists with basic safety and security advice in the course of excursions, as well as specific advice if the programme exposes tourists to environments where there are particular hazards.

Adequate safety and security information should be provided to tourists at the outset of a programme so that they are alert for their own safety. The tips may range from warnings about dangerous city spots and petty crime hazards, such as pick-pocketing, to particulars about slippery spots on mountain paths, but first and foremost such information should feature:

• useful telephones
• tourist help desks
• embassies and consulates
• multilingual doctors recommended for foreigners

• police
• other emergency services as available,

be updated and reliable at all times and be provided so as to create the climate of mental comfort and care sensed by the tourist. Special care should be given to tourists with disabilities.

Accordingly, sightseeing buses should be able to accommodate physically handicapped tourists and provide both audio and visual information to the blind and the deaf en route. Wherever possible, sightseeing companies should employ sign language interpreters for the deaf or those with hearing impediments and also printed material about the places to be visited.

From the tourism official's point of view, tour managers and tourist guides should be licensed so that chances for harassment of tourists are reduced and so that this business contact with tourists can be controlled. The licensing procedure should normally involve testing with respect to knowledge of a number of additional subjects such as the destination and attractions, foreign languages and other practical skills.

*T**he tour manager course conceived and run by The Netherlands Institute for Tourism and Transport Studies (Dineke Koerts, Breda, October 1992) includes among the tasks of the Tour Manager "to assist tourists in case of calamities (illness, theft or loss of luggage, etc.)" and "be able to handle complaints in the correct manner". Accordingly, the course includes training, under Practical Tie-Ins, first aid (24 classroom hours and 50 hours of study-load).*

Considering the implications of the European Council Directive on package travel (1990) the International Association of Tour Managers (IATM) has designed a biennial course one area of which includes Hygiene in Tourism (30 classroom hours) and First Aid, in order to make tour managers knowledgeable about vaccinations, health hazards, prophylaxis and prevention.

Among the six main responsibilities and duties of the Professional Tour Manager, IATM singles out:
- *to care for the well-being, comfort and safety of each individual on the tour*
- *to give all necessary help to any group in difficulty or in an emergency*
- *to be aware of the procedures regarding passports, visas, banking, hospitalization, visitor's rights, insurance reports, as well as customs, local and police regulations as applicable in each country visited*

By contrast, the relationship of the Tourist Guide to safety and security is less direct and should be seen in the context of his/her responsibilities and duties as defined by the European Federation of Tourist Guide Associations (FEG):
- *to carry out guided tours …*
- *to create a friendly rapport …*
- *to observe current agreed codes of professional conduct*

Source: José María De Juan, IATM Board Member, London/Madrid

CASE STUDY
24

Tour Manager Preparation

Tourist Attraction Operators

Public and private operators of tourist attractions should identify potential safety and security risks and develop a safety plan for the attraction. In museums, theatres, exhibition halls and indoor and outdoor markets, that is, all those places with a high concentration of visitors in a limited area, special precautions must be taken. These include evacuation plans with clear emergency exit signs and escape routes and the regular control of emergency exits to prevent blockage. Should the attraction have religious, patriotic or cultural significance, operators should inform tourists about how they should dress and behave so that they will not offend local sensibilities.

Highly visited attractions, such as big museums, exhibitions and monuments, may require control and protection by guards or local law enforcement authorities. These can provide evacuation assistance if necessary and also protection from harassment and theft.

Health services, particularly first aid, should be available at entry points, tourist centres and near heavily visited natural and cultural monuments which are often located far from urban centres and tourist resorts. The tourist staff themselves should be trained in first aid in order to assist their clients in emergency situations as well as help them to contact multilingual doctors if necessary.

*I*n 1993, the American Hotel & Motel Association (AHMA), working with the American Society of Travel Agents (ASTA), the American Automobile Association (AAA), the American Association of Retired Persons (AARP), and the National Crime Prevention Council (NCPC), launched a National Traveler Safety Campaign to educate and inform the nation's business and leisure travelers about ways to travel safely. As a result of this cooperation:

• AHMA produced a 90 second video on travel safety that is played on hotel internal TV systems, reaching more than 800,000 hotel rooms;

• over 10 million guest safety cards have been distributed to hotels and motels;

• ASTA has distributed "Travel Safely" brochures containing safety tips to all its travel agent members for dissemination to their clients, as well as to the national media;

• through a program initiated by the International Convention and Visitors Bureaus, travel agents have access via all the major Central Reservation Systems to a compilation of 73 travel safety tips which they can provide to travellers.

