



UN Tourism



AUDA-NEPAD
AGENCE DE DEVELOPPEMENT DE L'UNION AFRICAINE



WHITE PAPER

SECURITY AND SAFETY IN THE TOURISM SECTOR



Volume 2

Compendium of technical guides
on risks and initiatives

White Paper

Security and Safety in the Tourism Sector

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Compendium of Technical Guides
on Risks and Initiatives

(revised English edition)

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FOREWORD

**BY ZURAB POLOLIKASHVILI
SECRETARY-GENERAL,
WORLD TOURISM ORGANIZATION (UN TOURISM)**



The years 2020 and 2021 have brought the biggest crisis in the history of global tourism. While it is still difficult to fully assess the damage caused by the COVID-19 pandemic, we can already say that it will have had a devastating impact on many parts of our sector.

At the same time, the crisis serves as an effective reminder of what is both the strength of our sector and the reason behind its vulnerability to external shocks: all its actors are interdependent, making up a powerful but potentially fragile system. Therefore, the next few years will have to be devoted to working to make our sector more resilient to the crises it will inevitably have to face in the future.

This episode will not alter the long-term trends that have for years established tourism as one of the most dynamic sectors of the global economy. In 2019, for example, 1.5 billion people travelled internationally for tourism purposes, generating export earnings of USD 1.7 trillion. The steady growth of the sector, although interrupted for a time by the health crisis we are currently experiencing, will inevitably resume and this rebound will demonstrate two essential points:

First, that our sector, despite the crisis, will rise to the challenges of the future and will continue to be one of the drivers of the global economy, especially during the post-COVID-19 recovery.

Secondly, it will show the importance of continuing to invest in the sector and working to build partnerships between all its actors in order to make it more attractive, resilient and sustainable.

It is in this context, but with a confident view to the future, that UN Tourism commissioned together with AUDA-NEPAD and WAEMU the drafting of this *White Paper – Security and Safety in the Tourism Sector*.

The White Paper aims to give all actors in the sector, both public and private, theoretical and practical guidance to enable them to increase the safety and security of their activities. In doing so, it will help them boost their attractiveness as destinations both in times of peace and resilience in times of crisis, while keeping in mind the imperatives of sustainable development.

FOREWORD

BY DR. IBRAHIM ASSANE MAYAKI
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Different countries and regions of the world face challenges in ensuring safety and security in tourism. Security issues are a global reality, but Africa has not always ranked high in terms of safety and security and is often perceived as highly unstable and a risky tourist destination. Some parts of Africa have been characterized by inter- and intra-state conflict, political instability, social unrest, inadequate policing, and limited tourist protection. The situation has been exacerbated by terrorist threats and attacks and by pandemics such as Ebola and COVID-19.

The lack of security and safety in tourism is considered a factor that can jeopardize the viability of the sector on the African continent. For a destination, safety and security are vital to remain competitive, attract investment and maintain a positive image as a tourist destination. Africa needs to address safety and security issues to become a more competitive tourist destination, especially now that more and more people are travelling to and within Africa and there is a demand for seamless travel and reduced border controls.

The African continent's efforts to address safety and security issues in the travel and tourism sector are informed by the decisions of the African Union's Specialized Technical Committee on Transport, Transcontinental and Interregional Infrastructure, Energy and Tourism. In 2017, the Committee called on African Union institutions and partners to support member states in strengthening security initiatives and ensuring that tourism issues are addressed in national security policies.

In order to implement decisions taken by African Member States to address safety and security concerns on the continent, the African Union Development Agency (AUDA-NEPAD) has entered into a strategic partnership with the World Tourism Organization (UN Tourism) and the West African Economic and Monetary Union (WAEMU). The *White Paper – Security and Safety in the Tourism Sector* is part of this effort.

The document aims to provide regionally harmonized guidelines and standards for the safety and security of tourists and others in the tourism sector. It will also provide elements that can inform Member States' policies for ensuring the safety and security of the continent, with a view to an integrated policy on safety and security in tourism.

FOREWORD

BY ABDOULAYE DIOP
PRESIDENT OF THE COMMISSION OF THE WEST
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(WAEMU)



To better exploit the potential contribution of the tourism sector to inclusive growth, structural transformation and the achievement of the Sustainable Development Goals, WAEMU has, since 2010, adopted a Tourism Development Policy and Program.

Given the significant share of the tourism sector in the gross domestic product and its contribution in terms of job creation within the community, the eight Member States wished to enhance the natural and cultural wealth available to them in order to improve the visibility and competitiveness of tourist destinations in the WAEMU area.

The study carried out as part of the preparation of the common tourism policy in 2008 revealed that the outlook for tourism development remained favourable and attractive in the WAEMU zone, with optimistic forecasts of an increase in tourist numbers of more than 5.5% per year until 2020.

The sustained effort of the Member States, to which the Commission is constantly committed, has made it possible to record significant progress in terms of increased tourist flows, following the example of other African regions. Indeed, according to the World Tourism Organization, the number of tourist

arrivals in the WAEMU region stood at 5.4 million as at 31 December 2018, i.e., a 12% increase compared to 2017.

Despite these successes, however, the countries of the Union are still aware of the many weaknesses that still limit the development of tourism in our area.

At the heart of these weaknesses are issues of peace and security, compounded by the health crisis associated with the COVID-19 pandemic.

It is therefore easy to understand why WAEMU chose to join forces with the World Tourism Organization and the African Union Development Agency – New Partnership for Africa's Development (AUDA-NEPAD) to produce the *White Paper – Security and Safety in the Tourism Sector*.

This White Paper aims to contribute to “providing the first keys to increase the quality of the security environment in which tourism activities take place”. It proposes “to provide us with all the necessary tools to design and carry out our own security policy, according to our objectives, our means and our constraints”.

That is why it captured our interest!

EXECUTIVE SUMMARY

The first observation made in the context of this White Paper was to consider tourism as a major development opportunity for certain actors, both public and private. The development of the tourism sector in certain territories is a chance to improve the living conditions of millions of people, notably through the creation of jobs for young people and women and sustainable investments in infrastructure.

However, the global COVID-19 pandemic has acted as a particularly cruel revelation of the fragility of the global economy and its productive system, affecting the tourism sector in particular, and it is now impossible to think about development without thinking about resilience, safety and security.

The second observation was to consider that, while tourism is an opportunity for the development of many actors and territories, this development will continue to be partly conditioned by their ability to protect themselves from certain risks, in order to make their activities both attractive in times of peace and resilient in times of crisis. It is within this framework that, to meet the growing demand of its Member States, the UNWTO Programme of Action for Africa – Tourism and Inclusive Growth has reoriented its priorities and established work on resilience as the main priority of its future actions. This reorientation came to accompany the joint initiatives launched a few years ago at the continental level, both with the West African Economic and Monetary Union (WAEMU) on the basis of the recommendations expressed at the end of the pilot workshop on Tourism and Security organized in December 2018, but also with the African Union Development Agency (AUDA-NEPAD) within

the framework of the current joint Memorandum of Understanding and the recommendations resulting from the various African Union Specialized Technical Committees (STC) on Tourism.

Finally, the third observation of this White Paper in view of current issues and trends is that it is impossible to dissociate development issues from environmental, social and economic issues. Thus, the future of tourism will be sustainable, or it will not be. This approach, which is now well established in literature, must find expression in new ways of thinking about the development of the tourism sector in the territories where it is emerging.

The aim of this book is to understand tourism as a real but fragile opportunity that can, if properly exploited, enable many stakeholders to develop a sector that supports the national economy and local development while protecting ecosystems and lifestyles. This White Paper on security and safety as key factors in the development of the tourism sector is intended as a contribution to this work.

In this context, this publication aims to offer to the readers initial keys in order to increase the quality of the security environment in which tourist activities take place. But it is not only a collection of best practices: it aims to give the reader all the tools necessary to design and carry out independently his own security policy, according to his own objectives, means and constraints (legal, environmental and others).

In concrete terms, this White Paper aims to provide the whole of actors in the tourism sector with the theoretical and practical tools to:

1. **Better understand the links** between tourism, safety, security and development;
2. **Better understand the risks** on the tourism sector by highlighting **their direct and indirect impacts**, in particular on the confidence given to the actors in charge of security; and
3. **Better prepare and support** the design of a security strategy to increase the level of security of tourist activities and, therefore, promote socioeconomic development.

This White Paper is therefore divided into three volumes.

- **Volume 1 develops the connections between the safety and security of a tourist destination, its attractiveness to international tourists and the potential economic spin-offs of the tourist activity.** It particularly emphasizes the importance of thinking ahead about the development of a destination, and of considering safety and security as constituent elements of both the attractiveness of the destination and the resilience of the tourism activity in times of crisis, and finally of its capacity to last over time. Safety and security are thus understood as fundamental elements of the sustainable development of the tourism activity in a destination. It also proposes concrete methodological tools to help the effective

implementation of these initiatives, from the design phase through the implementation phase, to the feedback phase.

- **Volume 2** builds on the concepts and methods described in the first volume and **provides technical guides illustrating a wide range of risks and the many responses that can be provided.** The objective of these sheets is to help readers quickly identify the issues at stake in a risk and the solutions that can be applied. They can be of great help in the design phase of a security strategy, detailed in volume 1.
- **Volume 3 offers case studies drawn from exchanges with professionals from around the world,** which will give the reader different examples of innovative solutions that have significantly contributed to improving the safety and security of national and international tourists within a targeted destination. The knowledge and feedback shared will provide the reader with practical, easy-to-use and adaptable tools that will enable him to design and implement his own security strategy, according to his own legal context, his means and the level of maturity of his tourism sector.

Thus, while this White Paper cannot cover all the details of each particular situation in each country (laws, norms, public policies, and so on), it does attempt to propose analyses and methodological tools that are beneficial to all, although they may require adaptation on a case-by-case basis.

The main conclusions of this White Paper are as follows:

1. Use safety and security as a catalyst for economic and social development in tourist destinations.

Improving the level of safety and security of the destination has a major positive impact on the number of tourists, and therefore on the development of the destinations where this activity takes place, as it can be a key factor of inclusive growth. It is therefore advisable to invest as effectively as possible in the development of tourism, and in particular in projects that contribute to increasing the level of safety and security, if one wishes to support the development of the economy at both national and local level.

2. Implementing an appropriate security strategy.

To do this, it is essential to implement an appropriate security strategy, based first and foremost on a realistic diagnosis of the situation and the various risks weighing on the local tourist activity. This will be followed by a period of decision-making and prioritization of the initiatives to be implemented in order to mitigate these risks as effectively as possible (e.g., tourist police, national smart phone application for tourists to inform and locate them if necessary, etc.).

3. Promote safety and security development initiatives to influence perception.

Improving the quality of the security environment is not enough, it is also necessary that tourists perceive it as being more safe and secure. It is therefore essential for destinations to communicate on the safety and security initiatives put in place in order to improve the perception that travellers have of the destination and influence positively their decision-making process prior to departure.

4. Consider sustainability factors in the definition of local solutions.

Finally, anticipate the possible arrival of numerous tourists and the inevitable modifications that this can bring to the ecosystem in environmental, social and economic terms, in order to ensure the sustainable development of the tourist activity. This must be done upstream via the protection of natural sites and consultation with the residents of the area in order to limit as much as possible the potential nuisances that could degrade their way of life.

It should be noted that, while improving the security environment of a tourist destination is an essential element in building its attractiveness and resilience, other key elements must be taken into account by the actors of the tourism sector, such as the ability to diversify its offer or, on the contrary, to specialize in offering a specific type of service – always with the aim of responding as good as possible to the changing demands and needs of the market.

Thus, this White Paper represents a first important step, humble but necessary, which will be followed by many others whose succession will progressively allow to change step by step – concretely and for the better – the life of thousands of people in the respect of their natural and sociocultural environment.

INTRODUCTION TO VOLUME 2



This volume 2 is a collection of technical guides, divided into two parts: risks and initiatives. It is intended to be as easy to access and as practical to use as possible to allow the reader to quickly become familiar with a risk or an initiative. Besides, this volume aims at enabling the readers to either effectively combat the risk in question, or to quickly understand the necessary means to implement such an initiative, as well as its objectives.

The technical guides on risks are divided into several subsections: causes, audiences at risk, direct effects, indirect effects, prevention, solutions and examples. They are the result of a synthesis work that aims to allow each reader to rapidly grasp the stakes of a risk and to begin to foresee the possible solutions and initiatives that can be put in place to prevent or limit its effects. They are organized according to the classification given in volume 1, namely: frequent and not very serious unintentional risks, infrequent

and serious unintentional risks, frequent and not very serious intentional risks, and infrequent and serious intentional risks.

The technical guides on initiatives are also divided into subsections: presentation and objectives, feasibility (when applicable) and implementation. They have been inspired by existing programmes in some countries of the world and can be very innovative in nature, as well as already widely tested measures are presented. Thus, each reader can potentially find inspiring initiatives that correspond to his or her needs and resources. In addition, many of the guides echo interviews conducted during the writing of this White Paper, the lessons of which are recorded in volume 3, which the reader can consult for more detailed examples of the implementation of some of these initiatives.

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PART I

RISKS – A PRACTICAL APPROACH

In this section, the reader will find *risk guidelines* that summarize the essential information needed to understand a risk, in particular its causes, its direct and indirect impacts, the public at risk, as well as the responses that can be used to prevent the risk before it occurs or to mitigate its effects should it occur. When designing a security strategy, the readers will be able to refer to these guides and evaluate the degree of relevance and seriousness of each risk in relation to their own situation, legislation, resources and maturity in developing such a strategy.

These guides are classified according to the nature of the risks they describe. Thus, as introduced in volume 1 (chapter 3), risks are classified according to the intention that causes them (intentional risks/unintentional risks), according to their probability (frequent risks/infrequent risks) and according to their severity (serious risks/less serious risks). This classification, while not perfect, nevertheless allows the readers to begin to prioritize their actions according to the risks that represent the greatest threat to them, concretely to the tourists present in their territory and to their tourism activity in general.



01 INTENTIONAL, FREQUENT AND NOT VERY SERIOUS RISKS

This section is dedicated to intentional, frequent and not very serious risks. These risks are generally related to incivilities or petty crime. These risks are among those that the authorities must address as a priority because they are risks that tourists frequently face during their stay and that can leave significant psychological consequences for some. These risks are presented one by one in the following practical sheets in this section in the following order:

Risk #01	
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RISK #01

CAR THEFT

CAUSE(S)

Car thefts are perpetrated for profit: the cars are stolen and then resold so that the offenders can make money from them. 'The market is very lucrative, generating an annual turnover estimated at 5 billion USD, which often feeds the mafias and drug networks'¹.

PUBLIC AT RISK

Depending on the country, some car models are more likely to be stolen. In Africa, the most stolen vehicles are 4×4s, but in Europe, even if luxury cars are often targeted, modest vehicles are also stolen, as they are easier to resell and more difficult to identify because of the large number of similar models on the road.

1 Bayart, S. (2006), *Traveling safely. Vade-mecum de la sûreté du voyageur et de l'expatrié*, Le Harmattan, Paris.



DIRECT EFFECTS

Thieves may use violence to take a car. Whether armed or unarmed, if the thieves use any form of violence, it is not advisable to resist. To achieve their goal this will only make the thieves more threatening to the victim.

INDIRECT EFFECTS

A stolen car negatively impacts the tourist's consumer experience, primarily because of the loss of their means of transportation, and the financial value it represents. Often, tourists do not take their own car but opt for a rental car on site. If tourists are victims of theft, they will have to incur expenses towards the rental company if it is a rented car, or towards their insurance if it is their own car. In both cases, they will have to prove that they cannot be held responsible for the theft by having committed a fault (having kept the keys in the ignition, not having locked the car, or similar). If it is their personal vehicle, this will also cause problems when they return home as they will likely have to purchase a new vehicle.

PREVENTION

If it can never be prevented for sure, car theft can be contained by a few simple gestures that can be explained to tourists on vacation via information flyers or by the agents of rental agencies:

- Lock the door and check that the windows are fully closed;
- Do not leave any valuable object visible (even a GPS);
- Never leave the keys in the ignition;
- Park your vehicle in secure areas (e.g., enclosed parking lots controlled by a security guard or video surveillance cameras);
- Do not leave any important papers in the car; and
- It may also be appropriate to take out specific insurance and to have certain preventive devices installed or ensured, such as an alarm or a GPS tracking device that will make it possible to find the car if it is stolen.

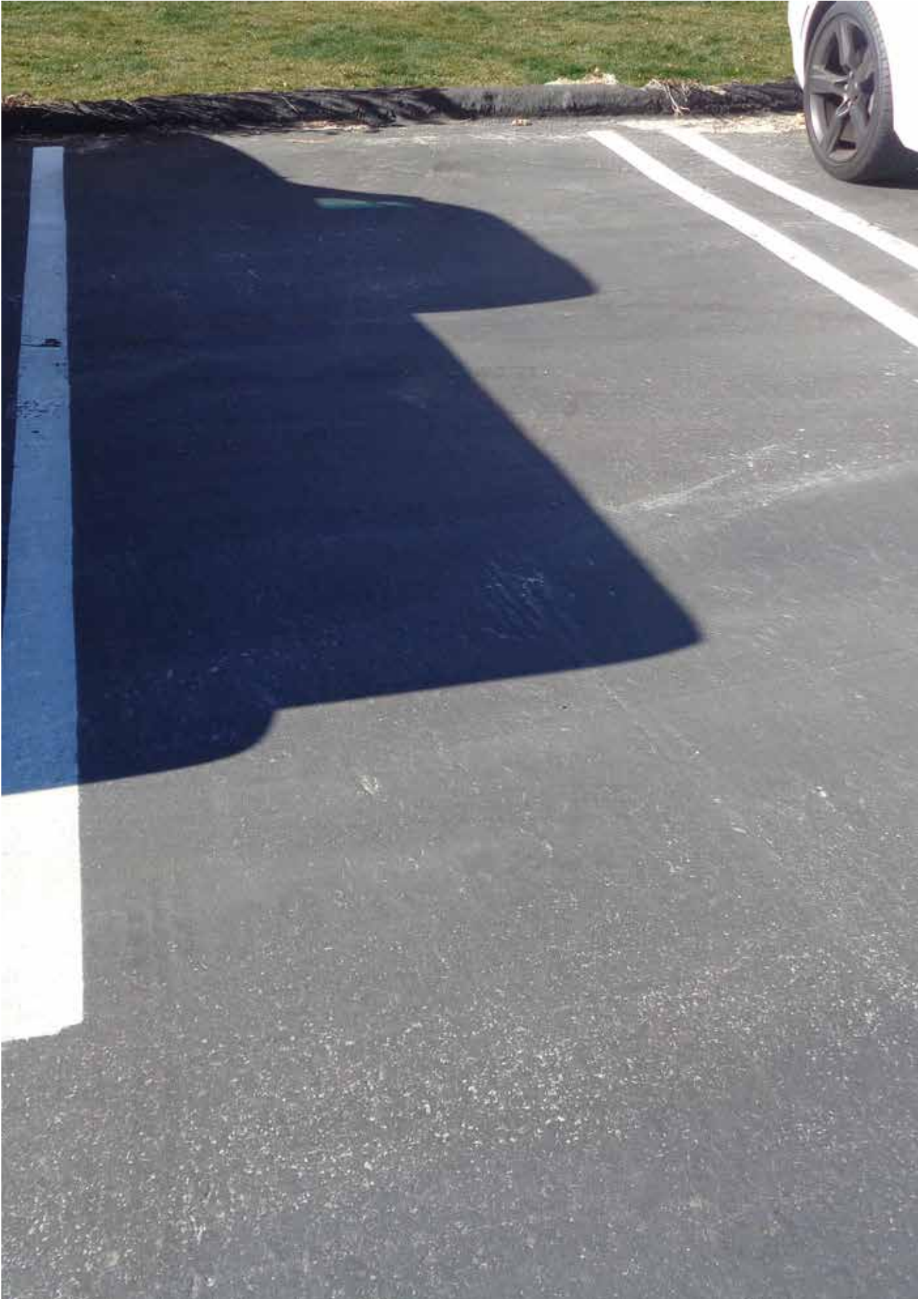
SOLUTIONS

If a tourist's car is stolen, the host country must be able to offer solutions adapted to the different needs of the tourist (for example, ability to contact the embassy if the passport is lost, facilities to activate the insurance).

EXAMPLE, RISK 1: THEFT OF A RENTED VEHICLE...

...without violence

Mr. and Mrs. T. are a couple of tourists going on vacation in a large European capital. Travelling by plane, they decided to rent a car on the spot for their trips. During their stay, they use the vehicle several times to go to the places of their tourism activities. One late afternoon, Mrs. and Mr. T. wanted to return to their hotel but could not find their car, even though they remembered exactly where they parked it. Their vehicle was stolen during their absence. After making inquiries, the model of car they rented from the car rental agency is a very popular model for thieves in this city. This event has a very negative impact on the tourists' trip: they no longer have their own vehicle and will waste time trying to prove that they are not at fault instead of enjoying their stay. If this fails, considerable costs may be incurred on their part if the agency believes that the theft was caused by negligence on their part.



RISK #02

BURGLARY

CAUSE(S)

A burglary is the breaking and entering of a place in order to carry out a theft.

PUBLIC AT RISK

Burglaries are more common in high-class establishments (e.g., 5-star hotels), as people staying there are likely to have valuables that will be easily resold and from which thieves will make a lot of money. Burglaries can also affect apartments rented to tourists on rental platforms such as Airbnb. Indeed, landlords often ask tourists to leave the key to the property in the mailbox at the end of their stay. Some burglars therefore dedicate themselves to searching these mailboxes to retrieve the key to the apartment and commit a burglary.

DIRECT EFFECTS

Following a burglary, the victim finds himself stripped of one or several objects of material or sentimental value. It is also possible that thieves take administrative documents (passport, identity card, etc.). In the context of a trip, this can put a tourist in trouble since they cannot travel without their identity documents. Beyond the material loss, the person may be subject to post-traumatic shock that will appear after the burglary of their hotel room or shared accommodation (Airbnb or other) because a stranger stole something precious from a place that is supposed to be private. It is also possible that the person will feel a strong sense of anxiety caused by this event considered a violation of privacy by the victim.

INDIRECT EFFECTS

For tourists, a burglary can completely ruin their stay. Indeed, after having been victim of a burglary, it is necessary to go to the police station to file a complaint. This will cause loss of time that could have been dedicated to a tourism activity, but it can also play on the morale of the victims who will not necessarily think of enjoying their stay after this event. Moreover, if the theft concerns administrative documents, the tourists will have to contact the embassy of their country to be able to return home.



