

"TOURISM TIDBITS"
from
TOURISM & MORE, Inc.



The goal of "Tourism Tidbits" is to provide travel professionals with a monthly, easy-to-read overview of creative ideas. With proper referencing, we invite you to quote or reproduce "Tourism Tidbits" and to pass it along to a friend.

"Tourism Tidbits" is published monthly in English and Spanish, Portuguese and Turkish. Mtra. Patricia Koalska of Mexico does the Spanish translation; Ericka Amorim of Lisbon, Portugal provides the Portuguese translation.

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TOURISM & MORE'S "TOURISM TIDBITS"

Oct 2013

The Threat of Terrorism in Planning Major Event Security

Recent events around the world have proven once again that holding a major event is no easy matter. Not only must a community deal with the event itself but there are always logistics, marketing, and public relations that go hand in

hand with a major event. To make matters even more challenging we live in a world of political unrest. Major events are of course targets for terrorism. They also may incite local protests that have nothing to do with terrorism. These demonstrations are byproducts of the event and may occur before or during the event. The demonstrators then use the event as a means to vent frustrations or as a means to piggyback on the event as a way of gaining added leverage or publicity. In all cases, not only is the event potentially harmed but the community and its tourism component's reputation may also suffer. To help guide you through some of the issues related to major event security, Tourism & More suggests the following.

- **Know what type of event you are holding.** The type of event and the type of public that the event will attract often is the first guideline to the type of security that you will need. It is as important to know the amount of expected publicity that you expect the event to generate. A good rule of thumb is that the greater the publicity generated by the event the greater the likelihood of demonstration or security incident.
- **Know the event's timetable. Is this an all day event, does it draw mainly evening crowds.** Develop your security then in accordance not only with the event's demographic make-up but also with the times and places, the "when's" and "where's" of the event.
- **For how long is this event scheduled?** The longer the event is scheduled the higher the chance that a mishap may occur. If the event is an outdoor event with alcoholic beverages served, then consider not only the problem of protecting the event goers from those who may seek to sully the event but also protecting of the community from the event goers.

- **Know who is running the concessions and your private security.** How trustworthy are the people at the concession stands? In an age of terrorism, background checks are necessary for everyone working a major event. If an incident occurs few people will know who the concessionaires were, but the media will focus in on your community. The key here is to realize that no matter whose fault an incident may be, it is the local tourism community that will suffer. The same is true for private security firms. Some firms do an excellent job in vetting their employees and in training them. Other firms are much less reliable and a great deal of caution should be used. Unfortunately more expensive does not always mean better.
- **Review all of the event's structural parts.** Event security is not only about making sure that others do not succeed in damaging the event, it is also about making sure that the venue is safe and that the structure can support the number of people at the event. There have been too many incidents in recent years of stages falling, fireworks setting off fires causing panics and people being trampled due to a lack of easy access exits, and other structural problems to simply assume that local fire departments or building inspectors will be able to foresee logistics and structural problems.
- **Have several plans in place and rehearse these.** Among the plans that you want in place is what do you do when the person who has been trained cannot do his/her task. Redundancy then is essential in tourism. Often event managers and security personnel are the only people who have access and knowledge of critical areas. The question to consider is who will take over if these people should become incapable of doing their job?

Events demand backup teams and multiple forms or redundancy. It is essential that your backup team know how to access not only needed equipment but also have a full list of contact and key people with whom they can consult.

- **Make sure that the local authorities have as much information as possible.** Not only do you want local authorities to be able to move into a situation quickly, but also it is essential that they understand the consequences of their actions. That means that in a tourism-oriented community what is seen on television becomes the narrative that is on the event. In a perfect world police and other first responders should not have to worry about being part of a marketing team, but in a world of twenty-four hour seven-day a week news, they unfortunately have to be trained in how their words impact the community.
- **Be prepared for more than terrorism.** Issues such as vandalism, thievery, health-related issues can just as easily destroy an event and/or its host community's reputation. Be prepared to deal with everything from cyber sabotage to identity theft, from unintentional pandemics to intentional food poisoning.
- **Determine who should be stationed where.** For example, entrances may need large muscular men while other parts of the event may need a different type of person. In tourism we treat all people equally, but know that physically not all people are the same. The essential here is finding the right person for the correct job.
- **Combine machines and personnel to get the most security for the least cost.** There are times when metal detectors make a great deal of sense, but

in an age of terrorism, metal detectors are not enough. Trained personnel (and animals) are essential not only in making critical decisions but also spotting problems not picked up by the metal detector.

- **Use the land and event local geography to your advantage.** Make sure that you find high spots in which to see the crowd, easy ingress and egress areas and control centers of communication. Also have a way to clear spaces for first aid personnel, and other medical personnel should they be needed. In making these determinations be clear as to the crowd's demographic makeup and what problems this particular population will present.