• AAA has published a booklet entitled, "Playing it Safe: Taking Care of Yourself and Your Stuff When You Become A Tourist".

CASE STUDY

25

A Coordinated Private Sector Response to a Tourism Safety Crisis

TOURIST SAFETY
AND
SECURITY
INFORMATION

3
1

Where and How to Provide Tourist Safety and
Security Information

Tourists receive information on a
destination from a great many sources
prior to and during the trip. So there are
potentially a number of points at which safety
and security information can be included in
current tourist product and sales information.
However, the travel trade, the media and
tourism research institutes should also receive
this information.

The responsibility for providing information on tourist
safety and security is shared by international agencies,
governments and other public authorities and by private
tourist product suppliers. Government bodies and
international agencies provide information on potential
disruptions to tourism, such as natural disasters, social
disturbances, terrorist threats or attacks, severe transport
breakdowns, or epidemics and other threats to health.

National tourism administrations, regional and local
tourist offices, automobile clubs and private tourist
information agencies should include current safety and
security information about the destination with marketing
and promotion materials. This information should also
cover laws, regulations and practices that tourists need to
know. It should be produced in a form useful for travel
agents, tourist help desks, trade representatives, travel
journalists and research institutes investigating travel risks.

Clearly indicating and warning against visiting
dangerous zones can be a measure to be considered at
destinations to save visitors from trouble. Although not
always without political overtones, certain interesting
initiatives to this effect, such as publishing and
distributing safety maps for cities, have developed. The

CEC's Directive on package travel requests the organizer or the retailer, before the contract is concluded, to provide the consumer, among other pieces of information, with information on the health formalities for the journey and the stay. It further requests to provide the consumer with an emergency telephone number or any other information that will enable him to contract the organizer and/or the retailer.

promoters of such measures, however, should avoid wholesale approach to the issue and take pains to deal with each case in an individual manner. Since a function of tourism is also to benefit, economically and socially, any destination, therefore excluding tourism a priori from a specific place would mean perpetuating the unfair sharing of tourism benefits.

Transportation companies, hotels, computer reservation systems, tour operators and travel agents should also provide tourist safety and security information to clients. Local trade offices and chambers of commerce should take care of the coordination and distribution of safety and security recommendations and information specific to the destination directed to leisure and business travellers. Quality and safety-seeking travellers normally take their own initiative to look for this information. Today they can do so also by retrieving electronic resources such as Internet.

A. TOURISTS - OPPORTUNITIES TO CONVEY SAFETY AND SECURITY INFORMATION TO TOURISTS OCCUR AT THREE POINTS.

BEFORE TRAVELLING:
- in the pre-planning stage, through newspapers, magazines, television, brochures and catalogues, videos, travel reports and travel books;
- in the concrete planning or purchase phase through communication with the travel agent or transportation company, automobile club, or other suppliers at the time of sale;
- in the phase immediately before departure in the form of travel documents.

UPON DEPARTURE AND DURING TRAVEL:
- at the check-in desk at departure terminals;
- on the airplane, train or bus, through literature or videos.

AT THE DESTINATION:
- on arrival, at the terminal information/welcome desk;
- between the terminal and the final destination (by tourist guides/travel escorts);
- at the final destination (usually a hotel).

B. TRAVEL AND TOURISM OPERATIONAL SECTORS

Travel and tourism operational sectors have access to safety and security information at destinations from National Tourism Administrations, computer reservations systems, travel trade media, specialized newsletters or from government travel advisories and travel warnings. Such information must first of all be available to the staff of travel and tourism industry organizations and companies.

C. THE MEDIA

Travel journalists and travel analysts, especially in tourism generating countries, should have current, objective and reliable information about the situation for tourists in destination countries.