PREVENTION

Establishing and communicating facility security guidelines and instructions to accommodation providers is an essential step in preventing burglary to tourists and their accommodation. These guidelines may, for example, include recommended installation of surveillance cameras, doors with enhanced security, or best practice recommendations (e.g., not leaving keys under the mat in shared accommodations such as an Airbnb).

SOLUTIONS

If tourist accommodation is burglarized, the host country must be able to offer responses adapted to the different needs of the tourists (ability to contact the embassy if the passport is stolen, accompaniment by a specialized police unit (see for more details [Initiative #10: Specialized police units for tourism](#)) in the declaration of the burglary or facilities to activate the insurance for example).

EXAMPLE, RISK 2: BURGLARY...

...perpetrated in a hotel

Mrs. and Mr. T. are staying in a 5-star hotel for a tourist weekend in a foreign capital. They rarely occupy the room they have rented, preferring to enjoy the city and its activities during the day. One evening, after a busy day, the two tourists decide to return to the hotel to rest. When they arrive, they find that their room had been burglarized. Their valuable personal belongings are missing, as well as the cash left in the room and all their clothes they had brought on their trip. Mr. and Mrs. T. realize that they are not the only victims of burglary; almost the whole corridor has been victimized. The hotel is well known for its high standard of living and the criminals knew that by breaking into the rooms they would be able to steal valuables and sell them for a substantial sum of money. The couple is shocked by this burglary, as it did not expect to be affected by this risk – it does not feel safe where they are anymore. In addition, thousands of euros of personal belongings were stolen. The couple will have to take the necessary steps to report the theft, which will cost time that it could have spent enjoying the stay.

RISK #03

SNATCH AND GRAB

CAUSE(S)

Snatchings are committed to forcefully take something of value from someone (a phone, wallet, jewelry, etc.). If items are left too conspicuously in view of the thief and are not protected or guarded, the risk is even greater. Indeed, "it is temptation that drives the thief to act. The easier it is for the thief, the greater the risk of becoming a victim"².

PUBLIC AT RISK

This type of theft is particularly prevalent in tourist areas or large cities where there are large crowds. Thieves do not hesitate to target the most vulnerable, such as women or the elderly.³ It is important to note that people who use public transportation on a regular basis are more exposed to this risk. Tourists are also prime targets for thieves, due to some of their characteristics: "the fact that tourists

1. Carry large amounts of money;
2. Have desired items such as jewelry and cameras;
3. Are often in an anomic state (they pay little attention to where they leave their valuables);
4. Participate in high-crime activities such as nightclubs; and
5. Go to areas of the community they do not know"⁴.

² Bayart, S. (2006).

³ Ibid.

⁴ Tarlow, P.E. (2014), *Tourism Security: Strategies for effectively managing Travel Risk and Safety*, Butterworth-Heinemann Elsevier.



DIRECT EFFECTS

The victim is robbed of something expensive or of sentimental value. The person may be injured by the assailant during the robbery.

INDIRECT EFFECTS

Such an event can easily ruin a tourist's day, as they end up at the police station to report the theft of one of their valuables instead of enjoying their leisure activities. In addition, a snatch can result in an over-accident, if the victim falls, for example. Psychological trauma can also result from a snatching.

PREVENTION

In addition to securing highly touristic places by means of surveillance cameras (see [Initiative #01: Creation of a risk map](#)) or the presence of specialized police units (see [Initiative #10: Specialized police units for tourism](#)), it is possible to make tourists aware of the right actions through posters or advice given by the agents of the tourist offices for example.

SOLUTIONS

If tourists' personal belongings are stolen, the host country must be able to offer responses adapted to the different needs of the tourist (ability to contact the embassy if the passport is stolen, accompaniment by a police unit specialized in reporting the burglary, or facilities for activating the insurance, for example).

EXAMPLES, RISK 3: SNATCHING...

...perpetrated on public transportation

Mr. T. was taking the subway to go to one of the monuments of the city and holding his smartphone in his hand to follow the route indicated on the Internet, when an individual suddenly stole the object and disappeared in the crowd through the subway corridors. The victim did not see the attack coming. Mr. T. should have stored his phone in a safe place out of sight and out of mind (in his bag or in an inside pocket of his jacket, for example).

RISK #04

CATCALLING

CAUSE(S)

Street harassment (or catcalling) is the practice of addressing or behaving inappropriately towards someone in the public space. These manifestations can be sexist or sexual and can take several forms, some of which are more widespread than others: “In the street as well as in public transport, verbal or visual forms of harassment are the most widespread, with whistling (68%) and insistent looks (68%) being the most common”⁵. Going to places frequented by people who drink or take drugs, such as bars and nightclubs at night, increases the risk of being a victim of street harassment.

PUBLIC AT RISK

Women are more affected than men by the phenomenon of street harassment, regardless of the country, as shown by numerous national and international surveys.⁶

DIRECT EFFECTS

After being a victim of street harassment, a person may not feel safe in public spaces or on public transportation. There may be psychological damage as a result of this type of risk.

INDIRECT EFFECTS

Persons affected by street harassment may have a negative image of the destination they are in because of the assault they have just experienced – and they may not want to return in the future. If there are special measures that can be taken in the destination to reduce the risk of harassment (e.g., not travelling alone, returning home before dark, or avoiding certain areas), the tourist may also have a negative view of the destination.

5 Institut français d'opinion publique (2018), ‘Les Françaises et le harcèlement dans les lieux publics’ (online), available at: www.ifop.com (11-08-2020).
6 StopStreetHarassment (2016), ‘Statistics – The prevalence of street harassment’ (online), available at: www.stopstreetharassment.org (19-08-2020).



PREVENTION

The presence of police units (specialized or not) can dissuade this type of aggressive behaviour. It is also possible to include education on equality and respect for all in the school curriculum.

SOLUTIONS

It is difficult to find appropriate solutions to this type of problem because there are only few legal actions available to victims of this type of crime. However, it is important that, if a victim complains about such actions in a police station, the police officers, whether they belong to a unit specialized in tourism or not, listen to the victim and, if necessary, decide to increase their presence in the area where the aggression took place.

EXAMPLE, RISK 4: STREET HARASSMENT...

...to a woman

Mrs. L. is walking on the public highway during an excursion in the city where she is spending her vacations. Suddenly, an individual behaves inappropriately towards this young woman: he starts whistling at her, looking at her insistently, then he bothers her by making advances. The stalker seems drunk, has difficulty expressing himself and standing. Mrs. L. feels insecure, even though she was here to enjoy the city and its sights. As a tourist, she will be careful not to pass by the area again for fear of being confronted with this type of risk.

RISK #05

MINOR ARSON

CAUSE(S)

A *major* fire of criminal origin is caused by a voluntary human act. Some individuals are pyromaniacs with a fascination for fire which creates in them impulses to burn buildings, forests, etc. On the other hand, a *minor* fire of criminal origin can also be perpetrated to take revenge or put pressure on someone, or to obtain money from one's own insurance. These minor fires can be started at gatherings such as demonstrations as a way for the demonstrators to show their anger.

PUBLIC AT RISK

Anyone can be exposed to a minor arson fire. Tourists may be in the vicinity of such a fire if they come across a demonstration, for example.

DIRECT EFFECTS

When classified as *minor*, the consequences are not life-threatening. Flames can cause minor property damage or minor injury to people, and toxic fumes can cause discomfort or loss of consciousness. It can also cause a panic situation. There is a risk of over-accident: a minor fire of criminal origin can result in injuries, falls, altercations, among others.

INDIRECT EFFECTS

A minor arson fire is an ominous signal to non-victims on site or prospective travellers considering a destination. Negative perception remains mostly low to moderate in the case of minor arson. However, if this situation is frequent, the perception of potential travellers may be significantly impacted. In addition, if the fire is not brought under control quickly, the fire may become more extensive and cause major damage or even casualties which will have a strong negative effect on the perceptions of non-victims and prospective travellers.



PREVENTION

To prevent this type of fire, it is important to implement fire safety standards for all establishments that receive the public, including hotels and rental accommodations offered on participatory economy sites. For example, these standards may require the installation of smoke detectors (see for more details [Initiative #06: Installation of fire safety devices](#)), the presence of fire extinguishers or the use of certain materials in the construction of buildings. It is also possible for authorities to make recommendations such as not leaving garbage cans or flammable objects accessible near the accommodation.

SOLUTIONS

The availability and reactivity of firefighting units (volunteers or professionals) is an essential element in order to provide a rapid response, regardless of the location of the outbreak (buildings but also potentially in an open public place).

EXAMPLE, RISK 5: MINOR ARSON

Car in fire

Mr. T. is confronted with a burning car in a neighbourhood of a tourist town. This fire was caused by a crowd of demonstrators wanting to show their anger by causing a minor fire. This fire will have consequences and cause a feeling of insecurity and frighten people, including the tourists, who are near the burning car. Indeed, the car is likely to explode at any moment, because of the gasoline contained inside its tank, and to wound somebody in the vicinity. Mr. T. runs to get away from the burning vehicle but falls in his haste and gets slightly injured.

RISK #06

PICKPOCKETS

CAUSE(S)

The purpose of a pickpocketing act is to seize an object belonging to a person in a discreet way by digging in the person's pockets or bag.

PUBLIC AT RISK

Pickpocketing is practiced all over the world.⁷ It can therefore potentially affect anyone. Despite this, tourists are often the preferred targets, because "there is a crime specific to tourism (pickpockets, "hotel rats", hotel prostitution, etc.), the tourist being in a situation of exposure to risk all the more so because he/she is often identified as potentially richer than the national average of the country visited"⁸. Furthermore, in a large city such as a capital, the number of tourists is high, which multiplies the number of possible victims, as the European Crime Prevention Network explains: "While pickpockets can be found in almost any city, the greatest concentrations are in the cities that attract the most tourists. Hot spots for pickpockets such as Barcelona and Madrid (Spain), London (United Kingdom), Brussels (Belgium), Amsterdam

(Netherlands), Rome and Florence (Italy), Paris (France), Athens (Greece), Prague (Czech Republic), and Lisbon (Portugal) are designated as particularly dangerous pickpocket havens. Knowing where pickpockets mainly operate, one can conclude that tourists are highly targeted victims"⁹. In order to be able to act, pickpockets prefer busy cities, but also busy places within these cities. "Pickpockets operate mainly in public transportation, such as subways, city buses, train stations, etc.: crowded and large places, filled with confused tourists with their hands full of bulky luggage, which makes it easy for pickpockets to create confusion"¹⁰. While many choose to operate in large, busy cities, it is important to note that this type of risk can occur elsewhere as well.



8 Moscatello L. and Morard-Rebuffet, A. (2013), 'Les enjeux sécuritaires liés au tourisme', *Revue internationale et stratégique*, 2013/2, number 90, pp. 107–115, DOI: <https://doi.org/10.3917/ris.090.0107>.

9 European Crime Prevention Network (2017), *Theoretical Paper. Pickpocketing* (online), available at: www.eucpn.org (11-08-2020).

10 European Crime Prevention Network (2017), *Theoretical Paper. Pickpocketing*, p.7, (online), available at: www.eucpn.org (11-08-2020).



DIRECT EFFECTS

The theft of personal property for a tourist by a pickpocket has several direct repercussions, among which "a lot of money lost, hours of vacation wasted, aggravation, humiliation, [hassle, etc.] are just a few of the many consequences of a pickpocket." Many victims drop charges against these pickpockets, "due to lack of time, [or] late discovery"¹¹.

INDIRECT EFFECTS

A tourist's consumer experience will be negatively impacted if they are a victim of pickpocketing. "When you are traveling, a pickpocket can easily ruin your trip. In a matter of seconds, they can grab your money, credit cards and identification. Unfortunately, there is little hope of getting it all back"¹². Indeed, having one or more items stolen will make the victim feel insecure, as the European Crime Prevention Network explains: "Pickpocketing is a small crime with huge repercussions. It is a highly visible form of crime having the potential to cause widespread feelings of insecurity"¹³.

11 European Crime Prevention Network (2017).

12 Ibid.

13 Ibid.



PREVENTION

Pickpocketing can be partially deterred by police presence or the installation of automated surveillance devices such as cameras (see [Initiative #01: Creating a risk map](#)) or drones (see [Initiative #05: Drone-assisted surveillance of a tourist area](#)).

SOLUTIONS

It is important that a tourist who comes to report the theft of personal belongings is well received at the police station where he or she will be going. In this context, a specialized and specifically trained team (see [Initiative #10: Specialized police units for tourism](#)) will certainly be able to help the tourist better in his or her efforts.



EXAMPLE, RISK 6: PICKPOCKETING ...

... in the Paris metro, France

Subways and other public transportation are targeted by the risk of pickpockets as the crowds leave an endless choice of possibilities for thieves. The Paris metro is used by millions of people every year. As ridership figures continue to rise, so do pickpocketing figures, as *Le Point* explains for 2019: "Over the first ten months of the year, the number of thefts in the Paris metro and RER^a rose from 4,721 to 7,485"^b. The fact that tourists are the most exposed to criminals is confirmed in the case of the Paris metro, as some lines experience a greater number of pickpocketing cases than others. The most touristy lines are the ones with the highest number of pickpocketing: "In detail, thefts at Châtelet-Les-Halles doubled (from 165 to 322), La Défense had 227 offences (compared to 114) and 199 thefts were committed at the Opéra-Auber-Havre-Caumartin station, compared to 66 last year"^c.

a) Paris RER (Réseau Express Régional) is the regional train transport system connecting the centre to its surrounding suburbs.

b) *Le Point* (2019), 'Pickpockets: les vols ont bondi de 59 % dans les transports parisiens', *Le Point*, 14-11-2019 (online), available at: www.lepoint.fr (11-08-2020).

c) *Le Point* (2019).

RISK #07

RISK OF SCAMS

CAUSE(S)

While tourism security threats that make headlines tend to focus on terrorism and crime, the universe of threats to tourism also includes, for example, scams.¹⁴ Skimmers are devices that ‘capture’ credit card numbers when consumers use their card to pay for a purchase. Skimming consists in capturing the data of credit cards inserted in an ATM or card reader thanks to a specific technology that records the data of the inserted credit card. The scammers identify the most used devices and apply their system to them. In large tourist cities, the riskiest automated teller machines (ATMs) will be those near a popular monument or a famous square. Online scams are also common; through links they can redirect tourists to sites that look like the original site in order to trick them and extort money from potential customers.

PUBLIC AT RISK

“The problem of skimmers as a form of identity theft is a major threat to anyone who travels”¹⁵. Every credit card holder is susceptible to a credit card scam.

DIRECT EFFECTS

The tourist victims of a credit card scam will have their bank details stolen without their knowledge. Once in possession of this information, the scammers will be able to take the victim’s money and spend it as they please without the victim knowing.

14 Tarlow, P.E. (2014).

15 Ibid.



INDIRECT EFFECTS

Beyond simply losing money, the person will be psychologically affected by the scam and may wish to end their trip earlier than planned because of the anxiety generated or because of a lack of money. Spending time at the police station instead of spending it on a tourist activity will negatively impact the tourist. In addition, a feeling of distrust towards the destination will develop in this person, he may not want to return after having been a victim of a scam.

PREVENTION

It is very difficult to prevent this type of scam. Nevertheless, the authorities can invest in preventive control tools and carry out opportunity checks on ATMs near tourist locations or on blue card monitors used in stores near highly visited places.

EXAMPLE, RISK 7: RISK OF SCAMS

Skimming through an ATM

Mr. T., a tourist visiting a large European city on vacation, decides to withdraw money from an ATM in order to pay for his souvenirs. The withdrawal of money proceeds normally, Mr. T. inserts his bank card, enters his confidential code, indicates the desired amount, and leaves with it once the operation is completed. Mr. T. will not have noticed anything, but he has just been the victim of a credit card scam. The ATM where he withdrew money is equipped with a skimmer system that saves his card data so that it can be used again. Mr. T. will only realize the scam when he checks his account statement and sees transactions he did not make.

RISK #08

MINOR ASSAULTS



CAUSE(S)

Minor assaults can be provoked by a person who is intoxicated or drugged and whose behaviour is altered, which will encourage aggressive behaviour. However, minor assaults can also take place between sober people who are in a state of arousal, for example, between two fans of opposing sports teams.

PUBLIC AT RISK

Anyone can be assaulted in the street. However, frequenting festive places such as bars, nightclubs, sports events or music festivals increases exposure to this risk.

DIRECT EFFECTS

Victims may be subjected to physical assaults (e.g., fights with minor injuries) or emotional assaults (e.g., name-calling, inappropriate language).

INDIRECT EFFECTS

A physical assault, even a minor one, makes the victim feel unsafe and may deter them from returning to the destination where the assault occurred.



PREVENTION

The presence of police units (specialized or not) can dissuade this type of aggressive behaviour, as can the presence of surveillance cameras and street lighting in working order.

SOLUTIONS

It is difficult to find appropriate solutions to this type of problem because there are few legal actions available to victims of this type of crime. However, it is important that, if a victim complains about such actions in a police station, the police officers, whether they belong to a unit specialized in tourism or not, listen to the victim and, if necessary, decide to increase their presence in the area where the aggression took place.

EXAMPLE, RISK 8: MINOR ASSAULTS ...

... following a sporting event

Sports tourism is a widespread phenomenon throughout the world. Mr. T. travelled to see a match of his favourite soccer team. After the match, scuffles broke out outside the stadium where the sports competition took place. Some fans of both teams attack each other (insults, blows, throwing of projectiles, etc.). Tourists witnessing the violence may feel insecure about this phenomenon and fear being injured in turn.

RISK #09

NOISE POLLUTION

CAUSE(S)

Noise pollution can have many causes. They can be caused by tourists, by various establishments open to the public (bars, restaurants, or nightclubs, for instance), by heavy traffic, but also by sports fans.

PUBLIC AT RISK

Following the fast increased popularity of renting accommodations on participatory economy sites (private to private), the risk of noise pollution intensified for the residents of the very tourist areas. Indeed, the inhabitants are subjected to the recurrent noises of comings and goings of the various occupants of these vacation apartments. Tourists can arrive at any time and the noise of their luggage can cause noise pollution in the neighbourhood. Persons working in places frequented by tourist are also exposed to this type of risk, e.g., in restaurants, breweries, shops or nightclubs.

DIRECT EFFECTS

Noise pollution can cause health problems, such as stress and depression, in people regularly subjected to it. Verbal or physical aggression with local residents can occur when tourists, fans or young people leaving parties, and possibly having consumed alcohol, make excessive noise in public places.

INDIRECT EFFECTS

The tourist's consumer experience may be impacted if he or she is subjected to noise pollution. If the noise is produced during the night, the tourist may not be able to rest as much as he/she would like, which may have impacts the next day.

PREVENTION

It is possible for local authorities to define a certain number of rules that can alleviate this type of nuisance by preparing and enforcing, for example, strict regulations on the opening hours of bars and entertainment venues that are potential sources of noise nuisance (discotheques and others) or by providing that the service cannot be performed on the public highway but must remain confined to the premises of the establishment and the doors must be closed.

EXAMPLE, RISK 9: NOISE POLLUTION ...

... in the vicinity of a discotheque

Mrs. and Mr. T. are coming to spend the week in a big city for a short stay. They are staying in an Airbnb apartment near the city centre. There is a nightclub close to the tourists' apartment. As soon as it gets dark, the nightclub comes to life and the noise explodes throughout the neighbourhood: music, screaming, insults, and so on. Mr. and Mrs. T. find it difficult to rest. They will not be able to sleep until late and this fatigue will prevent them from enjoying the next day completely.





02 INTENTIONAL, INFREQUENT AND SEVERE RISKS

Most risks in this category are risks that can have serious physical and psychological consequences for the victims. Most of them are linked to activities organized by armed groups (terrorists, mafia and others) but some can also be the work of isolated individuals (murders, sexual assaults, major arson attacks, etc.). These risks are particular because of their dramatic consequences for the victims, but also because of their strong media resonance which can tarnish the image of a destination for many years. It is therefore important for decision makers to take the appropriate measures to prevent these risks as best as possible, but also to communicate on these preventive measures in order to protect the reputation of their business.

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RISK #10

TERRORIST ATTACKS



CAUSE(S)

Many causes can explain the emergence of terrorism in a territory. A report by the United Nations General Secretariat from 2015 highlights, among other things, the importance of factors such as lack of economic opportunity, marginalization and discrimination, or poor governance and human rights violations in the radicalization of certain individuals, potentially leading to terrorist acts.¹⁶ Some destinations are therefore more susceptible to terrorism, as this excerpt from a North Atlantic Treaty Organization (NATO) document on Africa highlights: "Extreme poverty, social exclusion, institutional collapse and lack of public services are also among the main causes of radicalization on the continent. Overall, there is a clear link between state fragility and terrorism"¹⁷. While these attacks can take the form of firearms attacks, recent years have also seen an increase in attacks using more limited means such as knives or homemade bombs, particularly in Asia, Europe, and Africa.

PUBLIC AT RISK

"Terrorism can strike anyone, anywhere and at any time, each of us, someone close to us, at home or in the street, day or night. Certain individuals, because of what they represent in terms of symbolic value, can become potential targets of a direct attack by terrorists"¹⁸. Terrorism "particularly targets the civilian population, which is more vulnerable and less prepared to face it"¹⁹. Tourists are therefore a privileged target because of those characteristics, as well as the following ones highlighted:²⁰

1. Potential for massive loss of life;
2. Potential for mass publicity and good media images;
3. Potential for significant economic damage; and
4. Potential of destruction of an icon.

16 United Nations General Secretariat (2015), *The United Nations Global Counter-Terrorism Strategy, Plan of Action to Prevent Violent Extremism*, resolution A/70/674 of 24 December 2015, available at: www.un.org (11-04-2021).

17 NATO Parliamentary Assembly (2019), *Report Security and Stability in Africa – Challenges and Priorities for NATO* (online), 12-10-2019, available at: www.nato-pa.int (11-08-2020).

18 Bayart, S. (2006).

19 Bayart, S. (2006).

20 Tarlow, P.E. (2014).



DIRECT EFFECTS

Terrorist attacks result in extreme violence on populations, from physical injury and death to severe psychological trauma. They also often result in significant material destruction. Moreover, it is important to remember that terrorism is a method of action used by politically motivated groups, "killing tourists is a useful tool to create political instability"²¹.