The Job Exchange

Due to the economic situation around the world, T&M is offering to post job offerings and listings of those seeking work. These offerings are needs will be posted on our website: www.tourismandmore.com. If you need a job or seek employee please send your request to our webmaster at leopardo956@gmail.com. Please provide the following information:

Name and country

Languages spoken/or needed

Highest degree obtained/required

Salary range

Email address.

Please tell us what topics you would like to see in Tourism Tidbits. We want to publish topics that interest you!

In the World of Sports: An All-New Service from Tourism & More!!!!

T&M is expanding its business by now providing professional soccer (football) players and teams the opportunity to connect with each other. T&M's Vice President for European tourism, Eduardo Leite, will utilize his experience as a former professional football (soccer) player and his vast experience in this field to provide an additional measure of success to your sporting efforts. Leite has developed a network of professional Latin America soccer players who desire to play in other parts of the world. Please contact Eduardo at eleite@tourismandmore.com for more information.

TOURISM AND MORE'S WIDE RANGE OF SPEECHES AND TRAINING SEMINARS

For a complete listing of topics and information, please check our web page <http://www.tourismandmore.com/contact> or e-mail us at ptarlow@tourismandmore.com

Our trained professionals are ready to meet with your board and you to discuss specific strategic planning in this most difficult of times.

Please contact us at ptarlow@tourismandmore.com for more information regarding costs and available dates.

All seminars and speeches can be presented in English, Portuguese, or Spanish.

Brand New Lectures concerning the World's Economic and Health Crisis:

- 1) Surviving Economically Challenging Times: Best Practice from Far and Wide.
- 2) How tourism can profit from currency fluctuations
- 3) New forms of tourism: from agro-tourism to dark tourism.
- 4) How much of a threat to tourism is terrorism? Deciding how best to spend your tourism budget?
- 5) Successful and failed tourism marketing strategies.
- 6) Avoiding tourism crises by using good risk management techniques
- 7) Should the crisis occur, how to overcome it and go beyond it.

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Other lectures include:

-Tourism Confronts Terrorism: What You Need to Know to Maintain a Viable Industry in the Face of Terrorism.

-Training Your Police: Tourism Oriented Policing (TOPs), how it works and why it is essential for a viable tourism industry.

-Getting On Board: Helping Your Police and Other City Employees to be Part of the Tourism Industry.

-Marketing to the Baby-boom Generation, Generation X and beyond.

-New Trends in Tourism Marketing and International Tourism.

-When the Market is Tight and the Economy Is Slow: New Ideas in Marketing.

-Developing a Successful Agricultural and Rural Tourism Industry.

-Something from Nothing: The Art of Creating New Attractions.

-Tourism Ethics: Linking the Wisdom of Moses to Your Tourism Product.

-Understanding Tourism Statistics: When is a fact a fact and when is it not?
How to present data to the media?

Some Books on Tourism

See our new book: *Twenty Years of Tourism Tidbits: The Book* is now on Kindle and Amazon. Please go to

http://www.amazon.com/TWENTY-YEARS-TOURISM-TIDBITS-ebook/dp/B004Q9TIWW/ref=sr_1_2?ie=UTF8&m=AG56TWVU5XWC2&s=books&qid=1299276788&sr=1-2

1) *Event Risk Management and Safety* (ISBN 0-471-40168-4) by Peter E. Tarlow, published by John Wiley & Sons. Presenting theory and practical applications. To purchase this book, visit <http://www.wiley.com/> or <http://www.amazon.com/>. If you would like Dr. Tarlow to speak or train people in this area, please contact him at ptarlow@tourismandmore.com

2) *Restoring Tourism Destinations in Crisis* by Dr David Beirman: Published By Allen & Unwin (Australia & SE Asia) and CABI Publishing North America/ Europe 2003. For more information contact the author at <mailto:david@aicc.org.au>.

3) *Leisure Travel: A Marketing Handbook*, by Stanley Plog, Pearson Prentice-Hall, Upper Saddle River, NJ, 2004. It's available through the website of Pearson Prentice-Hall for \$25.

4) *Tourism in Turbulent Times. Toward Safe Experiences for Visitors*. Edited by Jeff Wilks, Donna Pendergast, and Peter Leggart. Published by Elsevier.

5) *Tourism Security & Safety, from Theory to Practice*. Edited by Yoel Mansfeld and Abraham Pizam, published by Elsevier.

6) *The Economics of Tourism Destinations*, by Norbert Vanhove, Published by Elsevier

7) *Beach Safety and the Law*, Edited by Jeff Wilks published by Queensland (Australia) Law Society

8) *Media Strategies for Marketing Places in Crisis*, by Eli Avraham and Eran Ketter Published by Elsevier

9) *Tourism Development: Growth, Myths and Inequalities*. Burns, P. and Novelli M. eds. (2008). Wallingford: CABI

10) *Tourism Management: Analysis, Behavior and Strategy*, edited by Woodside and Martin, published by Cabi, London, England

11) *Tourism and Mobility*, Burns, P. and Novelli M. eds. (2008). Wallingford: CABI.