Once a destination country has developed a tourism safety and security policy, a media relations plan should also be developed. A person from the National Tourism Administration should be designated as having responsibility for communicating relevant information to foreign media. In more serious cases, the Ministry of Foreign Affairs should be involved.

D. UNIVERSITIES CONDUCTING TOURISM RESEARCH

Universities can play a key role in assisting the tourism and travel industry, institutions, governmental bodies and the media with basic data on safety and security issues in tourism to facilitate planning, decision-making and the adoption of measures. Although at the moment there is yet no global, systematic and accurate collection of such data, specific research materials abound and can be

If sensitive tourist safety and security information and advice are not directly related to the contracted services (e.g. delinquency at the destination, AIDS, child sex-tourism), some travel organizations choose to provide such information and advice after tourists purchase the trip, usually before arrival at the destination, through leterature or videos published by other organizations.

referred to through bibliographical lists available at WTO and other major tourism organizations.

Also, following the Security and Risks in Travel and Tourism conference held in Sweden in June 1995, the Department of Tourism Studies, Mid Sweden University in Östersund, Sweden, has undertaken to create a Centre for Tourism Security and Risks (CTSR). It collects and distributes information on:

• titles and abstracts of publications, specialist literature, reports, articles, etc.
• experts and expert networks
• research carried out at universities and colleges
• companies working in the field of tourism safety and security
• organizations dealing with safety and security issues
• official bodies with responsibility for safety and security issues
• databases on security and risks
• statistical data on security and risks
• the media dealing with safety and security issues

Ideas for a Model Destination Brochure for Tourists on Safety and Security

This section contains a selection of actual safety and security brochures for tourists used by a variety of destinations. They each reflect the analysis of the problems faced in the destination and how tourism officials chose to present this information. The points to be included at one's destination may differ from these examples, but the structure and some of the practical suggestions may be useful.

The models cover a range of destinations from big cities with heavy tourism, to island destinations, to places with strong concerns regarding the interaction between tourists and the local culture. What they have in common is selection of the issues to present. A safety and security booklet for tourists should concentrate on the most important points the tourist should remember. Organize the information according to the activities where the tourist is most at risk at your destination. The booklet should be as brief as possible — tourists will not read a legal tract. Be sharp, attractive, positive and reassuring.

(scan in copies of the brochures from AH&MA, Jamaica, Guatemala, Mexico, Spain (Ministry of Interior), and cover pages: Health Concerns (AT&T), Travel Safely (ASTA), Damit Ihr.. (Austria), Playing it safe (AAA).

AH&MA

Jamaica   *Guatemala*

Mexico   *Spain*

Health Concerns (AT&T)

Travel Safely (ASTA)

Damit Ihr.. (Austria)

Playing it safe (AAA).

NOTAS AL PIE

{1} According to WTO sources, there were 537.4 million international tourist arrivals in 1994 (Figures revised in January 1994). The 2010 forecast is 937 million. Domestic arrivals are estimated to outnumber these figures by a factor of 9 to 10.

{2} A/RES/317 (X): Security and protection of tourists (agenda item 12):

THE GENERAL ASSEMBLY,

Recalling its resolution on the security and protection of tourists (A/RES/177 (VI)) adopted in 1985,

Noting that violence and criminal acts against travellers, tourists and tourism facilities are a global problem,

1. Condemns all violence, threat of violence and all criminal acts against travellers, tourists and tourism facilities;

2. Calls upon States to take all appropriate measures against those who perpetrate such criminal acts and to safeguard travellers, tourists and tourism facilities against any form of violence or criminal activity; and

3. Requests the Secretary-General to develop practical measures that countries might employ to deal with violence and criminal acts against travellers, tourists and tourism facilities.