INDIRECT EFFECTS

Once an attack has taken place, one of the goals of terrorism is to create doubt and fear about the possibility of another attack, making it clear that it can strike anywhere at any time. "Terrorist attacks aim to cause the greatest number of victims and to provoke a psychosis among the targeted populations".²² The psychological aspect is therefore undeniably important: "The psychological impact of terrorism in the media and on the public is based on three points: 1. threshold of control, 2. probability of repetition, and

3. the status of the victims. The control threshold refers to the ability of the system to predict the time and place of the attack. The probability of recurrence measures the mobilization of resources to prevent traumatic events. The probability of recurrence is proportional to the effects of events that cannot be prevented"²³. The status of the victims, who are in the context of terrorism, innocent because they do not take part in the supposed conflicts and claims of the terrorists, refers here to the symbolic value that can be attached to them by observers according to demographic (age and gender, for example) or social and political characteristics (their nationality or their employment as humanitarian workers, for instance). Moreover, it should also be emphasized that "terrorism jeopardizes the image of a tourist destination"²⁴ because from the victims' point of view, the risk is totally random and unpredictable. We must therefore consider that terrorism or the threat of terrorism is one of the very first factors to jeopardize the image of a tourist destination.

21 Korstanje, M.E. (2017), *Risk, terrorism and tourism consumption*, Hershey, Pennsylvania: IGI Global.

22 Bayart, S. (2006).

23 Korstanje, M.E. (2017).

24 Korstanje, M.E. (2020/a), *Introduction to tourism security: Tourism in the age of terrorism*, Hershey, Pennsylvania: IGI Global.

PREVENTION

A wide range of actions can be taken to respond to the terrorist threat, involving both local and national actors. To this end, the United Nations has adopted an action plan to combat terrorism and violent expressions of ideological extremism.²⁵ This plan recommends, in particular, the implementation of programmes for inclusion and the fight against poverty and exclusion. At the same time, major efforts must be made in terms of intelligence and dismantling networks before they can take action.

SOLUTIONS

In the aftermath of a terrorist attack, the establishment of a psychological support unit is a key element to accompany victims and witnesses (see for more details [Initiative #14: Immediate post-crisis psychological support unit](#)). In addition, the implementation of a post-crisis communication plan will be essential to regain the confidence of tourists and demonstrate the ability of the authorities to ensure their safety (see for more details [Initiative #15: Post-crisis communication](#)).

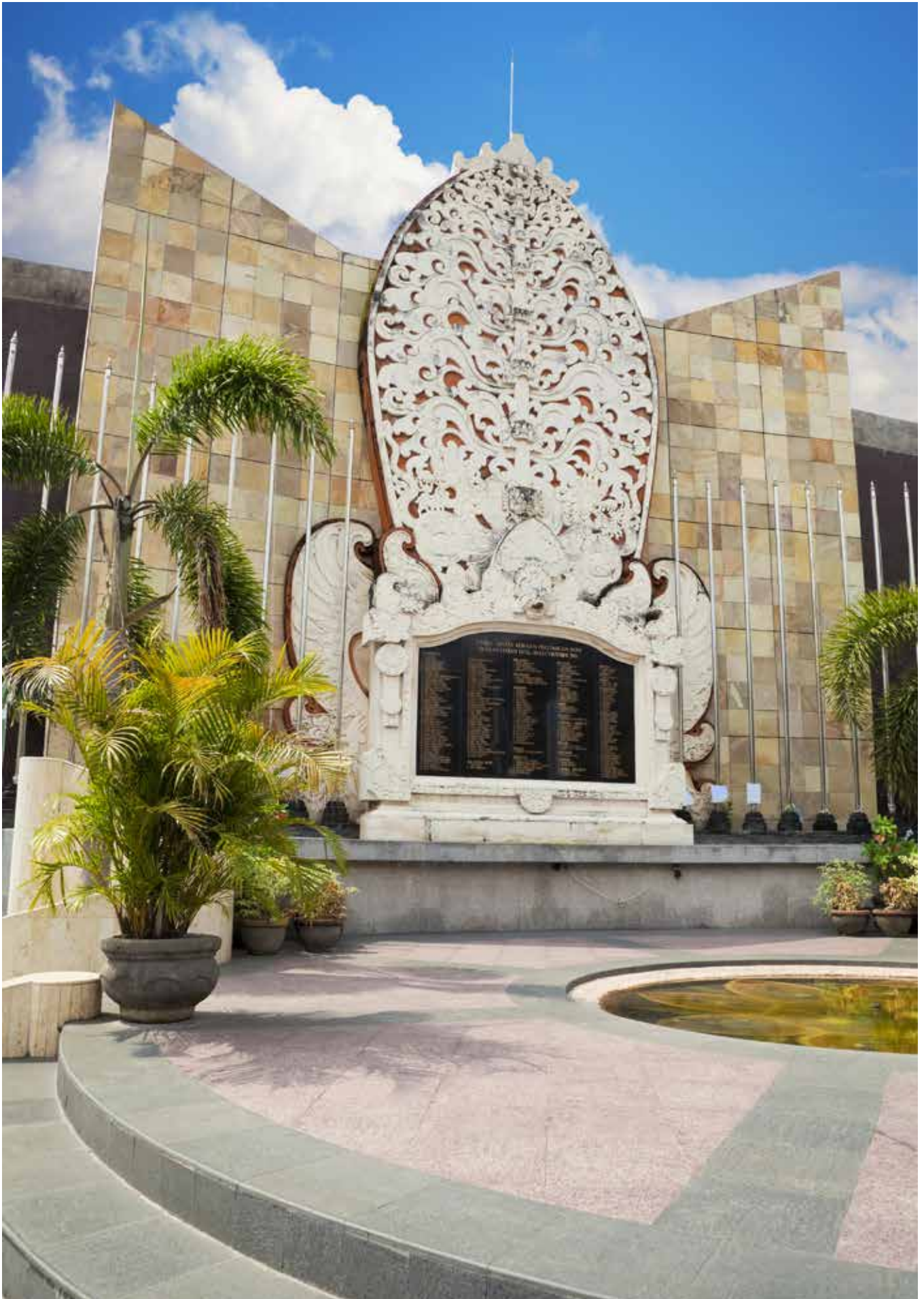
EXAMPLE, RISK 10: TERRORIST ATTACKS

Bali, Indonesia (2002)

It has been 20 years since the attack and yet the event is still fresh in people's minds. The terrorist attack on the Indonesian island of Bali took place on 12 October 2002. The island has the reputation of being a paradise for millions of tourists who visit it every year. The district of Kuta was targeted, as it is an area where bars and nightclubs are concentrated, an often crowded area. Explosives were placed in a van, causing an explosion that blew up a bar and a nightclub, but also a fire that destroyed the small street where they were located. The human toll was of 202 victims.^a Among the victims, there were Indonesians, but also Australians, British, French, Swiss and Canadians, a very diverse panel of nationalities that reflects the status of Bali as a tourist mecca. This event resulted in a drop in the number of tourists to Bali long after the attack.^b

- a) Ouest-France (2012), 'Attentats de Bali: dix ans après, commémoration sur fond de menace terroriste', 11-10-2012 (online), available at: www.ouest-france.fr (11-08-2020).
- b) L'Obs (2008), 'L'Indonésie exécute les auteurs de l'attentat de Bali', 09-11-2008 (online), available at: www.nouvelobs.com (11-08-2020).

²⁵ United Nations (n.d.), *Recommendations of the Plan of Action to Prevent Violent Extremism* (online), available at: www.un.org (11-04-2021).



RISK #11

HOSTAGE-TAKING

CAUSE(S)

Hostage-taking is often perpetrated by people with political demands. However, they are also sometimes carried out for special interests, notably the extortion of money. The act of hostage-taking can also be perpetrated by a desperate or unbalanced person.²⁶

PUBLIC AT RISK

Anyone in a public place (banks, restaurants, schools, etc.) is likely to face this type of risk. “International events show us that kidnapping, or hostage-taking are probably the most serious risks that travellers abroad may face, whether they are tourists, journalists, businessmen or simple nationals”²⁷.

DIRECT EFFECTS

Kidnappers create leverage and threaten a third party in order to get what they want or to guarantee themselves against possible retaliation. Financial compensation is necessary to free the hostage. The hostage is then considered a bargaining chip.²⁸ Hostage-taking can be divided into four phases – (1) capture phase, (2) sequestration phase, (3) release phase and (4) aftermath phase – all of which have different direct effects. The capture phase causes a shock reaction in the hostage due to acute stress, usually resulting in emotional trauma. During the sequestration phase, the perception of time is profoundly altered by the stress. The release phase causes an increase in anxiety, with the fear of a dramatic outcome at its peak. Finally, the after-effects phase results in a psychological trauma with more or less lasting effects.²⁹

26 Bayart, S. (2006).

27 Bayart, S. (2006).

28 Bayart, S. (2006).

29 Bayart, S. (2006).



INDIRECT EFFECTS

Hostage-taking is likely to result in additional risks: injuries, death, etc. Above all, the perception that the tourists who are victims, direct witnesses or candidates for departure have of the destination where it occurred will be very negatively impacted. As this type of event is widely publicized the negative effects are far-reaching and potentially long-lasting.

PREVENTION

If hostage-taking can hardly be dissuaded, even by a large police force, it can still be prevented in part by informing prospective travellers and tourists about the risk areas known to the authorities.

SOLUTIONS

If a tourist is nevertheless taken hostage, it is up to the authorities to define the most appropriate response (payment of the ransom demanded or police action), the problem then goes beyond the situation of the victims becoming a problem of the State and of posture with regard to the criminal groups engaged in this type of activity.

EXAMPLE, RISK 11: HOSTAGE-TAKING...

...in Jolo, the Philippines (2000)

This is a hostage situation that took place in the spring of 2000 on the Philippine island of Jolo. The group behind this hostage-taking was Abu Sayyaf which took hostage about twenty tourists of different nationalities. The motivations were diverse: first of all, there were political demands: an independent Muslim homeland, the creation of a commission to improve the living conditions of the Filipino minority in Malaysia, the liberation of Ramzi Yousef, a Pakistani convicted of masterminding the 1993 World Trade Centre attack.

RISK #12

MURDER



CAUSE(S)

Murder is the intentional killing of an individual, with or without premeditation. The reasons for these acts are difficult to identify because they are often multiple. A murder or an assassination can constitute an act of retaliation on a third person. The use of alcohol or drugs that can alter a person's behaviour or accentuate an existing mental illness can also cause this type of risk.

PUBLIC AT RISK

Men are vastly more affected by the risk of murder or assassination, as figures from the United Nations Office on Drugs and Crime (UNODC) show: according to a study published in 2013, 78.7% of homicide victims worldwide are men.³⁰ Men account for 96% of homicide perpetrators worldwide. According to a new UNODC study on the subject published in 2019, Africa and the Americas are the continents with the highest

absolute and relative homicide figures, with 13 and 17.2 intentional homicides per 100,000 inhabitants respectively in 2017, a rate to be compared with a global average of 6.1.³¹ Thus, almost one quarter of homicides at the global level were committed in Latin America. Despite the significant efforts made by countries in the region, it is statistically more likely for tourists to be involved in gun violence in these countries. This study also highlights that although the proportion of female homicide victims has decreased since 2012, 64% of female homicide victims are killed by their partner or family member. For men on the other hand, gang violence, drugs and alcohol are key factors. Tourists, both male and female, while generally not having these risk factors in the country they are in, can be easy targets given their distance from any familiar surroundings, or be collateral victims during a violent incident.

30 United Nations Office on Drugs and Crime (2013), *Global study on homicide* (online), available at: www.unodc.org (11-08-2020).

31 United Nations Office on Drugs and Crime (2013).



DIRECT EFFECTS

Murder or assassination is, of course, a deadly threat. It may be accompanied by theft, either opportunistically or as a primary motivation.

INDIRECT EFFECTS

The victim's relatives, direct witnesses, but also the candidates for departure will be psychologically affected. Their perception of the destination will be very negatively affected, especially since this type of event involving a foreign tourist is often highly publicized.

PREVENTION

While tourists are relatively unaffected by such risks, visible policing, good street lighting and automated surveillance systems such as surveillance cameras (see for more details [Initiative #01: Creating a risk map](#)) can help limit the risk of such a tragedy occurring.

EXAMPLE, RISK 12: MURDER ...

... of a Swedish tourist on honeymoon in Cape Town, South Africa

In November 2010, a Swedish tourist died of a homicide in Cape Town, South Africa, while on her honeymoon. She and her husband were in a cab when they were suddenly attacked by two men who stole their personal belongings and valuables, threw the husband out of the car, while the woman's body was only found the next day in the abandoned car, with a bullet hole in the back of her neck. It later turned out that the cab driver was also an accomplice in the attack, which was committed with premeditation. The media coverage of this event had a direct impact on tourism in South Africa, which was booming after the 2010 FIFA World Cup in Johannesburg.

RISK #13

ARMED CONFLICT

CAUSE(S)

Armed conflicts can take several forms: armed conflict between two countries, armed conflict between government forces and armed opposition groups, or between several armed groups (civil war, rebellions, wars of liberation, etc.). They can be international, regional or national or even subnational.

PUBLIC AT RISK

Civilians are frequently the victims of these armed conflicts. Tourists who may be in an area of armed conflict are also affected by this risk in the same way as the usual residents of the affected territory, which is why these places generally remain little visited.

DIRECT EFFECTS

Death, violence and human rights violations are the most important direct effects in this type of conflict. Indeed, "in 2016, armed conflicts killed more than a hundred thousand people; countless survivors were maimed, tortured, raped, forcibly displaced, or otherwise seriously abused"³². If armed conflict breaks out during a tourist's stay, the tourist will flee the destination to a safe place.

INDIRECT EFFECTS

The direct experience of armed conflict by a tourist in the destination where he or she is staying is a traumatic experience, which is likely to cause him or her to cut short the stay. This can result in psychological trauma, depending on what the person has seen or experienced directly. Armed conflict is also a strong deterrent to any prospective traveller.

32 Amnesty International (2020), 'Armed Conflict, What do we do?' (online), available at: www.amnesty.org (11-08-2020).



PREVENTION

While the prevention of armed and violent conflict is difficult, it is possible to act in order to limit the probability of such a tragedy striking a territory. While it is never easy, well-conducted development programmes, schooling programmes and inclusion policies, possibly accompanied by reconciliation and transitional justice policies (if a conflict has occurred in the past) can help prevent a conflict from starting or recurring.

SOLUTIONS

Once the situation has stabilized, local or international initiatives such as disarmament, demobilization and reintegration (DDR; see for more details [Initiative #20: DDR initiatives](#)) can help build a more sustainable peace, of which tourism can be both a partner and a beneficiary. In addition, some conflicts are confined to a small, relatively well-defined part of the country, making it possible to develop tourism activities outside of these areas, as in Colombia, for example.

EXAMPLE, RISK 13: ARMED CONFLICT

The Democratic Republic of the Congo

The Democratic Republic of the Congo is a Central African country with many assets that could allow it to develop its tourism sector: eight national parks, sixty-three nature reserves, a wide variety of fauna and flora and a very diverse cultural heritage thanks to the existence of 450 ethnic groups on its territory.^a In 2014, the Government launched a tourism development plan, focussing in particular on ecotourism and the development of the country's historical heritage. But despite the progress made in recent years, infrastructure remains insufficient to accommodate and transport tourists. More importantly, the extremely unstable internal political situation does not make the Democratic Republic of the Congo an attractive travel destination. In the past eight months, approximately 1,300 people have died in conflicts involving armed groups versus government forces. The presence of risks such as crime, hostage-taking and sexual violence in the country hinders tourism.^b

a) Tourism RD Congo, 'Les atouts de la RDC', (online), available at: www.congo-tourisme.org (11-08-2020).

b) UN Info (2020), *DRC: Human Rights Council Addresses Impact of Armed Conflict*, 17-06-2020 (online), available at: <https://news.un.org/fr/> (11-08-2020).

RISK #14

SEXUAL ASSAULT

CAUSE(S)

Sexual assaults or rapes can be perpetrated by tourists on other tourists, by local residents against tourists, or by tourists against local residents. Alcohol, drug or abusive behaviour may be a factor in sexual misconduct as these substances can alter a person's behaviour, but this factor is far from present in every occurrence of sexual assault. Societal norms, level of education, personal history of the perpetrator and the victim, and a history of sexual abuse – all contribute to the occurrence of sexual assault. In some cases, the main motivation for tourist travel is precisely illegal sexual activity with locals, often women or children, called *sex tourism*. The profile of foreign tourists who engage in this type of tourism is most likely to be male (96%), white (73%) and married (75%). Asia and Latin America are the most popular destinations for sex tourism, but it is also growing in Africa, North America and East Europe.³³

PUBLIC AT RISK

Anyone can be sexually assaulted at any time. However, women are more likely to be affected by this risk than men. According to UN Women, 35% of women worldwide have been victims of sexual violence, and in some countries this percentage can rise to 70%.³⁴ WHO defines *sexual violence* as "Any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic or otherwise directed against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting, including but not limited to home and work"³⁵. Most studies emphasize that the perpetrators are most often people in the victim's close or family circle. Children are particularly affected. WHO estimates that 27% of girls and 14% of boys worldwide were victims of sexual violence.³⁶ The countries with the highest official statistics of rape reported to the police are in the majority of cases located in Africa or Latin America, but these statistics tend to under-represent the phenomenon, as because the victims do not dare to report or testify. Tourists can be confronted with this risk because the festive environment of vacations sometimes leads to the consumption of alcohol or drugs that can alter a person's perception and make them more vulnerable to the risk of sexual assault or rape.³⁷

33 Le Routard (n.d.), 'Le tourisme sexuel, État des lieux ' (online), available at: <https://www.routard.com> (11-08-2020).

34 UN Women (2019), *Facts and figures: Ending violence against women* (online), available at: www.unwomen.org (11-08-2020).

35 World Health Organisation (s.d./c), *Understanding and addressing sexual violence against women* (online), available at: www.who.int (27-03-2022).

36 Ezzati, M.; Lopez, A-D.; Rodgers, A.A. and Murray, C.J.L. (2004), *Comparative quantification of health risks : global and regional burden of disease attributable to selected major risk factors*, World Health Organization (online), available at: <https://iris.who.int/handle/10665/42770>.

37 World Population Review (2020), 'Rape statistics by country,' available at: www.worldpopulationreview.com (11-08-2020).

DIRECT EFFECTS

The direct effects are unique to each person and can last for varying lengths of time. They may include pregnancy, contracting a sexually transmitted infection (STI), injury or even death. The trauma also has psychological and psychiatric consequences, such as post-traumatic shock, guilt, depression, eating disorders, stress, loss of self-confidence and even suicidal thoughts. In the case of pregnancies, the victims are likely to have an abortion, which itself brings negative psychological consequences and even negative physical consequences depending on the conditions under which the abortion is performed. The physical, psychological and psychiatric effects are particularly devastating in the case of children: more physically fragile, they are more vulnerable to injury and disease, and particularly prone to trauma, depression and suicide risks. Finally, victims can suffer social consequences of the aggression and be stigmatized and excluded from their family and social circle.

INDIRECT EFFECTS

A sexual assault or rape during a tourist trip is a traumatic experience that has a very strong and negative impact on the tourist experience. When this type of event is frequent or covered by the media, it has a very strong impact on the decision of potential travellers to go to that destination, especially for those who consider themselves more vulnerable, such as women. In contrast, when a tourist sexually assaults a local resident, it is usually part of the widespread sex tourism in the area. Local victims are often part of poor and marginalized segments of society, and therefore attract less attention than foreign victims. The clientele is specific and separate from the rest of the tourist clientele, and these facts have little impact on the decisions of those wishing to leave. Nevertheless, this poses problems for the reputation of the tourist destination and can contribute to a feeling of insecurity.

PREVENTION

Visible policing, good street lighting and the presence of automated surveillance systems such as surveillance cameras (see for more details [Initiative #01: Creation of a risk map](#)) can limit the risk of such a tragedy occurring. It is also possible, in parallel, to insist on the role of education from a very young age in the prevention of this type of crime. Finally, it is relevant to remind foreign tourists of the legal rules that apply in the host country regarding indecent exposure, the practice of prostitution, the abduction of minors, etc.

SOLUTIONS

It is essential that, if a victim complains of such a crime in a police station, the police, whether they belong to a specialized tourism unit or not, listen to the victim and, if necessary, decide to increase their presence in the area where the attack took place and do everything possible to find the aggressor(s). It is also important that the victim receives both psychological and medical support as soon as possible (see for more details [Initiative #14: Immediate post-crisis psychological support unit](#)).

EXAMPLE, RISK 14: SEXUAL ASSAULT...

...of a French tourist in Cambodia

During a tourist stay in Cambodia in October 2019,^a French tourist was walking back to her accommodation in the middle of the night and alone. Some men arrived in a car near her and offered her to get into the vehicle to drive her home. The tourist refused this offer but was forced by the men to get in against her will. Instead of taking her home, the assailants took her to a remote area to sexually assault her.^a The tourist filed a complaint after the event and the suspects were arrested. The media coverage of the event in France is likely to deter some potential travellers, particularly women, from visiting Cambodia. This example illustrates the direct consequences for the victim and the indirect consequences for the reputation of the host country of a sexual assault against a foreign tourist.

a) G. N. with AFP (2019), 'Cambodia: French tourist raped, three men charged', *20 Minutes*, 19-09-2019 (online), available at: www.20minutes.fr (11-08-2020).



RISK #15

MAJOR ARSON



CAUSE(S)

A major fire of criminal origin is caused by a voluntary human act. Some individuals are pyromaniacs with a fascination for fire which creates in them impulses to burn buildings, forests, etc. In addition, a major fire of criminal origin can also be perpetrated to take revenge or put pressure on someone, or to obtain money from one’s own insurance.

PUBLIC AT RISK

Anyone is at risk from major arson attacks because any public or private building or green space can be targeted.

DIRECT EFFECTS

A major fire and the toxic fumes it releases can poison, injure or kill those exposed to it. A fire can also cause significant property damage to buildings or the natural environment.

INDIRECT EFFECTS

Non-victims may be shocked after witnessing a major arson incident, especially if there are casualties. When such accidents are common in a tourist destination, prospective travellers may also perceive the destination as unsafe.