12) Two new books for Spanish readers: (1) *Inversión Hotelera*, by Alfredo Ascanio and *Turismo Sustentable* both by Alfredo Ascanio and Marcus Vinicius Campos, You can purchase both of these books at <http://etrillas.com.mx/trillas/busqueda/php>

13) *The Ethics of Terrorism: Innovative Approaches from an International Perspective*. Eds Thomas Albert: Publisher: Charles C. Thomas, Springfield, Il; USA. Mailing Orders may be obtained directly to use: books@ccthomas.com.

14) *Abordagem Multidisciplinar dos Cruzeiros Turísticos (A Multi-disciplinary Approach to the Study of Cruises)* by Dr. Peter Tarlow, Ericka Amorim, Cynthia Andrade, Nina Cardona and Valéria Mariotti. Please contact Ericka Amorim at email: erickaaa@msn.com for information on how to obtain a copy.

15) The Tourism Gaze 3.0 by John Urry and Jonas Larsen. An all new updated version of a great classic. Published by Sage.

16) 14) "*A Supply Chain Management Guide to Business Continuity.*" By Betty Kildow. This book provides guidance for ensuring tourism supply continuity in today's risky world. To find out more, contact the author at:

BettyKildow@comcast.net

17) New!!! *25 Marketing Strategies to Build Your Outdoor Recreation Business* by Evanne Schmarder and Peter Pelland. Published by Train Rec Productions. Please contact E. Schmarder evanne@roadabode.com on where to purchase this book or find it on amazon <http://www.amazon.com/Unconventional-Wisdom-Works-Strategies-Recreation/dp/0984995579>

18) In Spanish: *La Nueva Fiebre del Oro. Las otras ciudades del turismo en el Caribe (Varadero, Bavaro- Punta Cana).* To obtain a copy of this book please visit: GGU-AGE: <http://www.uib.es/ggu/publicaciones.html>
OCDS UIB: http://cooperacio.uib.cat/digitalAssets/221/221991_Las-otras-ciudades-del-turismo-en-El-Caribe.pdf

19) En español: *Turismo en el Caribe*, por "esús Manuel González Pérez y otros. Please contact Dr. Gonzalez for additional information: jesus.gonzalez@uib.es

20) *Tourism: Principles and Practices*: by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill. Published by Pearson

Some Upcoming Tourism Conferences

We invite you to submit your conferences to Tourism Tidbits. Please submit request in the form found below. If you do not tell us, then, we cannot list the conference. We are happy to list all conferences about which we are informed. Please follow the below format when sending us a conference announcement. Thank you!

Unless otherwise noted, the conference language is English.

Oct. 16-18

Martinique

State of the (Caribbean) Industry Conference

For more information please visit:

<http://www.onecaribbean.org/eventsandcalendars/conferences/sotic2013home.aspx>

Oct. 20-25, 2013

Punta Cana, Dominican Republic

XXIII CONGRESO PANAMERICANO DE ESCUELAS DE HOTELERÍA,
GASTRONOMÍA Y TURISMO

For more information please visit the website:

<http://www.conpehtdominicana.com>

Dec. 3-5, 2013

Florianopolis, Brazil

International Colloquium: “Wine, Heritage and Tourism Development”

For more information, please contact Vander Valduga at

vandervalduga@gmail.com. Or Maria Gravari-Barbas @ maria.gravari-barbas@univ-paris1.fr

Dec 3 - 5, 2013

2013 Nevada Governor's Conference on Tourism

Red Rock Casino Resort & Spa

Summerlin/Las Vegas, Nevada

Registration and more information will be available on or before Oct. 11 at www.Governorsconference.org.

Dec. 11-13

Ft Lauderdale, Florida

14th International Conference on

Gay and Lesbian Tourism, For information, contact David Paisley at

David@CommunityMarketingInc.com

Dec. 15-17

Orlando, Florida

Rosen College of Hospitality: Central Florida University

Second World Research Summit for Tourism Hospitality: Crossing the Bridge

For more information please see: www.tourismandhospitalitysummit

Feb. 2014

Philadelphia, PA

The 2nd Annual Global Medical Meetings Summit

For more information please contact Courtney Richman Phone: (781) 939-2419

Fax: 781.939.2673, or Email: Chris.Karassik@worldcongress.com

April 6-9

Las Vegas International Tourism Safety & Security Conference XXI

For more information contact Ray Suppe at Rsuppe@lvcva.com or

ptarlow@tourismandmore.com

[About the Author:](#)

Dr. Peter E. Tarlow is the President of T&M, a founder of the Texas chapter of TTRA and a popular author and speaker on tourism. Tarlow is a specialist in the areas of sociology of tourism, economic development, tourism safety and

security. Tarlow speaks at governors' and state conferences on tourism and conducts seminars throughout the world and for numerous agencies and universities.

If you know of anyone else who might enjoy "Tourism Tidbits," please send his/her email address to ptarlow@tourismandmore.com. Please let us know of any topic that you would like to see covered by "Tourism Tidbits." We invite others to submit articles for consideration for publication.

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