RESOURCE ORGANIZATIONS AND EXPERTS TO CONTACT

1

I. INTERNATIONAL / REGIONAL / NATIONAL ORGANIZATIONS

A. INTERNATIONAL ORGANIZATIONS

AIRPORTS COUNCIL INTERNATIONAL (ACI)
P.O. Box 125
CH-1215 GENEVA 15 - Airport / Switzerland
Tel: (41 22) 798 4141
Fax: (41 22) 788 0909

INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)
Route de l'Aéroport, 33
P.O. Box 672
CH-1215 Geneva 15 Airport / Switzerland
Tel: (41 22) 799 2942
Fax: (41 22) 799 2685

INTERNATIONAL ASSOCIATION OF TOUR MANAGERS (IATM)
Mr. José María de Juan Alonso, Board Member
397 Walworth Road
London SE17 2AW / United Kingdom
Tel: (44 171) 703 9154
Fax: (44 171) 703 0358

INTERNATIONAL AUTOMOBILE FEDERATION (FIA)
(Fédération internationale de l'Automobile)
8 place de la Concorde
F-75008 Paris / France
Tel: (331) 42 65 99 51
Fax: (331) 49 24 98 00

INTERNATIONAL CHAMBER OF SHIPPING (ICS)
2-5 Minories
London EC3N 1BJ / United Kingdom
Tel: (44 171) 702 2200
Fax: (44 171) 702 9509

INTERNATIONAL CIVIL AVIATION ORGANIZATION (ICAO)
1000 Sherbrooke Street West
Montreal, Quebec H3A 2R2 / Canada
Tel: (1) (514) 285 8219
Fax: (1) (514) 288 4772

INTERNATIONAL CRIMINAL POLICE ORGANIZATION (ICPO-INTERPOL)
Mr. R.E. Kendall, Secretary General
50, Quai Achille Lignon
69006 LYON / France
Tel: (33) 72 44 70 00
Fax: (33) 72 44 72 57 / 71 63

INTERNATIONAL FEDERATION OF TOUR OPERATORS (IFTO)
170 High Street
Lewes, East Sussex BN7 1YE / United Kingdom

Tel: (44 273) 477 722
Fax: (44 273) 483 746

INTERNATIONAL MARITIME ORGANIZATION (IMO)
4, Albert Embankment
London SE1 7SR / United Kingdom
Tel: (44 171) 735 7611
Fax: (44 171) 587 3210

INTERNATIONAL RAIL TRANSPORT COMMITTEE (COTIF)
Chemins de fer fédéraux suisses
Direction générale, Division juridique
Mittelstrasse 43
CH-3030 Berne / Switzerland
Tel: (41 31) 680 2565, 680 2806
Fax: (41 31) 680 3457

INTERNATIONAL ROAD TRANSPORT UNION (IRU)
Centre international
Boîte postale 44
3, rue Varembé
Ch-1211 Geneva 20 / Switzerland
Tel: (41 22) 734 1330, 734 1338
Fax: (41 22) 733 0660

INTERNATIONAL SOCIETY OF TRAVEL MEDICINE (ISTM)
Mr. Robert Steffen, President
P.O. Box 15060
Atlanta, Georgia 30333-0060 / USA
Tel: (41 1) 257 6620
Fax: (41 1) 252 5452

INTERNATIONAL TOURING ALLIANCE (AIT)
(Alliance internationale du Tourisme)
Mr. Peter Doggwiler, Director General
2, quai Gustave Ador
CH-1207 Geneva / Switzerland
Tel: (41 22) 735 2727
Fax: (41 22) 735 2326
TIMATIC
Automatic Travel Information
Mr. P. Linaras, Editor
P.O. Box 902
2130 EA Hoofddorp - The Netherlands
Tel: Editorial Dept. (02503) 73552/73553
Fax: (02503) 73515
UNITED NATIONS Headquarters
New York, NY 10017 / USA
Tel: (1-212) 963 1234
Fax: (1-212) 963 4879

UNAIDS (JOINT UNITED NATIONS PROGRAMME ON AIDS)
Dr. Peter Piot, Executive Director
CH-1211 Geneva 27
Tel: (41-22) 791 4510
Fax: (41-22) 791 4179

UNITED NATIONS DEPARTMENT OF HUMANITARIAN AFFAIRS (UN-DHA)
United Nations Headquarters