PREVENTION

To prevent this type of fire, it is important to implement fire safety standards for all establishments that receive the public, including hotels and housing offered for rent on participatory economy sites. These standards can, for example, require the installation of smoke detectors (see for more details [Initiative #06: Installation of fire safety devices](#)), the presence of fire extinguishers or the use of certain materials in the construction of buildings. It is also possible for the authorities to make recommendations such as not leaving garbage cans or flammable objects accessible near the accommodation.

SOLUTIONS

The availability and reactivity of firefighting units (volunteers or professionals) is an essential element to provide a rapid response, regardless of the location of the outbreak (buildings but also potentially in an open public place).

EXAMPLE, RISK 15: MAJOR ARSON

Forest fire

A man decides to set fire to a piece of forest. This person is a pyromaniac, which means that he has an obsessive fascination for fire. Unfortunately, this forest is also frequented by tourists, who come face to face with a fire that they cannot put out because it has grown too large. The tourists take the time to report this event to the firefighters who arrive to extinguish this fire of criminal origin. The tourists will have been subjected to toxic smoke inhalation that is dangerous to their health. In addition, the tourists will be apprehensive about returning to the area for fear that such an event will occur again.



RISK #16 SUICIDES

CAUSE(S)

The causes of suicide can be multiple. Personal problems of all kinds can be at the origin of this act – family problems, lovesickness, significant emotional or physical pain, psychiatric illnesses, among others, can also play a role in this decision. In addition, excessive or repeated use of alcohol or drugs can encourage this type of action. Surveillance data reveal that a diagnosis of alcohol misuse or dependence is associated with a suicide risk that is 10 times greater than the suicide risk in the general population, and individuals who inject drugs are at about 14 times greater risk for suicide.³⁸ A tourist trip that represents a break from the common environment and daily life can become a trigger, or on the contrary, a first step towards improvement in the psychological state of a suicidal person. Finally, even though suicide committed by firearms are not the most common because of the strict regulations to obtain such items in most countries, it may be easier for a tourist to obtain firearms illicitly or legally in the country of destination than in his or her country of origin, making it easier for the person who wants to commit such an act to do so.

PUBLIC AT RISK

According to the World Health Organization figures, almost 80% of suicides occurred in low- and middle-income countries in 2016. Suicide rates are higher for men and for older people than for young people. Nevertheless, in absolute numbers, more young adults are committing suicide, making it the second leading cause of death for 15- to 29-year-olds.³⁹ People with psychological pathologies are more likely to commit suicide.

DIRECT EFFECTS

Suicide, by definition, leads to the death of the person. For the victim's family, a psychological shock due to this act is possible. A feeling of guilt may also set in. The tourist trip may be terminated because of such an act. Then come the administrative issues to be dealt with, the repatriation of the victim's body, etc.

38 Substance Abuse and Mental Health Services Administration (2015), 'Substance Use and Suicide: A Nexus Requiring a Public Health Approach', In *Brief*, SAMHSA, Rockville (online), available at: https://store.samhsa.gov/?search_api_fulltext=In+brief&sort_bef_combine=search_api_relevance_DESC (30-10-2023).
Piscopo, K.; Lipari, R.; Cooney, J. and Glasheen, C. (2016), *Suicidal Thoughts and Behaviors Among Adults: Results from the 2015 National Survey on Drug Use and Health*, SAMHSA, Rockville (online), available at: <https://www.samhsa.gov/data/sites/default/files/NSDUH-DR-FFR3-2015/NSDUH-DR-FFR3-2015.htm> (30-10-2023).

39 World Health Organization (2016), *Suicide data, Mental health* (online), available at: www.who.int (11-08-2020).



INDIRECT EFFECTS

The suicide of a loved one during a tourist trip is obviously an experience that negatively impacts the consumer experience, as well as a tourist's perception of a destination, even if the location is not directly related to the suicide intent. In the case of a solitary trip by a person motivated by the desire to commit suicide, the impact on relatives or other non-victims with respect to the destination is much smaller, as this is not associated with a contrast between the leisure trip and the victim's death.

PREVENTION

Although it is difficult to prevent suicide, instructions to hotel staff to monitor the attitude of certain clients who might appear to be at risk and the possible intervention of health professionals (psychologists) can help prevent certain cases.

EXAMPLE, RISK 16: SUICIDES

"Suicide tourism" in Switzerland

According to an article in the *Journal of Medical Ethics* from 2015, 611 people travelled to Switzerland for assisted suicide between 2008 and 2012^a. Their average age was 69, most came from Germany and the United Kingdom and suffered from neurological diseases, cancer or rheumatism. Several organizations, such as Exit Deutsche Schweiz, Liberty Life and Dignitas, offer paid suicide support services, which differ from euthanasia in that the person himself ends his life. The legislation in favour of assisted suicide in Switzerland, thus creating a very particular kind of tourism, allows specialized structures to exist. The way in which these structures operate and take care of patients and their relatives should therefore take into account these recommendations, possibly through a better legal framework, in order to prevent as much as possible the negative indirect psychological effects of suicide tourism.

a) Gauthier, S. et al. (2015), 'Suicide tourism: a pilot study on the Swiss phenomenon', *Journal of Medical Ethics*, 41, pp. 611–617 (online), available at: www.jme.bmj.com (11-08-2020).

RISK #17

PIRACY



CAUSE(S)

“Several factors encourage piracy: topography, extremely fragmented areas, political instability, the dereliction of certain states, and the inadequacy or absence of legislation both in terms of the international law of the sea in territorial waters and in coastal states”⁴⁰.

PUBLIC AT RISK

People on board of recreational vessels are potentially vulnerable to the risk of piracy. Seafarers, ship owners, tankers and boaters are also at risk.⁴¹ “Both tourism security experts and law enforcement are concerned that cruise ships are becoming easy targets. Because of their size and structure, cruise ships are slow, carry large numbers of people with personal wealth, and value pleasure over safety. In addition, they are often located far from police or military units that can come

to their immediate aid”⁴². Although tourists on cruise ships are potential victims of piracy, they tend to be far less victimized than cargo or tanker personnel. “Although [piracy] has been on the decline in the Gulf of Aden after peaking there in 2011, it has increased in the Gulf of Guinea”.⁴³

DIRECT EFFECTS

Pirate takeovers can sometimes be perpetrated with violence. Injury or death can be inflicted if the pirates are armed. In West Africa, piracy is used to arm rebels, such as those in the Niger River Delta. It indirectly affects political stability, the domestic economy and people’s livelihoods such as fishing. It also affects foreign direct investment (FDI) and trade. The International Maritime Organization (IMO) has therefore set up the Trust Fund for Maritime Security in West and Central Africa to combat piracy in the Gulf of Guinea.⁴⁴

40 Bayart, S. (2006).

41 Bayart, S. (2006).

42 Tarlow, P.E. (2014).

43 Tarlow, P.E. (2014).

44 Tarlow, P.E. (2014).



INDIRECT EFFECTS

Piracy can create additional risks. Indeed, after a ship has been targeted by an act of piracy, the people on board may be taken hostage (with ransom demand), injured, threatened, killed, etc.

PREVENTION

Acts of piracy that impact tourists can be prevented in part by informing potential travellers and tourists about risk areas known to the authorities (e.g., self-guided boating in certain piracy zones). In addition, the mandatory presence of security guards on cruise ships can be a way to deter such acts.

EXAMPLE, RISK 17: PIRACY

Kidnapping on a yacht near the Philippines

In November 2016, a German couple was sailing on a yacht in Tawi-Tawi, a province of the Philippines. They were attacked by pirates belonging to the jihadist group Abu Sayyaf, who killed the woman and kidnapped the 70-year-old man, demanding a ransom of 30 million Philippine pesos for his release by 26 February 2017. The Philippine Government deployed the armed forces in a rescue operation, to no avail, and refused to pay the ransom. As a result, the man was beheaded by the pirates once the deadline passed. The couple had already been captured by pirates in the Gulf of Aden in 2008 and held captive for 52 days.^a

a) Stickland, K. (2017), 'Remains of German sailor beheaded in the Philippines recovered', *Yachting and Boating World*, 06-03-2017 (online), available at: www.ybw.com (11-08-2020).

RISK #18

ASSAULTS RESULTING IN DEATH

CAUSE(S)

Assaults or altercations resulting in death can be caused by individuals under the influence of alcohol or illicit substances that may be made common during night-time outings. Mental illness, community or family violence, previous traumatic events, media or peer influence are also factors that contribute to the occurrence of violent assaults or altercations.

PUBLIC AT RISK

Women and sexual minorities are particularly vulnerable to sexual assault. People of foreign origin or visible minorities are also vulnerable to racially motivated attacks. People involved in illegal operations or travellers engaged in sex tourism, substance abuse or trafficking are also at risk.

DIRECT EFFECTS

The victim of a violent assault may be seriously injured or killed. Robbery may also occur as a primary motivation or secondary consequence of an assault.

INDIRECT EFFECTS

The consumer experience of the victim and potential witnesses of such violence will be very negatively impacted by a violent attack. Potential travellers may also be deterred from travelling to the destination, particularly in cases of sexual or racial violence if they are members of minorities who are often stigmatized.



PREVENTION

The presence of police units (specialized or not) can dissuade this type of aggressive behaviour, as can the presence of surveillance cameras and street lighting in working order.

SOLUTIONS

Witnesses of such acts must be accompanied by health professionals in order to avoid long-term psychological consequences.

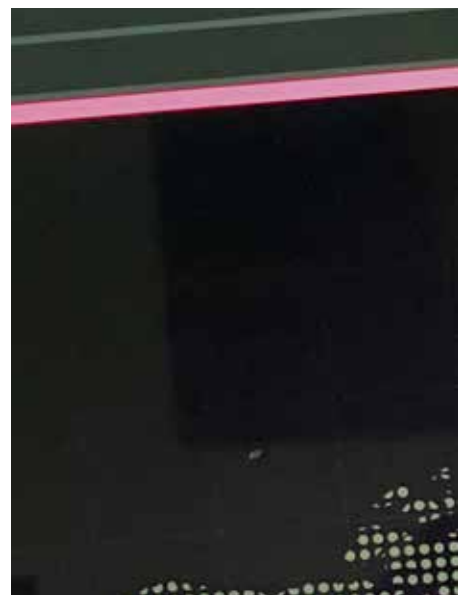
EXAMPLE, RISK 18: ASSAULT RESULTING IN DEATH

Racial assault

The couple T., young tourists from Martinique, is on a tourist trip in a French metropolis. Their stay was normal, until they decided to go out to a restaurant one evening. On their way back to their hotel, the young couple was attacked by three local residents. Racial slurs were directed at the two tourists. In addition to the verbal assault on them, the group began to use physical violence against the tourists because of their skin colour.

RISK #19

CYBERATTACKS



CAUSE(S)

The most common types of cyberattacks targeting businesses are phishing and ransomware, respectively, the recovery of personal data for resale or payment by impersonating a person, and the blocking of a device or system to obtain a ransom. It can also be a direct case of industrial espionage or a scam. The primary motivation is therefore financial and manifests itself in a more or less direct way, with a more or less large scale. In some cases, a cyberattack can also have political or strategic aims, for example if a country or an organization wants to threaten another country or an organization, or to act in retaliation by putting a strategic industry in danger.

PUBLIC AT RISK

The risks of cyberattacks affect every person and every economic actor, and are in fact becoming more and more frequent. According to the American platform Varonis, which specializes in cybersecurity issues, 62% of American companies were victims of cyberattacks or social engineering attacks (psychological manipulation to obtain sensitive data) in 2018. The average cost of a data breach was USD 3.92 million in 2019, and 43% of victims were small businesses.⁴⁵ 71% of attacks were financially motivated, and 25% had espionage intentions⁴⁶.

DIRECT EFFECTS

A cyberattack can bring a company's entire business to a standstill for a few hours or even days, and its effects can be felt for several months, while the problem is resolved, and the delays and revenue losses caused by the attack are made up for. It can result in the release of customers' personal data, in financial loss to the company and possibly its suppliers and customers,

45 Varonis (2020), '110 must-know cybersecurity statistics for 2020' (online), available at: www.varonis.com (11-08-2020).

46 Varonis (2020).

LIVE CYBER THREAT MAP

16.738.495 ATTACKS ON THIS DAY

and even in bankruptcy. It may require the payment of a ransom to the hackers, the costly intervention of technicians to solve the problem and/or reinforce the computer security, the replacement of equipment, etc. On the tourists' side, a cyberattack can result in the dissemination of personal data, potentially bank data, and, therefore, financial losses. It can also lead to the blocking of hotels, tour operators or activities of transport companies, delays or cancellations of travel or leisure activities.

INDIRECT EFFECTS

The consequences of a cyberattack on the personal data or the costs incurred by the suppliers or customers of the targeted company lead to a loss of credibility for the company, even though it is the victim of this attack. This can cause a lasting drop in business, due to both the time lost during the attack that must be made up for, and the trust that must be regained. For tourists, this leads to a decrease in trust in the entity targeted by the cyberattack, fear about the consequences of the release of personal data or possible financial loss, confusion and panic in case of a threat to physical integrity, and a strong negative impact on the consumer experience. It also impacts the decision of prospective employees to trust the service provider targeted.

PREVENTION

Administrations and companies can decide to protect themselves from such attacks by investing in the security of their computer networks, as well as in the training of their personnel in order to avoid human errors.

EXAMPLE, RISK 19: CYBERATTACKS

Stockholm's transport system targeted by a denial-of-service attack

In August 2019, Stockholm's transportation system was targeted by a denial-of-service attack aimed at making a system unavailable. This one only hit the website and application, affecting ticket purchasing, as well as some information boards, but could have had much more serious public safety consequences if the transportation service itself was breached.



03 UNINTENTIONAL, FREQUENT AND NOT VERY SERIOUS RISKS

These risks, although not very serious, are part of tourists' daily lives and are among those most likely to affect the quality of their stay and their consumer experience. While most of these risks can be prevented relatively easily through information and prevention efforts, they still require specific attention and dedicated resources from policymakers and those in charge of tourist destinations.

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RISK #20

FOOD POISONING

CAUSE(S)

Food poisoning is caused when a person consumes food or drinks contaminated with bacteria or toxins.⁴⁷ This happens when food has not been washed properly, has been handled by a contaminated person, or when the food is raw or undercooked: "The most common bacterial cause of food poisoning is *Campylobacter*, which is found in raw poultry, raw milk, red meat and untreated water. *Salmonella* is the second most common food poisoning bacterium; it is found in raw milk, raw eggs and egg products, raw meat and poultry. Other common bacteria of this type are *Listeria*, *Shigella* (traveller's diarrhoea) and *Clostridia*.⁴⁸"

PUBLIC AT RISK

Tourists are particularly susceptible to food poisoning because travel outside their usual environment leads them to eat differently than usual. Exposure to climates, foods and bacteria to which their bodies are not accustomed increases the risk of food poisoning, even though the aliments do not cause harm to local residents.

DIRECT EFFECTS

In most cases, this leads to symptoms that are not severe, but can last for up to several weeks. According to WHO, food poisoning can cause rapidly onset symptoms such as nausea, vomiting and diarrhoea, fever and chills, bloody stools, dehydration, muscle pain, weakness and exhaustion.⁴⁹ In rare cases, food poisoning can progress to a more severe form and cause death.

INDIRECT EFFECTS

The consumer experience is negatively impacted by food poisoning. Because of the illness, the tourist will feel tired or indisposed, will need to rest, and may even need to seek medical attention and medication instead of enjoying the stay. It is even possible that a food poisoning extends its effects throughout the stay, preventing the tourist from enjoying the trip at all. Once back home, he or she will have bad memories of the destination, which may influence the decision-making process of his or her relatives and friends to travel to that country.

47 British National Health Service (2008), 'Food poisoning' (online), available at: www.nhsinform.scot (29-05-2020).
48 British National Health Service (2008).
49 World Health Organization (n.d./e), *Food safety* (online), available at: <https://www.who.int/health-topics/food-safety> (27-03-2022).

PREVENTION

The imposition of strict food safety standards on restaurant and accommodation operators offering food services is an essential element for authorities wishing to limit the exposure of tourists to such risks. Thus, standards on the preservation of the cold chain or the respect of expiration dates must be known and respected in order to prevent tourists from suffering from food poisoning during their trip.

SOLUTIONS

Once a victim has been affected by a foodborne infection, he or she may need to consult a trusted physician, who should be readily available. For example, providing tourist facilities with a list of doctors in the city (possibly including the languages they speak) can be a good way to quickly reassure the victim.

EXAMPLE, RISK 20: FOOD POISONING...

...at the restaurant

The T. family, composed of four people, decides to book a vacation for a few days. When they arrived and needed to eat, the family goes to a restaurant in the city, where they share dishes. A few hours after the meal, all the family members feel nausea and fever. A visit to a local doctor tells them that it is food poisoning. After a few days of rest the symptoms subside and the family can resume their activities. The family's stay did not begin well, and their consumer experience is already negatively impacted by this event.

RISK #21

DEHYDRATION

CAUSE(S)

Water is present in about 60% of the human body and is therefore an essential part of our organism.⁵⁰ Dehydration occurs when the body loses more water than it takes in, mainly during episodes of high heat, especially during prolonged physical effort, but also after suffering from diarrhoea, vomiting or after taking diuretics.⁵¹

PUBLIC AT RISK

The elderly persons are more vulnerable to the risk of dehydration because their thirst centres no longer function well, so they do not feel the need to hydrate as much as they should.⁵² Children are also particularly vulnerable to this type of risk "because fluid loss due to diarrhoea and vomiting may account for a higher proportion of their body fluids than in older children and adults."⁵³ Finally, people with chronic medical conditions (such as diabetes) are also at greater risk

of dehydration. Tourists in general are vulnerable to the risk of dehydration because they frequently travel to sunnier and warmer climates than their home countries, they do not take the same precautions against heat as locals, and are frequently exposed to the highest levels of heat during their excursions.

DIRECT EFFECTS

Symptoms vary depending on the degree of dehydration. If the dehydration is mild to moderate, the person will feel thirsty, experience a decrease in perspiration, skin elasticity, urine production and dry mouth.⁵⁴ Dehydration can also cause dizziness. However, dehydration can become severe and reach a more important stage. "It corresponds to a weight loss of more than 5% of the person's total weight. When this weight loss is greater than 10%, the proper functioning of vital organs (heart, vessels, liver, brain, etc.) may be compromised."⁵⁵ Confusion is one of the clues that can quickly make a person realize that their dehydration is getting worse.

50 Ameli (2019), 'Dehydration' (online), available at: www.ameli.fr (27-05-2020).

51 Lewis, J.L. (2019), 'Dehydration', *MSD Manuals*, available at: www.msdmanuals.com (27-05-2020).

52 Lewis, J.L. (2019).

53 Lewis, J.L. (2019).

54 Lewis, J.L. (2019).

55 Ameli (2019).





INDIRECT EFFECTS

Additional risks may result from the direct physical effects mentioned in the previous subsection, such as falling and injury after becoming dizzy. In addition, a dehydrated tourist will have to be particularly careful about sun exposure afterwards and will not be able to fully enjoy his or her stay due to fatigue and discomfort.

PREVENTION

The prevention of dehydration requires, first and foremost, the provision of public drinking water fountains, as well as good information to people at risk, *via* hotel staff or information boards.

SOLUTIONS

Once dehydration has occurred, the victim must drink a certain amount of water. In addition, the intervention of a doctor may be necessary. Therefore, providing establishments receiving tourists with a list of doctors in the city (possibly mentioning the languages they speak) can be a good way to ensure rapid care of the victim.

EXAMPLE, RISK 21: DEHYDRATION...

...of an elderly person during a tourist stay

On a group trip abroad, many seniors go to Spain during the month of August. The temperatures are high, but the tourists do not always remember to hydrate regularly, not having a personal water bottle during the day's activities. Some people in the group are beginning to experience dizziness and severe headaches. Rapid hydration is therefore necessary to stop the dehydration process.

RISK #22

SUNSTROKE

CAUSE(S)

Sunstroke is caused by prolonged exposure to the sun or high temperatures (during a summer heat wave, or in a closed vehicle exposed to the sun, for example). It can occur without any physical effort on the part of the person. If the person does not protect his or her head from the sun’s rays with a head covering or by staying in the shade, the risk of sunstroke is greater.

PUBLIC AT RISK

Everyone is subject to this risk. However, elderly and young children are more susceptible to sunburn than other age groups. Tourists are also exposed to this risk since many of them choose a sunny destination for their vacations.

DIRECT EFFECTS

Several physical manifestations occur in sunstroke victims, such as “overheating of the body, resulting in high fever, redness of the face, headaches, strong sensation of thirst and even vomiting, and disturbance of consciousness”⁵⁶.

INDIRECT EFFECTS

The consumer experience of the person affected by this risk will be negatively impacted, due to the discomfort and fatigue generated, which require rest and the cancellation of certain activities for the affected tourist.

56 Croix Rouge Française (s.d.), *Coup de chaleur* (online), available at: www.croix-rouge.fr (27-05-2020).



PREVENTION

The prevention of sunstroke is primarily achieved by providing public drinking water fountains and areas protected from the sun, as well as by informing people at risk, either through hotel staff or through information boards.

SOLUTIONS

If a person suffers from sunstroke, a doctor may be needed. Therefore, providing tourist establishments with a list of the city's doctors (possibly mentioning the languages they speak) can be a good way to ensure that the victim is taken care of quickly.

EXAMPLES, RISK 22: SUNSTROKE

Sunstroke in children

The couple T. travels with its child to a sunny destination. The child's head is not protected and remains exposed to the sun for several hours. At the end of a day spent outside, the child feels symptoms such as vomiting, heat stroke, fever but also headaches. This is a sunstroke, and the symptoms will gradually disappear in the following hours, after the child has rested in the shade and in the cool.

RISK #23

DOMESTIC ACCIDENTS

CAUSE(S)

Domestic accidents take place in or around the tourist’s vacation rental or second home (e.g., in the garden, garage, inside the property or in the yard).

PUBLIC AT RISK

Children, elderly or people with physical disabilities are more likely to be victims of a domestic accident, because of their particular fragility or physical clumsiness.

DIRECT EFFECTS

A person suffering a domestic accident can be injured in a more or less serious manner depending on the type of domestic accident and the age of the victim (fall, poisoning, choking burns, drowning, cuts, and others).

INDIRECT EFFECTS

The tourist’s user experience will be negatively impacted if he/she or a loved one is affected by this type of risk during a trip. In addition, the occurrence of an excess risk is possible in the case of domestic accidents (a child falls and hits his head, falls into a swimming pool and drowns because he is unconscious or does not know how to swim).



