

# "TOURISM TIDBITS" FROM TOURISM & MORE, INC.

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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, Elise Magras from the French Caribbean provides our new French translation, and Dr. Turgut Var provides the Turkish translation.

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**The Tourism & More staff wishes you a very happy  
Chanukah and Christmas holiday season**

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**TOURISM & MORE'S "TOURISM TIDBITS" for December 2010**

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## **Encouraging people to give the gift of travel**

For many people the Chanukah & Christmas season is a time of giving. One of the great gifts that a person can give to another is the gift of travel. Travel serves as a perfect gift in that it allows the receiver to use it at a time that works for him/her. Travel gifts open up new horizons and provide memories that can last a lifetime. Encouraging people to provide the gift of travel is not only good business, but acts as a subtle form of marketing. To make travel the perfect gift, however, some preplanning is also needed. In this special edition of Tourism Tidbits we provide you with ideas as to how to make your travel experience the least hassle free possible, either as a giver of travel or as a receiver.

The holiday season is a wonderful time to showcase your community and/or attraction. It is also a time when if things go wrong there will be a great number of people with and for whom you will need to do damage control.

**-Do not overcharge.** Everyone understands that during the holidays prices will rise a bit, but gauging is never a good idea. The few extra dollars that you will make by raising prices unfairly will be more than offset by negative publicity. Instead, offer holiday specials. Consider these to be part of your advertising campaign. Nothing promotes your industry better than good word-of-mouth advertising.

**-Remember that your employees are people too.** These are people who are giving up their holidays for others, and while they may be receiving extra pay, no amount of

money can compensate for lost time. Treat your employees with extra respect; prepare them for longer than usual hours and visitors who are tired, frustrated or even angry.

**-When in doubt smile!** The holidays are supposed to be about fun, family, and memories. Travel should also be about those very same things. Even when people have had to deal with the hassles of travel, train your employees to go out of their way to smile, be cheerful and do something extra nice for people.

**Making travel a personal gift item.**

Another good marketing tool is to encourage your local citizens to consider travel to your locale as a personal gift option. Even in these difficult economic times, many of people will be spending a great deal of time trying to find new and innovative gifts and travel gifts not only provide for friends and family to see each other but also aid your local economy.

There are numerous ways that you promote your locale as a travel gift. Many travel agencies will be more than happy to work with you. Before promoting the gift of travel to your locale remember the following:

**-Make sure that you locals check with the people receiving the gift to determine which dates will work for him/her/them and which dates will become a problem.** Help locals to know when airline prices are reasonable and promote travel to your location when the hotels are in their low season.

**-Make sure that the person giving the gift is aware of about how much the gift will cost the receiver.** It is not helpful to give an airline ticket or a free night stay at a hotel if the person cannot afford to get to the destination and/or stay at a destination's hotels. Make sure to match the gift with the receiver's ability to pay for the other parts of travel.

**-Encourage people to give travel gifts to your community that create positive memories and a desire to return.** It does not matter what giver likes or may think the other person ought to like, rather make sure that the travel gift reflects the receiver's lifestyle and shows off your community in the best light. Know if the person to whom you are giving the gift likes adventure travel, urban travel or perhaps countryside travel. You will get the best results from gift travel if you can encourage the givers to match the travel experience to the receiver's psychological profile.

**-Do not be afraid to encourage the people who live in your locale to use air miles as a way to bring people to your community.** Once the person is in your community, s/he will be spending money and adding to the local economy. How the person gets to your community is less important than what the person does once there. Although many airlines charge for transferring miles, but allow you to "purchase" a trip for another person for free. Do not transfer miles but rather purchase the trip for the person who is to receive the gift. Remember that paid airline tickets usually are not

refundable and charge for date transfers, most tickets bought with air miles are much more flexible.

**-If inviting friends and relatives from another country, make sure that the person has a passport and meets all visa requirements.** If you are dealing with US citizens, remember that all US citizens need a passport if they are traveling by air or sea. That same requirement is true of many other nations.

**-Purchase the gift around the other person's likes and dislikes.** If giving an urban travel gift, provide a special add-on. Travel is about memories. When encouraging your local citizens to give the gift of travel, aid them to turn these trips into special memories. Make sure that your citizens understand that special memories need not be expensive. For example, a bottle of wine or a fruit basket will set the stage. Lots of communities have local theaters or sporting events that are fun and add a bit of local color. Always remind people to chose events for their guests that fit the receiver's lifestyle.

**-Make sure that the person receiving the gift has an opportunity to let your local tourism office know what he or she thought of your community.** Feed back from gift travel is especially helpful in knowing your community's strengths and weaknesses. When people come to your community make the gift of travel more than merely seeing and doing new things, make it about sharing memories and a desire to return again and again.

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## **What topics would you like to see discussed in Tourism Tidbits?**

Please send us a list of topics of interest to you and we will do our best to dedicate future issues of Tourism Tidbits to your needs/desires.

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## **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](mailto:ptarlow@tourismandmore.com)

Please note our all-new special course: Tourism Confronts Terrorism: What You Need to Know to Maintain a Viable Industry in the Face of Terrorism.

Here is a partial list of some of our other most popular topics. All seminars and speeches can be presented in English or Spanish.

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

1) Smoothing out rocky economic roads: What tourism needs to do stay in front of these economically challenging times!

2) Surviving Economically Challenging Times: Best Practice from Far and Wide.