New York, NY 10017 / USA
Tel: (1-212) 963 1234
Fax: (1-212) 963 1312/9489

UNITED NATIONS OFFICE AT VIENNA (UNAV)
Crime Prevention and Criminal Justice Branch
Mr. Eduardo Vetere, Chief, CPCJ Branch
Vienna International Centre
P.O. Box 500
A-1400 VIENNA / Austria
Tel: (43 1) 211 31-0
Fax: (43 1) 219 2599

EUROPEAN INSTITUTE FOR CRIME PREVENTION AND CONTROL (HEUNI)
   Affiliated with the United Nations
   Mr. Matti Joutsen, Director
   Kasarmikatu 46-48, 5th floor
   P.O. Box 34
   F-00130 Helsinki / Finland
   Tel: (358-0) 1825 7880
   Fax: (358-0) 1825 7890

WORLD CUSTOMS ORGANIZATION (WCO)
(formerly Customs Co-operation Council)
Rue de l'Industrie, 26-38
B-1040 BRUSSELS / Belgium
Tel: (32 2) 508 4211
Fax: (32 2) 508 4239
WORLD HEALTH ORGANIZATION (WHO)
- Emerging, Viral and Bacterial Diseases Surveillance and Control Division (EMC)
- Epidemiological Surveillance and Statistical Services
- Food Safety Unit, Division of Food and Nutrition
- Injury Prevention Programme
20, avenue Appia
CH-1211 Geneva 27 / Switzerland
Tel: (41-22) 791 2111
Fax: (41-22) 791 0746

WORLD HEALTH ORGANIZATION (WHO)
Healthy Cities Organization
Dr. Agis Tsouros, Project Coordinator
Regional Office for Europe
Scherfigsvej 8
DK-2100 COPENHAGEN / Denmark
Tel: (45 39) 17 12 24
Fax: (45 39) 17 18 60

WORLD METEOROLOGICAL ORGANIZATION (WMO)
41, avenue Giuseppe-Motta
CH-1211 Geneva 2 / Switzerland
Tel: (41 22) 730 8111
Fax: (41 22) 734 2326

B. REGIONAL ORGANIZATIONS

CARIBBEAN TOURISM ORGANIZATION (CTO)

Mr. Jean S. Holder, Secretary-General
Sir Frank Walcott Building, 2nd floor
Culloden Farm Complex
ST. MICHAEL / Barbados, West Indies
Tel: (809) 427 5242/3
Fax: (809) 429 3065

EUROPE AGAINST AIDS
Mrs. Ann Hemeryck, Project Coordinator
42 rue de Haerne
B-1040 BRUSSELS / Belgium
Tel: (32 2) 627 7532
Fax: (32 2) 627 7512

EUROPEAN COMMISSION
General Directorate XXIII
Tourism Unit
Rue de la Loi 200
B-1049 BRUSSELS / Belgium
Tel: (32 2) 296 1373
Fax: (32 2) 296 1377

EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS (FEG)
267, rue du Faubourg St. Antoine
F-75011 Paris / France
Tel: (33 1) 43 48 51 43
Fax: (33 1) 43 48 38 29

European Union TREVI GROUP
Bureau de coordination de l'action
des quinze pays de la CE en matière de sécurité publique
Mme Delvaux - c/o Ministry of Justice
Place Poulaert 3
B-1000 Bruxelles / Belgium
IPK INTERNATIONAL - THE EUROPEAN TRAVEL INTELLIGENCE CENTER S.A.
Mr. Rolf D. Freitag, President
Gottfried-Keller-Str. 20
D-81245 Munich / Germany
Tel: (49-89) 82 92 370
Fax: (49-89) 82 05 442

C. National Organizations

Canada

TRAVEL SECURITY INTELLIGENCER
Mr. Tod Hoffman, M.A., Publisher
437 Grosvenor Suite
Westmount, Quebec / Canada H3Y 2S5
Tel/Fax: (514) 933 6314

France

FEDERATION NATIONALE DES OFFICES DE TOURISME
ET SYNDICATS D'INITIATIVE (FNOTSI)
Mr. Marc Dumoulin, Président National
2, Rue Linois