PREVENTION

The prevention of this type of accident must involve the imposition of strict standards on the providers of accommodation services. These standards, which are necessarily defined on a case-by-case basis in each country, must particularly consider the domestic risks for young children and the elderly.

SOLUTIONS

In the case of a domestic accident, a doctor may be needed. Therefore, providing establishments receiving tourists with a list of doctors in the city (possibly mentioning the languages they speak) can be a good way to ensure rapid care for the victim. These contact lists can also be presented on the website of the local tourist office or be posted in rental accommodations on participatory economy sites (Airbnb and other similar platforms).

EXAMPLE, RISK 23: DOMESTIC ACCIDENT...

...of a child

In 2018, a family with a young child had rented a villa for their vacation in Ibiza on the online property booking platform Airbnb.⁵⁷ When the tourists arrived at the place, they realized how unsafe the place was. Indeed, many elements of the environment constitute a potential danger for the child: a well not closed of ten meters, gas bottles left in the garden, visible iron rods and a balcony without guardrail. However, on the advert the property was described as perfect for children with an ideal setting for their stay. In fact, a few days later, the child suffered a domestic accident: it fell from the terrace near the pool and was injured. This event led the 7-year-old to the emergency room and resulted in the removal of the child.

57 Errard, G. (2018), « Après l'accident de son fils, il dénonce le silence d'Airbnb sur la sécurité », *Le Figaro*, published on 27 September 2018 (online), available at: www.lefigaro.fr (01-07-2020).

RISK #24

BENIGN DISEASES

CAUSE(S)

The minor illnesses that can be contracted during tourist trips are often contagious diseases, some of which occur at low temperatures, such as seasonal flu, gastroenteritis, sore throat, rhinopharyngitis and others. These are transmitted by direct or indirect contact between people, or by air. Other benign illnesses are transmitted by fungi, such as mycoses, by ingestion of contaminated food, such as enterotoxins, or by animal bites or mosquitos, horseflies, bedbugs or tick bites, such as certain types of fevers or encephalitis. Some of these diseases can have serious complications and consequences for people

PUBLIC AT RISK

Depending on the type of disease, people and places most at risk differ. Some diseases are spread in winter, others in tropical or humid climates, or in forests, depending on the environments that favour the bacteria or viruses that cause the diseases, or the insects that carry them. Fragile people, such as young children, elderly or sick persons, are particularly vulnerable, as the consequences of an illness on them can be more serious.

DIRECT EFFECTS

Benign illnesses are defined by the mildness of their effects. Depending on the type of illness, the symptoms will vary: they may be localized pain, fatigue, fever, chills, nausea, skin irritation, dizziness, or others.

INDIRECT EFFECTS

Although not serious or traumatic, a tourist's illness, even if only minor, negatively impacts the person's consumer experience. It can cause concern and involve spending time consulting a doctor and seeking treatment. Adding the unpleasant symptoms associated with it, this event prevents tourists from fully enjoying their stay. The perception of this risk by non-affected is generally low.

PREVENTION

As the vectors of transmission of these diseases are numerous, it is important to adapt prevention measures to the local context. For example, in countries with a tropical climate, it may be important to make tourists aware of the use of mosquito nets. In countries with a more temperate climate, especially in winter, it may be important to stress the importance of regular hand washing and the use of surgical masks for people with symptoms.

SOLUTIONS

Even in the case of a minor illness, medical attention may be needed. Therefore, providing establishments receiving tourists with a list of doctors in the city (possibly mentioning the languages they speak) can be a good way to ensure rapid care for the victim. These contact lists can also be presented on the website of the local tourist office or be posted in rental accommodations on participatory economy sites (Airbnb and other similar platforms).

EXAMPLE, RISK 24: BENIGN DISEASES

Tick bite during a walk

The T. family is on vacation by the sea. Near their campsite there is a forest, in which they go for a walk one day. The temperature is mild, so the whole family is wearing short clothes. The next day, while Mr. T. is bathing his little boy, he discovers a black spot on his son's left calf. Making the connection with the previous day's walk in the woods, he realized it is a tick and immediately removes it. Worried that his son might have contracted Lyme disease, he quickly takes him to see a doctor. Because the tick was removed so quickly, the consequences were ultimately benign, with only mild skin irritation for the next few hours. This example illustrates the risk that a benign insect bite can develop into a serious illness if precautions are not taken and prompt treatment is not provided.

RISK #25

DRUNKENNESS

CAUSE(S)

The risk of drunkenness is related to excessive alcohol consumption and alters a person's behaviour.

PUBLIC AT RISK

Teenagers, as well as young adults are most at risk of getting drunk. Women are likely to get drunk faster than men, since the female body reacts to lower doses of alcohol. "For the same amount ingested, plasma ethanol concentration is higher in women than in men. In addition, women metabolize alcohol more slowly. They are therefore more vulnerable to the toxic effects of alcohol".⁵⁸ Despite this, it is men who are most affected by the risk of drunkenness: "Approximately 10% of adults have problems with alcohol (15% men and 5% women), mainly between the ages of 25 and 64. This proportion has remained stable since the early 1990s. Unemployed men and the self-employed are the populations most at risk"⁵⁹. In addition, tourists may be particularly vulnerable to drunkenness because going on vacation is often synonymous with relaxation, fun and celebration. This is why alcohol abuse can happen more easily in such conditions.

DIRECT EFFECTS

Excessive alcohol consumption has several direct harmful effects on the body. The health of the individual who has consumed alcohol in very large quantities is put at risk. For example, an alcoholic may fall into an alcoholic coma, suffer from cardiac arrhythmia or even die of sudden death.⁶⁰ Before that, individuals under the influence of alcohol may not be aware of their words or actions, which encourages criminal or violent behaviour (noise pollution, altercations, abusive language, risky practices of all kinds, etc.). Finally, the spread of various serious diseases can be encouraged by excessive alcohol consumption, in fact "causal relationships have been established between harmful alcohol consumption and the incidence of infectious diseases such as tuberculosis or the development of HIV/AIDS"⁶¹.

INDIRECT EFFECTS

Being under the influence of alcohol can result in a myriad of additional risks: from a fall resulting in injury or death to a minor or major traffic accident caused by alcohol.

58 Institut national de la santé et de la recherche médicale (2016), 'Alcool et Santé, Lutter contre un fardeau à multiples visages', 13-03-2016 (online), available at: www.inserm.fr (27-05-2020).

59 Institut national de la santé et de la recherche médicale (2016).

60 Alcohol Info Service (2020), 'Long-term health risks of alcohol' (online), available at: www.alcool-info-service.fr (14-08-2020).

61 World Health Organization (2018/a), *Alcohol consumption*, 21-09-2018 (online), available at: www.who.int (27-05-2020).

PREVENTION

Preventing over-indulgence in alcohol among tourists requires, first and foremost, a responsible attitude on the part of the people in charge of places that sell alcoholic beverages (bars and stores). Not selling alcohol to people who are underage or already in an advanced state of intoxication is a first step towards a safer environment for all. Limiting the amount of alcohol that can be purchased by one person can also be a good way to limit over-consumption.

SOLUTIONS

The presence of police units (specialized or not) around places known to host many bars and entertainment establishments can be a way to limit the nuisance of drunken people, calling them to order or contacting medical teams if necessary.

EXAMPLE, RISK 25: DRUNKENNESS

A young adult in a state of intoxication

During a tourist trip, a group of young adults go to a nightclub. At the end of the evening, having consumed a large quantity of alcohol, Mr. T who was part of the group, intentionally causes damage to the public highway. Being under the influence of alcohol, this person does not realize that his actions are punishable by law. He is therefore likely to be taken into custody and fined.



RISK #26

MINOR FIRES OF ACCIDENTAL ORIGIN

CAUSE(S)

A major fire of accidental origin is caused by a natural event, a material incident or human negligence.

PUBLIC AT RISK

The risk of accidental fire is highest in buildings that are dilapidated or have poor electrical installations. Studies have also shown that buildings with more inhabitants, especially children under five years of age, people who are unemployed or of low socioeconomic status, are more susceptible to the risk of accidental fire.⁶² When an accidental fire occurs in a natural environment, risk factors include proximity to an urban environment, proximity to industrial waste or power lines, recreational activities, agricultural burning, or a long period of drought.⁶³

DIRECT EFFECTS

In the case of a minor fire, the flames may cause minor property damage or minor injury to people, and the toxic fumes may cause discomfort or loss of consciousness. It can also cause a panic situation.

INDIRECT EFFECTS

A minor fire is an ominous signal to non-victims on site or prospective travellers considering a destination. Negative perception is mostly low or moderate in the case of an exceptional minor fire. However, if this situation is frequent, the perception of potential travellers may be strongly affected. In addition, if the fire is not brought under control quickly, the fire may become more extensive and cause major damage or even casualties, which will have a strong negative effect on the perception of non-affected and prospective travellers.

62 Turner, S.L. et al. (2017), 'Risk factors associated with unintentional house fire incidents, injuries and deaths in high-income countries: a systematic review', *Injury Prevention*, 23(2), pp. 131–137, DOI: <http://dx.doi.org/10.1136/injuryprev-2016-042174>.

63 Ganteaume, A. et al (2013), *A Review of the Main Driving Factors of Forest Fire Ignition Over Europe*, *Environmental Management*, Springer Verlag, Berlin.



PREVENTION

To prevent this type of fire, it is important to implement fire prevention standards for all establishments that receive the public, including hotels and accommodations offered for rent on participatory economy sites. These standards can, for example, impose the installation of smoke detectors (see for more details [Initiative #06: Installation of fire safety devices](#)), the presence of fire extinguishers or the use of certain materials during the construction of buildings.

SOLUTIONS

The availability and reactivity of firefighting units (volunteers or professionals) is an essential element to provide a rapid response, regardless of the location of the outbreak (buildings but also potentially in an open public place).

EXAMPLE, RISK 26: MINOR FIRES OF ACCIDENTAL ORIGIN

Garbage can fire on a tourist avenue

Mrs. L. smokes a cigarette while walking through the streets of a city where she is on vacation. As she is about to dispose of the cigarette butt, she throws it into a trash can without realizing that the cigarette is not properly extinguished. Unfortunately, once the butt is thrown away, the trash can start to catch fire a few minutes later. This tourist avenue of the city is frequented by thousands of people every day and the outbreak of the fire causes a panic situation, only calmed down by the arrival of the firemen a few minutes later. The garbage can was destroyed, but no further damage was done. This example illustrates the fact that a minor fire can easily happen and generate trouble in a busy tourist site. The situation can easily escalate if the fire is not quickly brought under control.

RISK #27

MINOR TRAFFIC ACCIDENTS

CAUSE(S)

A minor traffic accident can be caused by a moment of inattention on the part of the driver(s) involved in the accident. Non-compliance with traffic regulations (failure to give way, failure to respect safety distances, etc.), slight speeding, alcohol, drugs, fatigue, bad weather conditions or the sudden appearance of an animal in the roadway are all reasons that can lead the driver to cause a minor accident. In addition, it is necessary to emphasize that the traffic rules are not the same in all countries (for example, driving on the left or right). Therefore, tourists not used to these practices but visiting a country where the traffic rules are not the same as at home can cause an accident more easily. Finally, there are also mechanical causes which mean that a car with a technical fault can itself cause an accident.

PUBLIC AT RISK

People travelling in motor vehicles are most likely to be involved in minor road accidents, especially if they are unfamiliar with local traffic laws, unfamiliar with their surroundings or vehicle, or are passengers in a vehicle with an unsafe driver. When pedestrians, cyclists or motorcyclists are involved, they are more likely to be seriously affected, as their vulnerability often results in injury or death.

DIRECT EFFECTS

Material damage may occur to the vehicles involved in the accident (damage to bodywork, paintwork, mirrors, wheels, etc.). In a minor accident, the vital prognosis of the drivers and passengers is not engaged, however, hospitalization is possible if one of the persons has been slightly injured in the accident.

INDIRECT EFFECTS

Following a minor road accident, the people involved in the accident may face a loss of consciousness. In addition, the quality of the trip will be degraded by this event (psychological impact on the victim or his family/ friends, damage caused by the accident on a rental car or on a personal vehicle, among others).



PREVENTION

To prevent road accidents involving tourists, it is important to ensure that tourists are familiar with local traffic regulations (direction of travel, meaning of road markings, etc.). This information can be provided by car rental agents, for example. Finally, ensuring strict control over the wearing of personal safety equipment (helmets, seat belts, etc.) is essential to prevent the most serious injuries in the event of an accident.

SOLUTIONS

The ability of emergency services to intervene quickly is essential in the context of helping road accident victims. Therefore, it could be judicious to dedicate specialized teams, specifically trained and equipped to intervene on road accidents and to place them near the most accident-prone places.

EXAMPLE, RISK 27: MINOR TRAFFIC ACCIDENTS

Lack of knowledge of local traffic laws

Mrs. and Mr. T., French tourists, decide to go on vacation with their children in Ireland for a few days. While there, the family takes a rental car to travel through the Irish countryside. As they were coming out of a narrow road and approaching a roundabout, Mr. T. collides with another car coming at him head-on. Mr. T., used to the traffic rules in France, and had taken the traffic circle from the right instead of the left. Given the low speed of the vehicles when they arrived at the traffic circle, the damage is only material: the front bodywork of both cars is damaged, but the passengers are unharmed. This collision due to a lack of control of the local traffic rules has several consequences: the family will have to incur more expenses than expected in order to repair the damaged rental car. In addition, the T. family is shocked by this accident, which makes them more cautious when using Irish roads and roundabouts. They may be reluctant to return to Ireland, feeling uncomfortable and unsafe on the roads.

RISK #28

PROPAGATION OF SEXUALLY TRANSMITTED INFECTIONS (STIS)

CAUSE(S)

The most common sexually transmitted infections (STIs) are syphilis, gonorrhoea, chlamydia, trichomoniasis (curable), papillomavirus, herpes virus, hepatitis B and HIV (incurable).⁶⁴ They are caused by bacteria, parasites or viruses, transmitted through human fluids, i.e., from mother to baby, between sexual partners during unprotected sex if one of the persons is infected, or through contact with the blood of an infected person. "While the headline security threats to tourism tend to focus on terrorism and crime, the universe of threats to tourism includes unprotected sex"⁶⁵. Some tourist destinations even specialize in the illegal sex tourism (see also Risk #14: Sexual assault). Additional risk factors include the use of alcohol or drugs, which alter a person's behaviour. Injection drug use with non-disinfected equipment can also be the cause of contracting an infection of this type.

PUBLIC AT RISK

Sexual assaults can affect anyone, but women are particularly vulnerable, with 35% of them globally having experienced such violence – a figure that can rise to 70% in certain countries.⁶⁶ According to the World Health Organization (WHO), sexual violence includes forced sexual acts, attempts, inappropriate comments and trafficking, typically perpetrated by someone close to the victims. Children are also frequently targeted, with 27% of girls and 14% of boys affected in 2020. Tourists are also at risk, especially in festive settings where alcohol and drugs can impair judgment and increase vulnerability to sexual assault or rape.

DIRECT EFFECTS

The direct effects depend on the type of STI contracted. In the short term, they may cause itching, burning, pain or fever, but usually do not cause any symptoms. In the longer term, STIs can increase the risk of contracting AIDS, lead to infertility, chronic disease, cervical cancer, miscarriage, stillbirth, or can be passed from mother to child, which may be more fragile or suffer birth defects.⁶⁷ HIV leads to Acquired Immune Deficiency Syndrome (AIDS), which is a general weakening of the immune system, and therefore a shorter life expectancy.

64 World Health Organization (2019), *Sexually Transmitted Infections* (online), available at: www.who.int (07/28/2020).
65 Tarlow, P.E. (2014).
66 UN Women (2019), 'Facts and figures: Ending violence against women', UN Women (online), available at: www.unwomen.org (11-08-2020).
67 World Health Organization (2019).

INDIRECT EFFECTS

Given the frequent absence of symptoms, contagion of a sexually transmitted infection can easily lead to further infection of others. This is particularly the case when an infected person engages in prostitution or sex tourism, potentially increasing unprotected sex.

PREVENTION

Providing appropriate contraceptive methods, such as condoms, free of charge at high-risk venues and events is a foundational step in preventing the spread of STIs. Implementing stringent regulations in areas with legal high-risk professions can greatly reduce risk. Tailored awareness campaigns are crucial, especially those that focus on the legal repercussions for consumers of sex tourism and the societal impact of such activities. Expanding general sex education in schools and the broader society can also play a significant role in changing perceptions and behaviours related to sex tourism.

SOLUTIONS

Organizing widespread screening campaigns for early detection of STIs is vital for timely and effective treatment. Supporting vulnerable groups affected by sex tourism through financial aid and educational programmes can help integrate them back into society and provide alternative livelihoods. These initiatives should also focus on destigmatizing victims by educating the public and reshaping social norms related to sex work and exploitation.

EXAMPLE, RISK 28: SPREAD OF SEXUALLY TRANSMITTED INFECTIONS (STIS)...

...at a music festival

A group of friends from a European country travel to a neighbouring country for a few days to attend a music festival. Once there, and in the festive atmosphere of the event, these young people consume alcohol in significant quantities. Some of the group members, Mr. R. and Ms. S., became friends with other youth attending the festival and ended up having unprotected sex. Several days later, after returning home, Mr. R. and Ms. S. noticed that they were experiencing symptoms such as localized pain. When they were tested, they realized that they had contracted gonorrhoea during the festival.



04 UNINTENTIONAL, INFREQUENT AND SEVERE RISKS

These risks are the most difficult to prevent and cause the most difficult crises to manage. Indeed, since they do not depend on an intention, they are difficult to predict, but also difficult to manage. The preparation to these risks requires important means and an implication of all the actors of the tourist industry.

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RISK #29

PANDEMICS –

THE EXAMPLE OF

INFLUENZA



CAUSE(S)

According to WHO, a pandemic occurs when a new disease spreads worldwide. An influenza pandemic occurs when a new influenza virus emerges and spreads worldwide, in the absence of immunity in the vast majority of the population. In general, viruses that have caused pandemics in the past have originated from animal influenza viruses. The greater proximity between humans and animals, due to the destruction of the natural habitats of certain species and urban or agricultural expansion, also causes mutations, transmissions and adaptations to humans of certain viruses or bacteria, which then cause a pandemic⁶⁸. Natural disasters can be conducive to the emergence of epidemics, due to the movement of crowds, low levels of hygiene, lack of health services and clean water.⁶⁹

PUBLIC AT RISK

WHO points out that all age groups can be affected by a pandemic influenza.⁷⁰ However, some countries are more likely to face this type of risk than others, as NATO explains: “More generally speaking, the likelihood of a disease becoming a pandemic is considerably above average in much of sub-Saharan Africa, given the weakness of many national health systems, the rapid pace of urbanisation, and very uneven access to sanitation on the continent”.⁷¹ This also applies to other developing countries. Areas of urbanization or agricultural expansion, where human populations come into contact with animals and nature, are also at greater risk, as are densely populated areas and areas of concentrated poor populations and population displacement.

68 World Health Organization (2010), *What is a Pandemic?* (online), available at: www.who.int (25-05-2020).

Hassell, J.M. et al. (2017), ‘Urbanization and disease emergence: dynamics at the wildlife-livestock-human interface’, *Trends in Ecology & Evolution*, 32(1), pp. 55–67 (online), available at: www.ncbi.nlm.nih.gov (21-07-2020).

69 Watson, J.T.; Gayer, M. and Connolly, M.A. (2007), *Epidemics after natural disasters*, *Emerging Infectious Diseases*, 13(1), pp. 1–5, available at: www.ncbi.nlm.nih.gov.

70 World Health Organization (2010).

71 NATO Parliamentary Assembly (2019).



DIRECT EFFECTS

Depending on the degree of illness, it is possible that a person who has been infected with a contagious disease may suffer sequelae or even die. However, WHO reminds us that in most cases, pandemic influenza is a self-limiting illness, with complete recovery without treatment.⁷² As for the impact of an epidemic or pandemic on the tourism sector, the sector may come to a complete halt: travel restrictions within and between countries are put in place, or even confinement measures, and economic activities may be interrupted. Tourism-related jobs, like others, can be put at risk if a territory is affected by a pandemic: “[The] labour-intensive travel and tourism sector is one of the most affected, with jobs at risk along the entire value chain. [...] If large numbers of employees (or their families) fall ill, hotels and restaurants may have to close simply because of a lack of manpower”⁷³.

INDIRECT EFFECTS

The tourism sector is strongly impacted by a pandemic situation. Indeed, if we take the example of the recent COVID-19 pandemic, restrictive measures to limit or prevent international arrivals have been put in place, putting a brake on tourism. Approximately 75% of destinations have closed their borders completely or partially.⁷⁴ Some countries are dependent on the tourism sector, as their economies are heavily based on this sector, which has serious economic repercussions at the national and international level. “International tourist arrivals decreased by 56% and [USD] 320 billion in tourism exports were lost in the first five months of 2020”.⁷⁵ The case of an epidemic illustrates the phenomenon of over-risk very well. Indeed, the quarantine measures used to break the chains of contamination generated a series of additional risks: panic buying, shortages due to supply chain disruptions or excessive purchases, unemployment, food insecurity, loss of social ties, etc.

72 World Health Organization (2010).

73 Tarlow, P.E. (2014).

74 United Nations (2020/a), *Policy Brief: COVID-19 and Tourism Transformation*, August 2020 (online), available at www.un.org (17-11-2020).

75 United Nations (2020/a).

PREVENTION

Until now, the authorities have been mostly reactive (for more details see [Initiative #07](#) and [Initiative #09](#)) rather than proactive in the face of epidemic risk. However, as the underlying causes of pandemics are the same as those that cause the profound environmental transformations that the planet is experiencing today (e.g., loss of biodiversity and climate change, among others), opting for sustainability should no longer be considered as a cost but rather as an absolutely necessary investment in order to build not only the resilience of the tourism sector but also of our societies in general.