3) What Tourism Needs to Do in a Potential Age of Pandemics.

Additionally:

3) Our trained staff of 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](mailto:ptarlow@tourismandmore.com) for more information regarding costs and available dates.

Also New!!!! How to tourism communities need to work to prevent and recover from natural disasters.

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?

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## **TOURISM ON-LINE/EDUCATION**

1) TOURISM SECURITY. The George Washington University's Tourism Destination Management and Marketing Certificate Program announces the launch of "Safety and Security for Tourism Destinations: Achieving a Safe and Secure Tourism Environment". This is a course designed to help tourism professionals understand the importance of safety and security within a destination, as well as provide them with the "tools" needed to create a secure environment for both visitors and residents. World-renowned travel safety and security expert, Dr. Peter E. Tarlow, has developed this course by drawing on his wealth of experience and the growing number of publications in this area. The course is available worldwide via Internet-based distance learning. For more information please contact Kristin Lamoureux at [klam@gwu.edu](mailto:klam@gwu.edu).

2) Interested in doing research in the area of tourism security? Announcing Our New Subscription Service!:The Tourism & Security Control Panel

Tourism & More, working with our technology partners at Mnemotrix Systems, Inc., is now offering subscribers an enhanced and indispensable online service. Here is a new part of the "More" in Tourism & More. This new service offers its subscribers full access to the last 18+ years of our Tidbits Newsletter archives, our News and Newsgroup realtime feed, and our Global Security Research Database for Tourism.

This all-new approach to research provides much more than the usual keyword search, with our Strategic Data Fusion research capability, and a simple manual for how to make use of it. All this is available for a modest annual subscriber fee of only \$99.99 per year. Corporate memberships are also available. The aim is to give you best-of-class in strategic data fusion research tools. It is not enough anymore to list a hierarchy of subjects we once wrote about. This new service will allow you to be able to get into the content directly by idea or concept.

The cost for this service is US\$99.00 per year. To subscribe to this service, please go to our website at <[www.tourismandmore.com](http://www.tourismandmore.com)> and click on where it says: "subscribe".

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## **BOOKS ON TOURISM**

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](mailto: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:  
PO Box 19265 Springfield, Illinois, 62794 - 9265. USA  
or by calling (800) 258-8980); ask for customer service, at "[www.ccthomas.com](http://www.ccthomas.com)"  
or a [books@ccthomas.com](mailto:books@ccthomas.com).

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## 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 stated, English is the conference language.**

January 27-29 2011

Martinique, French West Indies

The Changing World of Coastal, Island and Tropical Tourism

<<http://www.geog.nau.edu/igust/FWI/>><http://www.geog.nau.edu/igust/FWI/>

Contact: Prof. Alan A. Lew <<<mailto:alan.lew@nau.edu>>[alan.lew@nau.edu](mailto:alan.lew@nau.edu)>

**Feb. 03-05, 2011**

Santo Domingo, República Dominicana. Hotel Intercontinental V Centenario,  
La Seguridad Turística en Las Américas: Calidad, Competitividad, Leyes, Tendencias  
y Estrategias.

Language: Español/Spanish

Información adicional: <<http://www.politur.gob.do>>[www.politur.gob.do](http://www.politur.gob.do)

Mar. 28-30, 2011

Sandestin, Fla.

STS Spring Meeting and SETTRA Symposium 2011

Contact Neville Bhada

<<mailto:Neville@southeasttourism.org>>[Neville@southeasttourism.org](mailto:Neville@southeasttourism.org) or go to

<<http://www.southeasttourism.org/spring>><http://www.southeasttourism.org/spring>

April 27-30, 2011

International Conference on Tourism (ICOT 2011)

Rhodes Island, Greece

**Tourism in an Era of Uncertainty**

<http://www.cut.ac.cy/icot>

April 27-30, 2011

International Conference on Special Interest Tourism & Destination Management  
Kathmandu, Nepal

For more info please visit:

<<http://www.specialnepal.com>><http://www.specialnepal.com> or contact Eugenia Wickens at: <<mailto:ewicke01@bucks.ac.uk>>[ewicke01@bucks.ac.uk](mailto:ewicke01@bucks.ac.uk)

May 9-11, 2011

Las Vegas, Nevada

Las Vegas Tourism Security Conference. Please contact Ray Suppe at  
[Rsuppe@lvcava.com](mailto:Rsuppe@lvcava.com) for details

May 22 - 24, 2011

Temple University, Philadelphia, USA

BEST EN Think Tank XI - Learning for Sustainable Tourism

For more information, please visit

<<http://www.besteducationnetwork.org/index.php>><http://www.besteducationnetwork.org/index.php>

June 23-26, 2011

Nicosia, Cypress

First International Conference in Safety and Crisis Management

For more information please go to <http://1stCOSaCM.euc.ac.cy>

July 11-13

Port-of-Spain, Trinidad & Tobago

Making you Festival Safe

Contact Edward C. Lee Tang at [eleetang@tdc.co.tt](mailto:eleetang@tdc.co.tt) for more details

July 13-15 2011

Zhangjiajie (Hunan), China

Tourism People, Places and Environments

<<http://www.geog.nau.edu/igust/China2011/>><http://www.geog.nau.edu/igust/China2011/>

Contact: Prof. Alan A. Lew <<<mailto:alan.lew@nau.edu>>[alan.lew@nau.edu](mailto:alan.lew@nau.edu)>

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### **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](mailto: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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