F-75015 Paris / France
Tel: (33 1) 40 59 43 82
Fax: (33 1) 45 75 27 93

Germany

ROBERT VON OSTERTAG-INSTITUTE
FAO/WHO Collaborating Centre for Research
and Training in Food Hygiene and Zoonoses
Diedersdorfer Weg 1
D-12277 Berlin / Germany
Fax: (49 30) 7236 2957

Indonesia
BALI UBUD MEDICAL ASSISTANCE - Ubud Clinic
Jl. Raya Ubud Nº 36
Campuhan, P.O. Box 135
Ubud 80571, Bali / Indonesia
Tel: (0361) 974 911
Fax: (0361) 234 139

Iraq

Dr. Sirwan A. Khader Said
Chairman, Tourism Board
Haifa Street, P.O. Box 7783
Baghdad / Republic of Iraq
Tel: (964 1) 543 3912
Fax: (964 1) 888 6020

Ireland
VICTIM SUPPORT
Dublin Tourist Victim Support Service
Mr. Trasy Doran, Co-ordinator
Room 18, Block 3, Harcourt Square
Harcourt Street
Dublin 2 / Ireland
Tel: 478 5295
Fax: 478 5187

Malaysia
Mohd. Nuar Bin Osman
Head, Tourism Police Unit
c/o Ministry of Culture, Arts and Tourism
Putra World Trade Centre
45, Jalan Tun Ismail, 34-35th floors
50694 Kuala Limpur / Malaysia
Tel: (6-03) 293 7111
Fax: (6-03) 291 0951

Mexico
Angeles Verdes - Patrulla Turística
Dirección General de Información y Auxilio al Turista
Subsecretaría de Turismo Interno
Secretaría de Turismo de México (SECTUR)
Presidente Mazaryk No. 172-3º piso
Col. Polanco 11587 Mexico, D.F.
Tel: (52 5) 250 50 19
Fax: (52 5) 250 46 18

Netherlands

Mr. Dineke Koerts
Coordinator of the Tour Manager Course
Kort Hoger Beroepsnderwijs toerisme en recreatie
THE NETHERLANDS INSTITUTE FOR TOURISM AND TRANSPORT STUDIES
Boeimeersingel 10
4819 AA Breda / The Netherlands

Peru

Ms. Diana Tamashiro Oshiro, Coordinadora
SERVICIO DE PROTECCION AL TURISTA
Instituto Nacional de Defensa de la Competencia
y de la Protección de la Propiedad Intelectual (INDECOPI)
Casilla Postal 1596
Lima 41 / Peru
Tel: (014) 712 994, 712 809
Fax: (014) 711 617

Slovenia

Mr. Bozo Truden, Head of Public Relations Department
Ministry of Interior
61000 Ljubljana / Slovenia
Tel: (386-61) 327 764
Fax: (386-61) 217 495

Spain

Sr. Juan E. Dordio
Director de Seguridad Integral
Palace Hotel
Pza de las Cortes, 7
28014 Madrid / España
Tel: (341) 429 7551
Fax: (341) 429 8266

The CITY HALL OF SEVILLE
Ayuntamiento de Sevilla
Area de Turismo
Patio de Banderas
Reales Alcázares
Sevilla / Spain
Tel: (34 95) 459 0904
Fax: (34 95) 459 0948

IBERIA, LINEAS AEREAS DE ESPAÑA
Departamento de Relaciones Públicas
c/ Velázquez, 130
28006 Madrid / Spain
Tel: (34-1) 587 7272, 587 7796
Fax: (34-1) 587 7282
St. Lucia
The Hon. Romanus Lansiquot
Minister of Tourism
Ministry of Tourism, Public Utilities,
Mobilization and Aviation
New Government Buildings
The Waterfront
Castries / St. Lucia

Tel: (809) 452 2611
Fax: (809) 451 7414

Sweden

CENTRE FOR TOURISM SECURITY AND RISKS (CTSR)
Department of Tourism Studies
Mid Sweden University
S-831 25 Östersund / Sweden
Tel: (46 63) 16 53 73
Fax: (46 63) 16 54 88

Mr. Leif Svanström
KAROLINSKA INSTITUTE
Department of Social Medicine
Kornan Health Centre
(WHO Collaborating Centre on Community Safety Promotion)
S-172 83 Sundbyberg / Sweden
Tel: (46 8) 28 18 43
Fax: (46 8) 98 63 67