EXAMPLE, RISK 29: PANDEMICS

SARS-CoV-1 (2003)

The first contamination due to severe acute respiratory syndrome (SARS-Cov-1) occurred in November 2002 in the Chinese province of Guangdong. In February 2003, China notified WHO of the epidemic, reporting 305 infections and 5 deaths. Until the end of the epidemic in July 2003, more than 8,000 people were infected and more than 700 died in 28 countries according to WHO, mainly in Asia and Canada.⁷⁶ In mid-March, WHO had published recommendations for international travel in order to early identify people with symptoms of this respiratory infection and to isolate them for avoiding the spread of the virus to other parts of the world. More restrictive measures were advised and implemented in late March to prevent international travel by those with symptoms. Airline activity dropped by 30% in Asia and the Pacific and 12% globally. International cooperation to study the virus and develop medical responses was initiated, but there was no time to produce a vaccine. The virus died out on its own after a few months, with rare outbreaks that were not severe.⁷⁷

76 World Health Organization (n.d./b), *SARS (Severe Acute Respiratory Syndrome)* (online), available at: www.who.int (21-04-2020).

77 Bugnot ,F. (2014), 'Le tourisme fait face à Ebola', *L'Echo Touristique*, 24-10-2014 (online), available at: www.lechotouristique.com (21-04-2020).



RISK #30

SEVERE ILLNESSES

CAUSE(S)

Several serious diseases can be contracted by a tourist during a stay abroad. These include yellow fever, malaria, hepatitis A or B, but also viruses such as Ebola or Marburg. They can be caused by various reasons: a mosquito bite when the person is not vaccinated, insufficient hygienic measures, ingestion of contaminated water or food, contact with contaminated animals, etc.

PUBLIC AT RISK

People travelling to tropical destinations without being vaccinated are more likely to contract a serious disease. For some mosquito-borne diseases, such as yellow fever, chikungunya, malaria and dengue fever, the risk is highest in countries where mosquitoes thrive.⁷⁸ Wetlands, with stagnant water, especially rice fields, or equatorial forests are particularly risky.⁷⁹

DIRECT EFFECTS

Symptoms vary depending on the disease, often including fever, headache, vomiting, severe fatigue, and sometimes bleeding or coughing. For the most serious diseases, death frequently occurs within hours or days of infection.

INDIRECT EFFECTS

The consumer experience of a tourist who contracts a serious illness during a stay abroad will naturally be strongly and negatively impacted: if the person does not die, it will still have to be hospitalized in the host country or repatriated urgently to be hospitalized in the home country. Hygiene conditions and local health infrastructures and services are not necessarily as well developed as in the tourist's country of origin. Language and/or cultural barriers, as well as social security coverage problems, can hinder access to medical care, delay treatment and give time for symptoms to worsen.

78 World Health Organization (2000), *WHO: Report on Global Surveillance on Epidemic-prone Infectious Diseases – Yellow Fever* (online), available at: www.who.int (21-04-2020).

79 Loizzo, C. (2012), 'Geography of health: spaces and societies, spaces and territories of malaria', *Geo confluences*, 28-06-2012 (online), available at: <http://www.geoconfluences.ens-lyon.fr> (21-04-2020).

PREVENTION

As the vectors of transmission of these diseases are numerous, it is important to adapt prevention measures to the local context. For example, in countries with a tropical climate, it may be important to make tourists aware of the use of mosquito nets. In countries with a more temperate climate, especially in winter, it may be important to stress the importance of regular hand washing and the use of surgical masks for people with symptoms. Furthermore, several countries require tourists and visitors to show specific vaccination certificates before entering. These measures act as a preventative measure against diseases such as yellow fever, hepatitis or others. Travellers should consult destination-specific information available on the Internet through Embassy websites and/or the Ministry of Health to ensure compliance with these requirements and to prepare adequately for their journey.

SOLUTIONS

Even in the case of a minor illness, medical attention may be needed. Therefore, providing establishments receiving tourists with a list of doctors in the city (possibly mentioning the languages they speak) can be a good way to ensure rapid care for the victim. These contact lists can also be presented on the website of the local tourist office or be posted in rental accommodations on participatory economy sites (Airbnb and other similar platforms).

EXAMPLE, RISK 30: SEVERE ILLNESSES

Malaria

Mr. F. went on vacation for two weeks in an equatorial African country without taking any special precautions regarding vaccinations or protection against mosquito bites. Towards the end of his stay, he developed a fever, headaches and vomiting. Upon his return, he contacted his physician who made the connection with his recent trip: Mr. F. had probably been bitten by a mosquito carrying malaria. He prescribed immediate hospitalization for Mr. F., who eventually recovered after receiving the appropriate treatment.

According to WHO, more than 400,000 people died from malaria in 2018.⁸⁰ Although mostly children under the age of 5, Mr. F. took a significant risk by neglecting to protect himself from the risk of malaria and waiting to return to his country before seeking medical attention after the first symptoms appeared. His consumer experience was severely impacted by the contraction of this disease, the consequences of which could have been even more dramatic.

80 World Health Organization (2020/b), *Malaria: travel information* (online), available at: www.who.int (21-04-2020).

RISK #31

NATURAL DISASTERS

CAUSE(S)

A natural disaster is a “[as sudden] event of natural origin, [...] which causes important upheavals that can generate great material and human damages”⁸¹. They can be of different natures: floods, earthquakes, tsunamis, avalanches, volcanic eruptions, cyclones, drought, landslides, etc. Some disasters are caused by climate change and global warming. Earthquakes sometimes cause other disasters, such as avalanches in the mountains or tsunamis on the coast.

PUBLIC AT RISK

No country is immune to this type of risk. Despite this, some territories are more vulnerable to the risk of natural disasters than others, all causes combined. Countries most likely to face this type of risk are Vanuatu (with 36.28% vulnerability), Tonga (29.33%), the Philippines (26.7%), but also Guatemala (19.88%) or Bangladesh (19.17%).⁸²

DIRECT EFFECTS

The commonalities between the different types of natural disasters are the material destruction and loss of life: “[The] effects of a disaster depend mainly on the nature, force and location of the natural event. In most cases, natural disasters cause massive damage and loss of life”⁸³. Many people in the affected areas lose their personal property. Natural disasters also cause traumatic shocks, stress, anxiety, depression and other physical and psychological disorders. Natural disasters also damage ecosystems, disrupt the balance of species, generate pollution, and weaken the environment. Tourists who are victims of the consequences of a natural disaster can be physically affected, injured or even killed. They find themselves in a situation of intense stress, their leisure time brutally interrupted, having to be evacuated, repatriated urgently, possibly with significant additional costs. Psychological consequences similar to those of local residents are frequent.

81 Futura Planète (s.d.), «Catastrophe naturelle, Futura Planète» (online), available at: www.futura-sciences.com (26-05-2020).

82 Mercurin, A. (2016), ‘Les 10 pays les plus exposés aux catastrophes’, *Ouest-France*, 01-09-2016 (online), available at: www.ouest-france.fr (26-10-2020).

83 Malteser International (n.d.), ‘Natural disasters: preventing disasters and providing emergency assistance’ (online), available at: www.malteser-international.org (26-05-2020).



INDIRECT EFFECTS

It should be noted that natural disasters exacerbate conflict, particularly in situations of poverty and population growth, with humanitarian, health, political and security consequences, as well as increased migration flows⁸⁴. For impacted tourists and possible travellers, a natural disaster is often a deterrent, at least for the first few weeks or months after the event. Fear that the event will happen again, uncertainty about the situation and insecurity combined can result in a drop in tourist numbers. Sometimes, on the contrary, a natural disaster constitutes an element of attraction for a public in search of strong sensations or special landscapes.

PREVENTION

If a natural disaster cannot be prevented by human means, its effects can however be mitigated by an early warning, an efficient evacuation of the populations in the risk areas, and building standards that take into account the most probable natural disasters in a given territory (seismic standards in Japan for example).

SOLUTIONS

After a natural disaster, it is important to mobilize numerous rescuers and humanitarian aid resources (medicines, emergency housing, drinking water and food), as well as psychological support for the victims and witnesses.

⁸⁴ Council of the European Union (2009), *European Security Strategy, a safer Europe in a better world* (online), available at: www.consilium.europa.eu (15-04-2020).

EXAMPLE, RISK 31: NATURAL DISASTERS

Tsunami in the Indian Ocean (2004)

This disaster was particularly striking because of its intensity and its human and material consequences. The worst disaster in recent decades was the Indian Ocean tsunami in 2004, which killed an estimated 230,000 people, with an earthquake, tsunami and several aftershocks. More than 100,000 people were injured and over 1.7 million coastal residents lost their homes^a. Many tourists were also affected by this disaster since this part of the world is quite busy in December. "The European countries will have to deplore the death of more than 1,700 people, mainly tourists who came to seek the Christmas sun. Sweden, with 543 deaths, and Germany (537) paid the heaviest price among Western countries. Nearly 180 Finns, 150 British, about 110 Swiss,

95 French, more than 80 Norwegians and nearly 50 Danes lost their lives in the disaster."^b The tsunami also caused the destruction of buildings, boats, fishing and agricultural equipment, and coastal and marine ecosystems. It caused water pollution due to the destruction of water purification and treatment systems. Many tourist bookings were cancelled as a result of the disaster: Malaysia, for example, saw the number of foreign visitors fall by 38% in January 2005, with a gradual recovery in the following months, with hotels occupied at 30% and tour operators losing 15% of their revenue.^c Other South-East Asian countries such as Thailand, the Maldives, Sri Lanka and Indonesia also saw tourist arrivals drop by 30%–40% in 2005 compared to the previous year.^d

a) Malteser International (n.d.).

b) Le Monde with AFP (2014), 'Le tsunami de 2004: un des pires cataclysmes des temps modernes', *Le Monde*, 26-12-2014 (online), available at: www.lemonde.fr (26-05-2020).

c) Ahmadun, F.; Mat Said, A. and Wong, M.M.R. (2020), 'Consequences of the 2004 Indian Ocean Tsunami in Malaysia', *Safety Science* (online), pp. 619–631, available at: www.sciencedirect.com (14-08-2020).

d) Blazin, N. et al. (2014), 'The tsunami of 26th December 2004: the impact on tourism trends in Southeast Asia', *Wit Transactions on Ecology and the Environment*, pp. 175–186, available at: www.witpress.com (20-07-2020).



RISK #32

DROWNING

CAUSE(S)

As far as children are concerned, the most frequent cases of drowning are due to a lack of supervision by adults. It is important to remember that children can drown not only in a pool, lake or the sea, but also in small amounts of water such as in a bathtub or bucket of water. Among teenagers, the leading cause of drowning is alcohol consumption. According to the World Health Organization (WHO), drinking alcohol before swimming or falling into water are the most common contributors to drowning among children and adolescents in many countries⁸⁵.

PUBLIC AT RISK

WHO estimates that 320,000 people die from drowning each year. 90% of drowning deaths occur in low- and middle-income countries. Despite this, WHO points out that children, men and people with frequent contact with water are most at risk: “globally, the highest rates of drowning are among children aged 1 [to] 4 years, followed by those aged 5 [to] 9 years.”⁸⁶ Moreover, “males are at particular risk of drowning, with an overall death rate twice that of females. Studies suggest that

men are at higher risk because they have more contact with water and engage in riskier behaviours, such as swimming alone, drinking alcohol before swimming alone, or engaging in water activities”⁸⁷. Finally, non-swimmers are also considered at risk, especially if the area is not supervised by a lifeguard.

DIRECT EFFECTS

Drowning is a life-threatening hazard, caused by asphyxiation of the victim. If a person survives after being deprived of oxygen for several minutes, serious after-effects may follow: The lack of oxygen causes the heart to slow down and stop within a few minutes. It can also cause cerebral edema, which can lead to serious neurological consequences. The irruption of water in the lungs generates asphyxia, or an alteration of the pulmonary alveoli⁸⁸. The shorter the submersion time, the greater the chance of limiting the after-effects: “[The] risk increases with the submersion time: after 1 minute of submersion, a victim has a 95% chance of coming out of the accident unharmed. After 6 minutes, the chance of recovery is reduced to 25%. After 8 minutes, the chances are only 3%. The quicker the victim is reanimated, the better the chance of getting out of the accident unharmed”⁸⁹.

85 World Health Organization (n.d./a), *Water-Related Diseases* (online), available at: www.who.int (26-05-2020).

86 World Health Organization (n.d./a).

87

88 Le Figaro Santé (n.d.), ‘Noyade’, *Le Figaro Santé* (online), available at: <https://sante.lefigaro.fr> (26-05-2020).

89 Le Figaro Santé (n.d.).



INDIRECT EFFECTS

A person who has almost drowned, witnesses to drownings, or relatives of people who have drowned will suffer of psychological trauma. If a tourist destination experiences frequent drowning, it can create a negative perception among prospective travellers. While drowning is the third leading cause of death from unintentional injury according to the WHO,⁹⁰ and sometimes the leading cause of death for travellers in destinations where water-based recreation predominates, this risk is often overlooked.⁹¹

PREVENTION

Drowning can be prevented by increasing the presence of lifeguards in the vicinity of high-risk areas (e.g., hotel swimming pools and tourist beaches). Awareness campaigns can also be organized to warn tourists and people at risk of the dangers to which they are exposing themselves, sometimes unconsciously. (For more details see [Initiative #12: Codes of conduct.](#))

SOLUTIONS

Rapid response is a key element in saving a drowning victim. Also, knowledge, even by tourists, of how to contact the rescue services and ensure their ability to communicate with them will allow for a quicker intervention of the rescue teams and therefore potentially save the victim.

EXAMPLE, RISK 32: DROWNING

Hotel pool

In the summer of 2019, two young French tourists drowned in the pool of a hotel in Greece. The girls did not know how to swim, and the incident occurred half an hour after the end of the day's work of the lifeguard. While safety was provided here at certain times around the hotel pool, this is not always the case: "[Hotels] tend to place more emphasis on not being chased than on individual safety. For example, the most common sign at a hotel pool is 'No lifeguard on duty, swim at your own risk'."^a This example illustrates that drowning can occur in a seemingly safe place like a frequently supervised hotel pool.

a) Tarlow, P.E. (2014).

90 World Health Organization (n.d./a).

91 Parker, E.M. et al. (2019), 'Injury and trauma', *CDC Yellow Book* (online), available at: wwwnc.cdc.gov (28-07-2020).

RISK #33

SEVERE ACCIDENTS

CAUSE(S)

Serious accidents affecting tourists during their stay can have several origins: infrastructure or equipment in poor condition, poor health or particular fragility of people, dangerous environment, insufficient precautions, inattention, etc. These may include falls, burns, suffocation, animal attacks, and many others.

PUBLIC AT RISK

Fragile people, i.e., the elderly, the sick, the handicapped, or children, are particularly vulnerable to the risk of accident. Many infrastructures and activities are often not adapted to them (size, attention, mobility, visibility, reflexes, etc.). These people also suffer more serious consequences of an accident because of their physical fragility. Men, people with lower socioeconomic status, and people from low- and middle-income countries are also more at risk from accidents.⁹²

DIRECT EFFECTS

A serious accident can result in physical injury, psychological shock or trauma, temporary or permanent disability, or death.

INDIRECT EFFECTS

Being a victim or witness of a serious accident creates a feeling of insecurity and negatively impacts the perception of the tourist destination where the accident occurred. Non-victims or prospective travellers who are aware of a serious accident, or of frequent serious accidents in a destination, may also be dissuaded from going there. This will be particularly the case if the health services or the authorities are not perceived to be able to deal with it effectively.

92 World Health Organization (2014), *Injuries and inequalities* (online), available at: www.euro.who.int (27-07-2020).



PREVENTION

Although this category includes many accidents that can affect people during their trip, and therefore it is difficult to propose effective prevention initiatives for each configuration, prevention and information of tourists on the specific dangers of a given territory or activity remains a determining element in the prevention of a wide range of accidents.

SOLUTIONS

In the same way, the capacity of the emergency services to intervene quickly and for any person to be able to contact them quickly and communicate important information to them are determining elements in the limitation of the consequences that these accidents could have on the tourists.

EXAMPLE, RISK 33: SERIOUS ACCIDENTS

Fall while hiking in Spain

In September 2019, a 22-year-old Israeli tourist died following a fall during a group hike in Spain. An experienced climber, he fell from a 30-meter cliff, and succumbed to his injuries, just after being transported to the nearest hospital. This example illustrates that serious accidents can also happen to young and healthy people in the context of a group tourist excursion.

RISK #34

MAJOR FIRES OF ACCIDENTAL ORIGIN

CAUSE(S)

A major fire of accidental origin is caused by a natural event, a material incident or human negligence.

PUBLIC AT RISK

The risk of accidental fire is highest in buildings that are dilapidated or have poor electrical installations. Studies have also shown that buildings with more inhabitants, especially children under five years of age, people who are unemployed or of low socioeconomic status are more susceptible to the risk of accidental fire.⁹³ When an accidental fire occurs in a natural environment, risk factors include proximity to an urban environment, proximity to industrial waste or power lines, recreational activities, agricultural burning, or a long period of drought.⁹⁴

DIRECT EFFECTS

A major fire and its toxic fumes can poison, injure or kill those exposed to it. A fire can also cause significant property damage to buildings or the natural environment.

INDIRECT EFFECTS

Non-victims may be shocked after witnessing a major fire, especially if there are casualties. When such accidents are common in a tourist destination, prospective travellers may also perceive the destination as unsafe.

93 Turner, S.L. et al. (2017).

94 Ganteaume, A. et al. (2013).



PREVENTION

To prevent this type of fire, it is important to implement fire safety standards for all establishments that receive the public, including hotels and housing offered for rent on participatory economy sites. These standards can, for example, require the installation of smoke detectors (see for more details [Initiative #06: Installation of fire safety devices](#)), the presence of fire extinguishers or the use of certain materials in the construction of buildings.

SOLUTIONS

The availability and reactivity of firefighting units (volunteers or professionals) is an essential element in order to provide a rapid response, regardless of the location of the outbreak (buildings but also potentially in an open public place).

EXAMPLE, RISK 34: MAJOR FIRES OF ACCIDENTAL ORIGIN

Forest fires in Portugal in 2017

In June 2017, in Portugal, when the temperature had been above 40°C for several days, about 60 forest fires broke out in a single night.⁹⁵ In Pedrogao Grande, 61 people died in a massive fire, some trapped in their burning vehicles, and 50 people were also injured, including two British tourists who were treated for minor burns and toxic fume inhalation. As the fires reached trees in residential areas, dozens of residents fled to the neighbouring municipality. This example shows the serious physical, psychological, material and environmental impacts that a major fire of accidental origin can have.

95 Jones, S. (2017), 'Huge forest fires in Portugal kill at least 60', *The Guardian*, 18-06-2017 (online) available at: www.theguardian.com (28-07-2020).

RISK #35

SEVERE TRANSPORTATION ACCIDENTS

CAUSE(S)

WHO points out several risk factors that contribute to the occurrence of transport accidents: speed, use of drugs or narcotics, failure to respect or the absence of safety rules (wearing of helmets, seat belts, right of way rules, etc.), poor infrastructure or vehicles, or inattention.⁹⁶

PUBLIC AT RISK

According to WHO, half of the deaths due to road accidents in the world concern vulnerable people, i.e. pedestrians, cyclists or motorcyclists. 93% of the accidents take place in low- and middle-income countries. Road crashes are the leading cause of death among 5- to 29-year-olds, and three quarters of deaths are among young men under 25.⁹⁷

DIRECT EFFECTS

A serious transport accident is defined by the fact that it results in significant injuries or even death of the victims, possibly in large numbers. Property damage is also significant.

INDIRECT EFFECTS

Even though road accidents are the leading cause of death for travellers according to WHO,⁹⁸ the perception of this risk is very low among possible travellers: “[Some tourism safety issues are exaggerated (e.g., mad cow disease in Europe) and can therefore create states of paranoia in a way that is unwarranted or unjustified, while other issues concerning serious risks are minimized”⁹⁹. For example, many people fear a plane crash, but statistically it is safer to fly on a commercial plane than to travel by car.¹⁰⁰ On the other hand, the death of tourists in a transport accident can cause significant psychological trauma to surviving witnesses and tourists, as well as to the victims’ relatives, whether or not they were present at the accident.

96 World Health Organization (2020/c), *Road traffic injuries* (online), available at: www.who.int (21-07-2020).

97 World Health Organization (2020/c).

98 World Health Organization (2020/a), *Health risks when traveling* (online), available at: www.who.int (21-07-2020).

99 Tarlow, P.E. (2014).

100 Tarlow, P.E. (2014).

PREVENTION

The prevention of road accidents involving tourists requires ensuring that they have a good understanding of local traffic regulations (direction of traffic, meaning of road markings). This information can be conveyed by rental car agency staff, for example. Furthermore, ensuring strict compliance with the use of personal safety equipment (helmets, seat belts) is essential to prevent the most serious injuries in the case of an accident. It is also essential to provide education and training for local drivers, including taxi and bus operators, who transport tourists. These programmes should boost drivers' understanding of tourists' specific safety needs and include defensive driving, first aid, cultural sensitivity and communication skills. Preparing drivers to manage both everyday and emergency situations effectively can enhance tourist safety and improve the overall travel experience, creating a welcoming and professional atmosphere.

SOLUTIONS

The ability of emergency services to intervene quickly is essential in the context of helping road accident victims. Therefore, it could be judicious to dedicate specialized teams, specifically trained and equipped to intervene on road accidents and to place them near the most accident-prone places.

EXAMPLE, RISK 35: SEVERE TRANSPORTATION ACCIDENTS

Tourists bus in Chile

In March 2006, a tour bus carrying tourists from Chile's Lauca National Park back to their cruise ship fell into a ravine after the driver lost control of the vehicle while trying to avoid a truck. 12 American tourists died in the accident. In November 2017, about 20 tourists died, and another 20 were injured as their double-decker bus fell into a ravine along a steep road in Chile. In December 2019, 11 tourists died and 20 were injured, again in a bus accident in Chile. In a country with mountainous terrain, serious road accidents are not uncommon, although this risk is little known to travellers.

RISK #36

INSTITUTIONAL INSTABILITY

CAUSE(S)

Institutional instability refers to the paradoxical situation in which the frameworks and rules that order society, which are intended to last over time, are called into question, or are at risk of being called into question, sometimes frequently. This can be the instability of a regime, a government, part of a government or a given administration, or legislative or regulatory instability. In the case of the tourism sector, such instability can result in a context of insecurity that discourages potential travellers, or in practice, uncertainty about the conditions for obtaining a visa, about the conditions of reception, or even the impossibility of making a trip to that destination.

PUBLIC AT RISK

Anyone can potentially suffer the consequences of institutional instability in their home country, in the host country or in relations between them. Some countries with highly unstable political situations, or with strained relations with other countries, present an increased risk of institutional instability that may impact tourism.

DIRECT EFFECTS

Institutional instability does not in itself cause physical harm to people, although it can degenerate into violence. Rather, its direct effects are to discourage or make it impossible for some tourists to visit a destination, due to an unfavourable political situation, a context of insecurity, or legislative or regulatory changes that prevent or discourage obtaining a visa. This can jeopardize part or all of a destination's tourism sector, which then experiences a drop in demand, or is itself directly affected by a constraining legislative or regulatory change.

INDIRECT EFFECTS

Institutional instability can tarnish a destination's reputation over the long term in general if there is insecurity, or only in a country of origin that has been specifically targeted by discriminatory visa policies.

EXAMPLE, RISK 36: INSTITUTIONAL INSTABILITY

Changes in the rules for obtaining a visa in South Africa in 2015

In 2014, the South African Government implemented two new measures regarding entry into the country to combat child trafficking and enhance national security.^a The first is that any minor under the age of 18 should be in possession of a birth certificate, in addition to a passport and visa, for all entry and exit. The second is that all travellers who need a visa to visit South Africa should now present themselves in person to obtain a biometric visa. These measures had the collateral effect of reducing the number of tourist arrivals in 2015 compared to the previous year: according to the Tourism Business Council of South Africa, ZAR 86 million were directly lost as a result of this measure. Indian and Chinese tourists in particular were much less likely to visit South Africa as a result of these measures, given the availability of other similar destinations that do not require these more complex visa procedures.

a) Slabbert, E. (2015), 'South Africa's new visa rules: sound idea but badly executed', *The Conversation*, 20-08-2015 (online), available at: www.theconversation.com (20-08-2020).

RISK #37

ECONOMIC CRISIS



CAUSE(S)

An economic crisis is a sudden deterioration in the economic situation and prospects of a country or economic zone. It can affect only one sector for a limited time or extend to the entire world economy for several years.¹⁰¹ It is often due to a combination of unfavourable factors, including: an agricultural or industrial crisis, or a financial crisis (banking, stock market, monetary, public debt), an inappropriate economic policy or political instability or war.¹⁰²

PUBLIC AT RISK

In a globalized capitalist economy, any state is susceptible to an economic crisis and its effects. However, some countries have riskier profiles and receive lower ratings from financial rating agencies. This may be due to a conflict in the country, chronic political instability, inappropriate monetary, economic or fiscal policies, corruption, a large trade deficit or a fragile financial system, among others.

101 Le Monde Diplomatique (n.d.), 'Economic Crisis, Archives' (online), available at: www.monde-diplomatique.fr (10-08-2020).

102 Business Leader (n.d.), 'Economic Crisis, Glossary' (online), available at: www.chefdentreprise.com (10-08-2020).



DIRECT EFFECTS

Economic crises do not have direct physical effects on people. However, they can cause a drop in GDP, inflation, increased unemployment, a credit and investment crisis, business failures, shortages and consequent social tensions, etc. Tourism in particular can be affected by an economic crisis in the host country or in a country of origin of tourists, or by a global crisis. It can suffer from a sudden drop in demand, or the arrival of tourists from a given destination, business failures in the value chain, loss of competitiveness or profit, or a drop in attractiveness due to economic or monetary uncertainty.

INDIRECT EFFECTS

Depending on the type of crisis and its timing, the drop in supply or demand may be more or less long-lasting and have a more or less serious impact on the tourism sector in the host country.

EXAMPLE, RISK 37: ECONOMIC CRISIS

Sudden demonetization in India in 2016

On 8 November 2016, the Indian Government suddenly announced the demonetization of INR 500 and INR 1,000 banknotes, and their replacement with new ones, in order to combat the underground economy and black money. In a country where most transactions were carried out in cash, and where the 500 and 1,000 rupee notes are the most widespread, this brutal measure had significant short-term consequences for the entire economy, and in particular for the tourism sector. This led to a cash shortage situation, resulting in delays or defaults in payment along the value chain, huge losses of revenue, especially for small and medium-sized travel businesses, hotels, vendors, etc., illegal practices of charging high prices in foreign currency to foreign tourists, fraud, inability of tourists to pay their expenses, and cancellation or postponement of trips.^a

a) Tiwari, S.D. (2017), 'Impact of demonetization in Indian hospitality and tourism industry', *International journal in management and social science*, 5(7), pp. 496–517 (online), available at: www.researchgate.net (10-08-2020).

RISK #38

MAJOR POLLUTION

CAUSE(S)

Pollution is in the broadest sense the modification by humans, directly or indirectly, of their natural environment. This can concern air, water or built or natural environment pollution, but also light or sound pollution. In the context of tourism, pollution is due to a very important concentration of people, on a given territory and during a limited period. This leads to the weakening of the ancient heritage, to the degradation of buildings and natural spaces, to the rapid and massive construction of reception and transport infrastructures, to the abandonment of waste in water or in nature, to the proliferation of low-quality products with a limited life span, to the emission of polluting substances into the atmosphere due to the transport or industry associated with tourism, and many more.

PUBLIC AT RISK

Pollution is a widespread negative externality of tourism development. Depending on the location, it may be water, air, coastal or urban pollution, but the problem of pollution is always present. People suffering from allergies or respiratory difficulties, children and the elderly are often more directly vulnerable to the

effects of pollution, especially air pollution. However, in the medium and long term, everyone, tourists, as well as tourism stakeholders, are concerned by the effects of pollution on health, on the environment and on the viability of the tourism activity itself.

DIRECT EFFECTS

Pollution can have direct physical effects on people, especially air pollution, which can create or aggravate respiratory and cardiovascular pathologies. 7 million people die each year from air pollution according to WHO.¹⁰³ More widely, the different types of pollution all have the effect of disrupting ecosystems, as well as plant and animal species in the air, at sea and on land.

INDIRECT EFFECTS

In the case of tourism, environmental pollution degrades the living environment of residents and tourists, which can be a source of conflict, decline in the attractiveness of the territory, and a series of resulting economic and social problems (lower incomes, higher unemployment, increased pollution-induced pathologies, social tensions, etc.).

¹⁰³ World Health Organization (n.d./f), 'Ambient (outdoor) air pollution', fact sheet (online), available at: https://www.who.int/health-topics/air-pollution#tab=tab_1 (28-03-2022).



PREVENTION

The prevention of pollution requires, first and foremost, that everyone be made aware of the issues at stake and of the good practices to adopt (e.g., not throwing garbage on the ground or into the sea), as well as the imposition of standards concerning waste management and the composition of certain polluting objects or materials (paints or chemical products, among others).

SOLUTIONS

Conducting cleanup operations can be an important step in protecting an ecosystem, for example, by launching beach cleaning and waste recovery campaigns. These activities often lead to broader environmental policies and can result in new laws and fines aimed at preventing pollution. Additionally, such initiatives might spark reforestation efforts and research into local flora and fauna, enhancing biodiversity conservation. Implementing these measures may also necessitate tourist restrictions or limitations to minimize environmental impact, ensuring that natural habitats are preserved not only for today's visitors but for future generations as well.

EXAMPLE, RISK 38: MAJOR POLLUTION

Maritime pollution due to cruise tourism in the Mediterranean

Cruise tourism has grown very rapidly in recent decades, from 3.6 million passengers in 1980 to 16 million in 2006, with a trend towards larger ships. However, this type of tourism has many negative effects on the maritime environment. It is shown that adding up all polluting effects, and calculating their cost, they are six to seven times greater than the economic benefit for the Croatian economy. Indeed, as cruise tourism has grown, it has also reduced the amount of time spent by tourists in each port, further diminishing the small benefits that local people derive from this lucrative business. This example illustrates the negative effects of cruise tourism on the marine environment, which is on the rise.^a

a) Caric, H. (2011), 'Cruising tourism environmental impacts: case study of Dubrovnik, Croatia', *Journal of Coastal Research*, Special issue No. 61, pp. 104–113 (10-08-2020).

RISK #39

MAJOR TECHNICAL FAILURE

CAUSE(S)

A technical failure is when a device or system suddenly stops working properly. It can be a breakdown (hard disk crash, overheating, power failure), a quality defect of a part, a degradation of the state of a device, the obsolescence of the system (no maintenance), a computer bug, human error, a consequence of a natural disaster (fire, flood, earthquake, etc.), among others. It can affect computer systems or equipment; the water, electricity, heating or air conditioning network; security systems, etc.

PUBLIC AT RISK

Everyone is vulnerable to technical failure. Tourism actors who are highly dependent on their IT system for the continuity of their activity, which is the case of more and more stakeholders, are particularly vulnerable to IT failures. Places vulnerable to natural disasters, or those with unreliable physical infrastructures are also particularly vulnerable.

DIRECT EFFECTS

Technical failures can have direct physical consequences on people, infrastructure and equipment. It can kill or injure in case of a problem in the electrical network for example, it can damage equipment, remove access to electricity, running water, air-conditioning or heating despite very high or very low temperatures, causing a health risk for people, erase or make inaccessible data, paralyze economic activity on both the supply and demand sides.

INDIRECT EFFECTS

A technical failure can result in additional costs for those involved in the supply chain due to loss of business, delay penalties, possible refunds, the cost of technical repairs, as well as costs in terms of reputation and insurance.¹⁰⁴ For tourists, a technical failure can have important psychological consequences; stress due to the short- or long-term uncertainty; panic; in case of loss of financial means, impossibility to find lodging, food, transportation or to pay these expenses; lack of information on the situation and the means implemented to solve it; loss of communication means; or damage to property or health of people.

104 Konika, M. (2019), 'Computer failure: the risks to your business' (online), available at: www.digital-solutions.konicaminolta.fr (10-08-2020).



PREVENTION

One of the essential rules of risk management is redundancy. Thus, players wishing to protect themselves from a technical failure of a device could invest in backup devices or even create with partners having similar needs a common backup bank with available and ready-to-use devices. The maintenance of systems by qualified personnel is also an essential element in the prevention of this type of risk.

SOLUTIONS

The intervention of specialized technicians can quickly repair a system failure. These technicians must be trained and equipped for such operations but also be reachable by all, hence the need for the actors to identify the type of failures of which they could be victims and to identify in advance experts able to solve them.

EXAMPLE, RISK 39: TECHNICAL FAILURE

Impact of daily power outages on the hotel industry in Ghana

The electricity supply of Ghana, while crucial to the country's industrial development, is highly unreliable, with power outages occurring on a daily basis. A study showed that this leads to high production costs with maintenance and replacement of damaged equipment, costly recourse to alternative energy sources, low productivity and staff layoffs, and waste of perishable food that is no longer fit for consumption.^a This situation discourages investment in the Ghanaian hotel industry, and the Ghanaian economy in general, as well as potential tourists. This example illustrates the multiple consequences of serious and lasting technical failures in a country on the tourism sector.

a) Twenefour, F.B.K. (2016), 'The impact of power outage "Dumsor" on the hotel industry: evidence from Ghana', *Journal of Energy Technologies and Policy*, 6(8), pp. 39–47.

PART II

SECURITY INITIATIVES

The reader will find below *technical sheets of initiatives*, presenting project proposals that can participate in securing tourist activities. They detail the objective of the initiative, the implementation process, an estimate of the related costs, the scale of work and the actors involved. Finally, they contain various concrete examples and case studies that illustrate the implementation and results obtained by other actors who have implemented these projects.

These *initiative guidelines* are voluntarily presented in no particular order so to leave the reader the choice of creating his own classification, his own architecture and his own personal organization from these tools.

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INITIATIVE #01

CREATION OF A RISK MAP

PRESENTATION AND OBJECTIVES

It is important to know what you want to protect yourself against and then to know how to protect yourself against it. Therefore, as part of a security policy, it can be interesting to design a risk map for a specific territory or activity. This mapping will make it possible to identify the exposed places (vulnerable and/or critical), as well as the most dangerous sources of risk (the most probable or the most potentially impacting). This plan will allow all the actors concerned to work together and develop synergies between them in order to protect themselves from risks.

IMPLEMENTATION

Process

The creation of this map must be based on fieldwork conducted in close collaboration with operators. It will involve meeting with each of them to understand their specific issues and the risks they perceive affecting their activities. This will be followed by a synthesis of the collected information, and finally, a dissemination phase, sharing the map with stakeholders who might need and can use it to find concrete solutions to the risks that could impact the area, activity or actors involved.

Cost

This initiative mainly involves human resource costs, i.e., the time that the agents in charge will spend collecting and analysing information. It should be noted, however, that this initiative will be in vain if it is not followed by new initiatives that will improve the security environment based on the identified risks. Thus, this initiative in itself is not very costly, but it must find its place and be coherent with a more global strategy, which will eventually be costly.

Scale

This initiative can be implemented on a national scale, but it is also relevant to implement it on a regional or local scale, in the context of certain territories that are particularly threatened or share very diverse problems that are difficult to understand without a mapping tool.

Actors involved

This initiative must bring together as many actors as possible in order to have the most accurate and exhaustive mapping possible.

EXAMPLE, INITIATIVE 1: RISK MAPPING INITIATIVE – THE MEDITERRANEAN GROUP'S SECURITY STRATEGY

In an interview with Robert Chaouad and Marc Verzeroli, researchers at IRIS^a, Jean Susini, Club Méditerranée's Security Director, discusses his risk management and crisis management preparation methodology. In particular, he says that in preparation for the opening of a new center: "We drew up our own risk map, grouping together the main risks associated with the club's activities, based on internal interviews with management representatives and taking into account the group's past experience in this area. The objective of this mapping process was to disseminate a shared view of risks internally and to adjust internal control systems where necessary". A good risk map gives a clearer idea of the risks to which the activity under review is exposed, while also making it possible, through interviews with stakeholders, to maintain dialogue and establish a climate of trust within the team.

a) Institute de Relations Internationales et Stratégiques (IRIS) is a French think tank: www.iris-france.org/en/ (28-03-2022).

Source:

Susini, J. (2013), 'Tourism and security: a professional's perspective', *International and Strategic Review*, volume 90(2), pp. 117–125, DOI: <https://doi.org/10.3917/ris.090.0117>.

INITIATIVE #02

POSITIONING OF (SEMI-) AUTOMATIC DEFIBRILLATORS

PRESENTATION AND OBJECTIVES

Automatic defibrillators (AEDs) and semi-automatic defibrillators (SAEDs) are first aid devices designed to reanimate a person in cardiac arrest. The electric shock delivered by these devices is used to restart the heart's activity. Both devices are available to the general public.

EASY OF USE

The defibrillator consists of a box to which two adhesive electrodes are attached. The electrodes will, on the one hand, perform the "diagnosis" and on the other hand, send an electric current to the individual if necessary. The great advantage of fully automatic defibrillators (AEDs) is their ease of use since they are able to diagnose ventricular fibrillation themselves and guide bystanders to deliver an electric shock if necessary. Semi-automatic defibrillators work in the same way as AEDs, except that it is up to the person who intervenes to press the button that will deliver the electric shock.¹⁰⁵

105 Ooreka Health (2019/b), 'Using a defibrillator' (online), available at: <https://defibrillateur.ooreka.fr> (20-08-2020).



DEPLOYMENT

Cost

The average price of a consumer automatic defibrillator is around EUR 1,500. To this amount, you must add the costs related to the periodic maintenance of the device, the renewal of the electrodes and the battery, etc. Defibrillators are also available for rent at an average rate of EUR 150 per month. For this price, maintenance, services such as public awareness and information are often included. These devices are sometimes available free of charge in the public space.¹⁰⁶

Scale

Local (companies, sports complexes, communities, roads, schools, etc.).

Actors involved

Public authorities, manufacturers, technicians, first aid trainers.

EXAMPLE, INITIATIVE 2: INSTALLATION OF (SEMI-)AUTOMATIC DEFIBRILLATORS

Available in certain public places, the defibrillator (AED or SAED) is an indispensable tool for saving lives. In July 2020, the installation of a defibrillator in a sports store helped save the life of a passing cyclist in his 40s who was in cardiac arrest. When witnesses to the incident began to help the man, they had the good sense to retrieve the defibrillator from a nearby sports store.^a The same situation happened to a store security guard when he went into cardiac arrest. The store he worked for had an automatic defibrillator that two French tourists were able to use to save the man's life.^b

- a) France 3 Auvergne Rhône-Alpes (2020), 'Isère. Il récupère un défibrillateur dans un magasin de sport pour aller porter secours à un cycliste en arrêt cardiaque', *France 3*, 03-07-2020 (online), available at: <https://france3-regions.francetvinfo.fr> (20-08-2020).
- b) Sicard, S. (2020), 'Victime d'une crise cardiaque le jour de son anniversaire, le vigile est sauvé grâce à des pompiers français en vacances', *L'indépendant*, 15-08-2020 (online), available at: www.lindependant.fr (20-08-2020).

¹⁰⁶ Ooreka Health (2019/a), 'Price of a defibrillator' (online), available at: <https://defibrillateur.ooreka.fr> (20-08-2020).

INITIATIVE #03

INSTALLATION OF INFORMATION SIGNS IN SEVERAL LANGUAGES

PRESENTATION AND OBJECTIVES

The installation of information panels in several languages will serve to facilitate the understanding of tourists with regard to information essential to their tourist stay. It can be, e.g., a sign indicating a prohibition (sign informing the tourist that it is forbidden to bathe or to walk in a specific place) or an obligation (to wear a mask, to respect social distancing and barrier gestures).

IMPLEMENTATION

Process

Signs should be strategically positioned for easy viewing by tourists.

Cost

The cost varies depending on the company that takes care of the manufacturing of the panels. Generally, it is necessary to count EUR 100 per sign.

Scale Local.

Actors involved

Public actors (cities, municipalities, etc.), signage manufacturers, translators.



EXAMPLE, INITIATIVE 3: INSTALLATION OF INFORMATION PANELS IN SEVERAL LANGUAGES...

...in New Caledonia

Located in New Caledonia, Duck Island is a marine reserve with a very diverse marine and terrestrial fauna and which is, therefore, essential to preserve. In order to raise awareness among tourists, multilingual signs have been installed so that everyone can understand the way of conduct.^a For example, 'Don't step on the coral' signs have been installed to preserve the environment. It has been translated into English and Japanese. In addition to indicating a prohibition, the multilingual signs can also be a reminder of an

obligation. Following the worldwide pandemic of COVID-19, strict sanitary measures have been put in place after the reopening of public places to ensure everyone's safety. At the Eiffel Tower, the iconic location in the French capital that attracts millions of tourists each year, multilingual signs have been put in place to remind everyone of the safety precautions in effect. The signs are written in French, English and Italian, and remind people of the rules of hygiene and social distancing to be respected.^b

a) Antic-Martin, C. (2020), 'L'île aux Canards encore mieux protégé', *La 1ere Nouvelle Calédonie*, 27-07-2020 (online), available at: www.la1ere.francetvinfo.fr (27-07-2020).

b) 20 minutes with AFP (2020), 'Paris: Au tour du troisième étage de la Tour Eiffel de rouvrir ses portes', *20 minutes*, 15-07-2020 (online), available at: www.20minutes.fr (14-08-2020).

INITIATIVE #04

SURVEILLANCE CAMERAS (CCTV)

PRESENTATION AND OBJECTIVES

A surveillance camera is a device that will allow remote monitoring of a particular place. The characteristics of the monitored spaces will be decisive in the practiced type of video surveillance – depending on the categories of risks that are identified.¹⁰⁷ The expected results include, for example:¹⁰⁸

- Preventing acts of terrorism;
- Preventing natural or technological risks;
- Being able to assist people and defend against fires;
- Ensuring a better protection of public buildings and installations and their surroundings;
- Securing installations welcoming the public in amusement parks;
- Protecting the immediate surroundings of businesses in places particularly exposed to the risk of aggression or theft;
- Overlooking the obligation to have a civil liability insurance to drive a motor vehicle;
- Preventing and noting an offence related to the abandonment of garbage, waste, materials or other objects; and
- Regulating the flow of transport;
- Preventing and noting offences and incivilities committed in public places.
- Noting violations of traffic regulations;
- Preventing attacks on the safety of local residents, but also of tourists and property in places particularly exposed to the risk of aggression, theft or drug trafficking;

107 November, V.; Klauser, F. and Ruegg, J. (2002), 'Risks under surveillance: a geographical analysis of the use of video surveillance', *Public Ethics*, 4(2) (online), available at: www.journals.openedition.org (11-08-2020).

108 Ministry of the Interior (2020), *Videosurveillance of the public highway and places open to the public* (online), available at: www.demarches.interieur.gouv.fr (14-08-2020).



IMPLEMENTATION

Cost

There is a wide range of prices for surveillance camera systems (EUR 500 – EUR 5,000), depending on the resources available and the needs required.

Scale Local.

Actors involved

Public authorities, i.e., local authorities (cities, municipalities, etc.), but also private actors (hotels, shops, amusement parks, etc.)

Communication

Signs indicating the presence of surveillance cameras can be placed at locations equipped with these devices.

DEPLOYMENT

The ease of implementation depends on the country in which the camera will be installed, indeed, the regulations concerning this type of device may vary from one country to another. In some countries, sometimes it is necessary to obtain prior authorization before the installation of the monitoring device. In other countries, the installation of a camera is completely free and does not require any particular request.

EXAMPLE, INITIATIVE 4: SURVEILLANCE CAMERAS (CCTV)

Museum break-in

In May 2020 a man broke into Australia's oldest museum overnight. The 40 minutes of footage that surveillance cameras were able to record showed him walking quietly in front of a T-Rex skeleton and posing for pictures with his head in the mouth of a dinosaur skull.^a More seriously, during his break-in, he allegedly stole a piece of art belonging to the museum. The recordings of the cameras show every move of the man and supported the charges against him when he was brought to justice.

a) Landis-Hanley, J. (2020), 'Night at the museum: Sydney man charged after allegedly breaking into dinosaur exhibit', *The Guardian*, 18-05-2020 (online), available at: www.theguardian.com (12-08-2020).

INITIATIVE #05

SURVEILLANCE OF TOURISM AREAS ASSISTED BY DRONES

PRESENTATION AND OBJECTIVES

In a few years, drones have become essential auxiliaries to many activities. They allow to:

1. Take pictures from the sky;
2. To transport small equipment;
3. To transmit instructions via loudspeakers; and
4. Can also have military applications.