SWEDISH HOTEL AND RESTAURANT ASSOCIATION (SHR)
P.O. Box 1158
S-11181 Stockholm / Sweden
Tel: (46 8) 23 12 90
Fax: (46 8) 21 58 61

SWEDISH RENT-A-CAR ASSOCIATION (BURF)
Biluthyrningsbranschens Riksförbund
c/o MRF
Karlavägen 14 A, P.O. Box 5611
S-11486 Stockholm / Sweden
Tel: (46-8) 701 6314-15
Fax: (46-8) 224 401

Tunisia

Le Colonel Taoufil Debbabi
Directeur Central des Opérations
Direction Centrale des Opérations
Ministère de l'Intérieur
Tunis / Tunisie
Fax: (216 1) 340 888

United States of America

AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)
601 E Street, NW
Washington, DC 20049 / USA
Tel: (202) 434 3668
Fax: (202) 434 3443

AMERICAN AUTOMOBILE ASSOCIATION (AAA)
1440 New York Avenue, NW, Suite 200
Washington, DC 20005
Tel: (202) 942 2050

AMERICAN HOTEL & MOTEL ASSOCIATION (AHMA)
1201 New York Avenue, NW

Washington, DC 20005-3931
Tel: (202) 289 3100, 289 3131
Fax: (202) 289 3111, 289 3199

AMERICAN SOCIETY OF TRAVEL AGENTS (ASTA)
1101 King Street
Alexandria, Virginia 22314 / USA
Tel: (703) 739 2782
Fax: (703) 684 8319

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)
Malaria Section, MS F-22, Division of Parasitic Diseases
1600 Clifton Road, NE
Atlanta, Georgia 30333 / USA
Fax: (404) 488 7761

Florida GOVERNOR'S TASK FORCE ON TOURIST SAFETY
Florida Department of Commerce, Division of Tourism
Collins Building
107 West Gainos Street
Tallahassee, Florida 32399-2000 / USA
Tel: (904) 488 8230
Fax: (904) 487 3218

OFFICE OF WAIKIKI DEVELOPMENT
Mrs. Christina Kemmer, Executive Director
Honolulu, Hawaii

SAFETY MAPS USA, Inc.
Mr. George E. Dashielle, Jr., Senior Vice President, Sales
5001 LBJ Freeway, 7th floor
Dallas, Texas 75244 / USA
Tel: (214) 715 2677
Fax: (214) 826 9709

SOCIETY fOR THE ADVANCEMENT OF TRAVEL OF THE HANDICAPPED (SATH)
Mr. Mark T.V. Shaw-Lawrence, Executive Director
347 Fifth Avenue, Suite 610
New York, NY 10016 / USA
Tel: (1-212) 447 7284
Fax: (1-212) 725 8253

UNITED BUS OWNERS OF AMERICA (UBOA)
1300 L Street NW, # 1050
Washington, DC 20005
Tel: (202) 484 5623
Fax: (202) 898 0484

II. EXPERTS

ALMER, Claes
Claes Almér International AB
Attusa 2
S-27745 Sankt Olof / Sweden
Tel: (46-414) 60659
Fax: (46-414) 60698

BENTLEY, Robert
Sustainable Tourism Development Associates
Calle Lagasca, 10
E-28001 Madrid / Spain
Tel/Fax: (341) 575 9396

SMITH, Ginger Ph.D.
Executive Director
School of International Tourism and Hotel Management
Colegio Universitario del Este
Carolina, Puerto Rico 00984-2010
Tel: (809) 257 7373 ext 2005
Fax: (809) 752 0070
e-mail: SMITHME.@ AOL.COM

(formerly Senior International Policy Analyst,
US Travel and Tourism Administration)

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THE WORLD TOURISM ORGANIZATION
is the only intergovernmental organization that
serves as a global forum for tourism policy
and issues.Its Members include 125 countries and
territories as well as over 300 Affiliate Members
from the public and private sectors. WTO's
mission is to promote and develop tourism as
a significant means of fostering international
peace and understanding, economic
development and international trade.