Within the use of drones oriented on the security of the tourism sector, their applications are very numerous. These include, among others:

- Support to the surveillance of tourist areas (detection of intruders or incidents);
- Support to the surveillance of events (detection of intruders, detection of incidents, realization of cartography of the places to foresee the evacuation plans);

- Assistance on the maintenance of the historical heritage¹⁰⁹ (verification of the state of the structures);
- Assistance in the study and protection of natural heritage¹¹⁰ (monitoring the progress of beach and cliff erosion, monitoring natural parks); or
- Participation in improving the quality of services in an urban area (traffic management, monitoring air quality).

If drones are now present in many fields, it is certainly thanks to the numerous missions they are capable of carrying out, but above all thanks to their comparative advantage with respect to the means previously implemented to carry out these same missions.

109 Center d'études et d'expertise sur les risques, l'environnement, la mobilité et l'aménagement (2020), *Drones: une technologie en développement et de nouveaux usages au service des territoires* (online), available at: www.cerema.fr (13-08-2020).

110 Center for studies and expertise on risks, environment, mobility and development (2020).

IMPLEMENTATION

Drones can take off and land anywhere, day or night. Moreover, they generally require little training on the part of the pilot, and sometimes even have an “autopilot” mode to accomplish routine missions. Their maintenance is in general relatively simple, as is their use by the various personnel.

Accessibility

There is a very diversified offer of drones, which allows everyone to find a tool adapted to the uses they wish to make of it, at a relatively affordable budget (both for acquisition, use and maintenance), compared to the means traditionally used to accomplish similar missions. One thinks in particular of the comparison between one hour of flight of a helicopter or a drone concerning surveillance missions.

Efficiency

Especially in surveillance missions, drones have proven their efficiency. They allow rapid access to areas that are usually difficult to reach (such as mountainous areas or very dense urban or crowded areas) and to quickly obtain information allowing for rapid and relevant decision-making. They therefore enable greater reactivity in surveillance and greater efficiency in operations, due to the better quality of information (geolocalization, picture quality etc.) on which the decision is based. Indeed, drones, unlike

cameras, offer a 360° view and do not suffer from blind spots. The high view gives a better idea of the situation. They are also faster than foot patrols and quickly cover large areas while being relatively discreet, which allows to follow intruders without causing their escape for example. They are also a guarantee of greater security for the operators who, having less need to expose themselves in the field, can manage certain situations efficiently from the control room and make more effective decisions by extracting themselves from the stress of the field. Finally, by allowing to reach certain areas by drones that are difficult to access for persons, they avoid personnel to suffer accidents who would take own risks under other circumstances.

Process

The use of a drone is generally relatively simple. It is nevertheless recommended to ask the manufacturer to train the staff who will have to use it and to be well informed about the legislation in force concerning their use. The takeoff can be done either by launching the drone from a special runway or in vertical. After the accomplishment of its mission, always guided by the operator from its control console, the drone can return to land in the same way it took off. The average autonomy of civilian drones is between 30 and 60 minutes.¹¹¹

111 Drone Store (n.d), ‘Drone Autonomy – Focus on Drone Autonomy’ (online), available at: <https://www.drone-store.fr/articles/autonomie-drone> (15-11-2021).

DEPLOYMENT

Cost

There is a wide variety of drones that are sold at very different prices depending on their autonomy, maximum altitude or payload capacity. However, we can estimate that a very good quality of service is offered for civilian drones for surveillance missions in the range of USD 1,000 to USD 3,000.

Scale

Most often, drones are used on a local scale. However, they can be part of a larger scale acquisition plan to reduce acquisition costs.

Actors involved

The actors are firstly the drone manufacturers, secondly, the entity from which the need emanates (police, state-police, tourist site manager, event organizer, among many others) and finally, thirdly, the airspace regulatory authority that issues the overflight authorizations.

EXAMPLES, INITIATIVE 5: SURVEILLANCE OF TOURISM AREAS ASSISTED BY DRONES

Use of drones to protect the Okavango National Park, Botswana

Drones have been used by the Okavango Park authorities in Botswana to combat poaching of some of the protected species living in the park, including black rhinos and elephants. They make it possible to follow the movements of the herds, to identify potentially isolated individuals and to spot poachers, allowing for more effective action by park rangers. Similar devices have been implemented in The Congo and South Africa, where they have significantly contributed to improving the protection of wildlife in natural parks.

Sources:

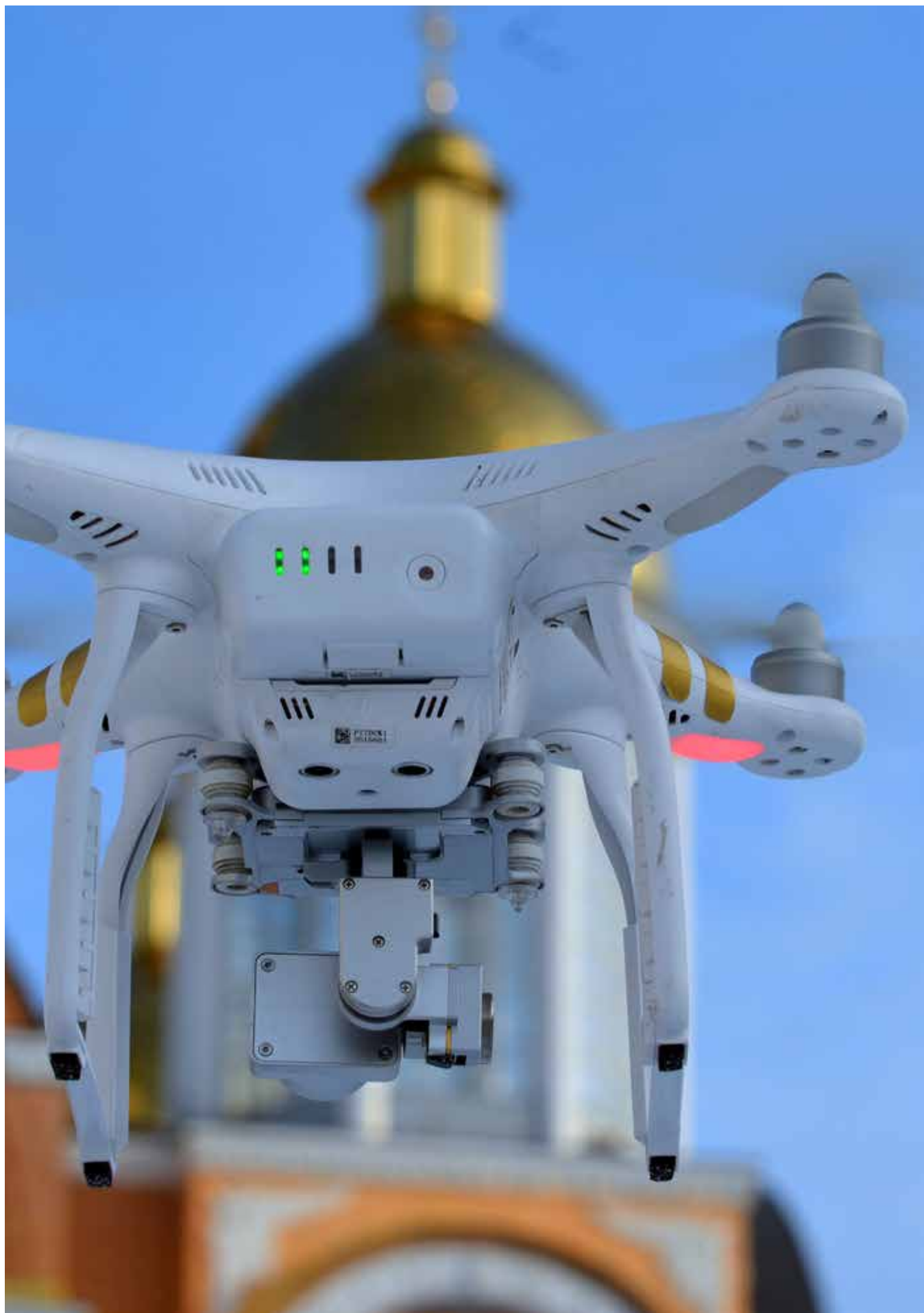
Mateso, M. (2018), 'La révolution du drone en Afrique: une aubaine et une source d'inquiétudes', *France Info Afrique*, 22-11-2018 (online), available at: www.francetvinfo.fr (13-08-2020).

Fine Maron, D. (2020), 'Botswana: black rhinos are evacuated to escape poachers', *National Geographic*, 04-05-2020 (online), available at: www.nationalgeographic.fr (13-08-2020).

Le Monde with AFP (2018), 'Au Botswana, le pire épisode de poaching d'éléphants en Afrique', *Le Monde*, 04-09-2018 (online), available at: www.lemonde.fr (13-08-2020).

Rao, P. (2016), 'Drones: a watchful eye in Africa's skies', *Africa Renewal* (online), available at: www.un.org (13-08-2020).

Clique (2015), 'Drones and satellites fight poaching', *Clique.TV*, 01-02-2015 (online), available at: www.clique.tv (13-08-2020).



INITIATIVE #06

INSTALLATION OF FIRE SAFETY DEVICES



PRESENTATION AND OBJECTIVES

A fire extinguisher is a mobile fire fighting device that will act by projecting an extinguishing agent towards the fire in order to extinguish it. The objective of installing fire extinguishers is to be able to quickly channel a fire start thanks to it. Indeed, if the fire is not quickly controlled, it can spread and probably become uncontrollable. Additionally, a smoke detector is a battery-operated box that can be hung on a walls and ceilings in order to emit a strong audible alert if it detects the presence of smoke and so to warn people of a potential fire.

FEASIBILITY

Using a fire extinguisher is relatively simple. First, you need to remove the metal safety pin that prevents the extinguisher from being accidentally activated. Removing this pin will also break the white plastic seal that indicates the extinguisher has never been used. Point the nozzle of the extinguisher's hose towards the base of the flames (the lower part). This is the most effective and fastest method to extinguish a fire. Simply press the handle to start extinguishing the fire; the extinguishing agent will be propelled through the hose of the extinguisher.¹¹² Using a fire extinguisher can pose a risk of mild irritation to the respiratory tract, skin, or eyes, and its use may cause symptoms such as shortness of breath and coughing. Dizziness and headaches are also possible. These symptoms usually disappear quickly in fresh air.¹¹³ As for the smoke detector, its implementation is quite simple.

¹¹² Fire Discounter (n.d.), 'How to use a fire extinguisher' (online), available at: www.firediscounter.be (13-08-2020).

¹¹³ National Capital Poison Center – Poison Control (n.d.), *Fire Extinguisher Safety* (online), available at: www.poison.org (13-08-2020).



EXAMPLE, INITIATIVE 6: INSTALLATION OF FIRE SAFETY DEVICES

Fire in a restaurant

A fire broke out in late May 2020 in the kitchen of a French restaurant. One of the employees living above the establishment noticed flames on the first floor. Thanks to the fire extinguisher that the establishment had, it was possible for a young man to channel the beginning of the fire and save a part of the restaurant from the flames. The man was not injured, but he was hospitalized for inhalation of toxic fumes.

Source:

Lagain, A. (2020), 'Cash register catches fire, pizzeria employee extinguishes fire', *France Bleu*, 25-05-2020 (online), available at: www.francebleu.fr (24-08-2020).

IMPLEMENTATION

Efficiency

There are six internationally recognized types of fires (A, B, C, D, E, F), each type of fire is different and requires the use of a different extinguishers that will be effective for the type of situation involved. For example, for type A fires (solid substance, paper, wood or textile fires), it is recommended to use a water, CO₂, ABC powder or foam extinguishers. Below is a table of the most suitable types of extinguishers depending on the type of fire. As far as smoke detectors are concerned, it has been made compulsory in the homes of several countries, which shows its effectiveness. When the battery is discharged, the detector emits a sound to let the owner know.

Cost

A fire extinguisher costs about EUR 100, a smoke detector about EUR 10.

Actors involved

Public actors (companies, public buildings) and private actors (any person can get an extinguisher).

INITIATIVE #07

TEMPERATURE SCANNERS/ THERMAL IMAGING CAMERAS

PRESENTATION AND OBJECTIVES

An increase in a person’s body temperature can indicate possible illness. The purpose of the temperature scanner and the thermal camera is to detect individuals with an elevated temperature and therefore a potential risk of disease and contamination for others. The person being considered a risk can then be isolated for further testing.¹¹⁴

Efficiency

The temperature scanners, as well as the thermal cameras can be very fast and precise in the reading of the temperature of individuals. Indeed, in the case of the temperature scanner, it is enough to activate the device on the forehead of an individual to have the result a few seconds later. As for the thermal camera, it is enough to walk in the filmed zone to have a result. The temperature of the person can then be given to within 0.3°C.¹¹⁵

IMPLEMENTATION

Cost

The price of a thermal imaging camera varies between EUR 1,000 and several thousands of euros depending on the model chosen. The price of a temperature scanner is usually between EUR 30 and EUR 100.

Scale Local.

Actors involved

Private sector (companies) and public sector (airports, customs and border protection, sea/river ports, government buildings, education institutions) actors.

114 Agence Universitaire de la Francophonie (2020), *Smart Thermal Scanner* (online), available at: www.auf.org (12-08-2020).

115 Garnier, S. (2020), ‘Coronavirus: smart cameras that detect fever’, *France Bleu*, 06-04-2020 (online), available at: www.francebleu.fr (12-08-2020).



EXAMPLE, INITIATIVE 7: TEMPERATURE SCANNERS/THERMAL IMAGING CAMERAS...

...installed in some public places

Following the global pandemic of COVID-19 that has been affecting the world since late 2019, airports around the world have implemented new measures to ensure the safety of their users. One of these measures is the installation of thermal scanners used to take the temperature of travellers. This is the case of the Brussels airport which has implemented since 15 June 2020 this type of device within its structure. If the temperature of a person exceeds 38°C, he/she may be denied access to the boarding terminal.^a The same system has been deployed for people arriving to Belgium. The same type of device has also been

placed at the entrance of factories, hypermarkets and clinics to detect hypothetical cases of COVID-19. The system can scan up to 30 people simultaneously and is very accurate since it gives the temperature to within 0.3°C.^b These same devices are placed at the entrance of hospitals to take the temperature of visitors before they enter the establishment.

a) Radiotélévision Belge Francophone (2020), 'Coronavirus: systematic temperature check for all passengers at Brussels Airport', *RTBF*, 03-06-2020 (online), available at www.rtb.be (12-08-2020).

b) Garnier, S. (2020).

INITIATIVE #08

NEW TOOLS TO FACILITATE LAW ENFORCEMENT WORK



PRESENTATION AND OBJECTIVES

The work of law enforcement officers can be greatly facilitated by the availability of portable digital tools (in the form of applications available on tablets or smartphones, for example). The latter can notably help free up data entry time for officers by avoiding the problem of double data entry (entry of the Official Statement of Offence on paper at the time of the intervention and then entry in the digital database once back at the station), it can also allow them to save time during the intervention itself by giving them access to a large database grouping together, for example, complaints previously filed by an individual, certain personal information (surname, first name, address, criminal record, etc.), registers (stolen cars, missing persons, etc.) or even scanning identity cards for a quick verification. Finally, it can allow a better management of the units by allowing tracing them via geolocation, allowing the operators to have a much better vision of the units present in a zone and their capacity to intervene.

FEASIBILITY

This is an ambitious national project that can take several years to be implemented throughout the country. Several pilot projects need to be tested first to validate the theoretical and practical effectiveness of the tool before it can be deployed nationwide. This deployment of the tool needs to be accompanied by numerous training sessions for agents in its use. Therefore, the implementation of this type of initiatives is relatively complex and costly, but it can lead to a major gain in efficiency for agents, who can then devote more time to missions with higher added value for the population.



IMPLEMENTATION

Cost

The cost of this type of project can be estimated at several million euros. These credits will allow the rental of the equipment such as tablets (the choice of rental allows to smooth the expense over the duration of the contract and to revalue the stock of equipment at the end of the year).¹¹⁶

Scale

Local during the test phase at the beginning of the project. Later it is possible to gradually extend the initiative to the entire national territory.

Actors involved

All state police stations in the country could use this programme at their discretion. Any person in a public space who wants to ask for help by the police. Public actors and administrations in charge of deciding, preparing and investing in this type of project.

EXAMPLE, INITIATIVE 8: NEW TOOLS TO FACILITATE LAW ENFORCEMENT WORK

The NeoGend digital tool

The NeoGend programme is a digital tool to help with complaints. It was implemented in the summer of 2017 on the French territory. This system has been developed in several different languages and aims to equip each police officer in the field with a digital device, such as a tablet or smartphone, in order to better respond to the public's requests at any point in the territory.^a This system facilitates completing complaints forms, which are immediately filed online. The complaint is then sent by email to the victim after electronic signature. This *digital brigade* makes it possible to consult files while on the move, allows complaints to be filed, and hearings to be held in the vicinity. Additionally, it can geolocate the surrounding patrols. This tool has many other uses such as scanning of identity cards in order to verify its authenticity; accessing files and names of wanted persons, as well as of stolen vehicles.^b The aim of this system is to allow police officers to take their "office" with them into the field, while the information stored on the phone is automatically transferred to the server.^c If ever one of the electronic devices (phone or tablet) is misplaced, it can be remotely deactivated thanks to a fully encrypted and secure operating system.^d However, NeoGend is a particularly expensive tool, costing EUR 76 million over the 2015–2019 period.

(a) Senate (2019).

(b) Briand, A. (2017), 'NéoGend: l'arme (numérique) du futur pour les gendarmes et policiers de Normandie', *Actu*, 04-10-2017 (online), available at: www.actu.fr (21-08-2020).

(c) Briand, A. (2017).

(d) Briand, A. (2017).

116 Senate (2019), 'Budget Bill 2019: Security: National Gendarmerie' (online) available at: www.senat.fr (24-08-2020).

INITIATIVE #09

DISTRIBUTION OF HAND SANITIZER, MASKS AND PPE TO PEOPLE EXPOSED TO AN EPIDEMIC RISK

PRESENTATION AND OBJECTIVES

The hand sanitizer has a disinfectant property that cleans the hands of bacteria. The mask allows to filter the bacteria and thus to reduce the chances of spreading and/or contracting a virus. It considerably reduces the rate of contamination between individuals. The purpose of personal protective equipment (PPE) is to shield a person from a given risk. Here, in the face of an epidemic risk, some people may be more exposed than others, particularly those working in the medical field or those who work with large numbers of people every day (airport staff, tourists, etc.). In the case of an epidemic risk, PPE can be gloves or protective visors. All this equipment aims to protect individuals from an epidemic risk and to avoid contamination as much as possible.

Accessibility

All of these devices can be ordered online from certain websites. It is also possible to find these devices in some department stores or pharmacies. In some countries, if the mask is mandatory in the workplace, this protective equipment can be provided directly by the employer.

Efficiency

The hand sanitizer will eliminate 99.99% of the bacteria present on the surface of the hands. However, it is necessary to pay attention to the alcohol concentration that the gel contains, which must be in the between 60% to 70%. Below that, the gel is ineffective and its application becomes useless. The percentage chance of transmitting or being contaminated by a virus when wearing a mask is difficult to calculate since it depends on many factors. Nevertheless, when worn by everyone, the level of protection is better. As for PPEs, the visors are also effective in fighting against the spread of viruses, as many viruses are contagious through airborne infection, although the visors have openings on the bottom and on the sides. It is therefore advisable to wear a mask underneath them. Single-use gloves provide excellent hand protection.



IMPLEMENTATION

Cost

A surgical mask costs around EUR 0.10. A small bottle of hand sanitizer (about 80 ml) costs about EUR 2. A protective visor costs between EUR 10 and EUR 20. A pair of disposable gloves costs about EUR 0.35.

Scale

Local. Everyone is free to use the mask unless otherwise required by law. In the context of the worldwide pandemic of COVID-19, the use of the mask may be made mandatory in certain locations, cities, regions or countries.

Actors involved

Private actors (companies, etc.) and public actors (shops, airports, restaurants, etc.). Everyone affected.

EXAMPLE, INITIATIVE 9: DISTRIBUTION OF HAND SANITIZER, MASKS AND PPE TO PEOPLE EXPOSED TO AN EPIDEMIC RISK

Wearing a mask is mandatory in Amsterdam, the Netherlands

In Amsterdam, the Netherlands, wearing of masks has been made compulsory in certain neighbourhoods, streets and all businesses in the city in August 2020. Indeed, in view of the difficult sanitary context due to the worldwide pandemic of COVID-19 and to slow down this epidemic and ensure the safety of its inhabitants, but also of its tourists, the capital decided to temporarily impose this regulation. Moreover, the country was counting more and more new positive cases before putting in place this new regulation, so it was a way to stop this trend by imposing the mask in dense areas of the city. In order to enforce this rule, police officers and security patrols were deployed throughout the city in order to raise awareness of the need to wear a mask, but also to fine anyone who might break this rule with EUR 95.

Source:

Newmark, Z. (2020), 'Amsterdam to strictly enforce face mask law starting today', *NLTimes*, 22-08-2020 (online), available at: www.nltimes.nl (26-08-2020).

INITIATIVE #10

SPECIALIZED TOURISM POLICE UNITS

PRESENTATION AND OBJECTIVES

The formation of police units specialized in tourism has a dual role of preventing crime and delinquency, and monitoring tourist operators to ensure the legality of their activity. Their skills in foreign languages and their specialization in tourism allow them to act within a short timeframe adapted to the relatively short stay of tourists in the country.

FEASIBILITY

The implementation of this measure requires the establishment of a training center or a specific training programme for police officers.

Accessibility

There are many ways to implement the programme, depending on the specific local problems to be addressed and the resources available.

Effectiveness

Countries or localities that have established specialized tourism police units find that the presence of police officers deters delinquents and criminals and increases tourists' sense of safety and security. The places that can best benefit from such a specialized police force have the following characteristics: tourism is crucial to the local economy; tourism creates crime problems of which tourists are victims, and which could deter possible tourists; tourism is a non-seasonal activity, which makes the establishment of specific police training sustainable and cost-effective.¹¹⁷

117 Mawby, R.; Boakye, K. and Jones, C. (2015), 'Policing tourism: the emergence of specialist units', *Policing and Society*, 25(4), pp. 378–392.

EXAMPLE, INITIATIVE 10: SPECIALIZED TOURISM POLICE UNITS

Police unit specialized on tourism in Ghana

Ghana collaborated with Egypt to establish its first dedicated tourism police force in the early 2010s: an initial group of police officers were sent to Egypt to complete a specialized programme, while private tourism operators also visited Egypt to learn how to secure their operations. The country then created a dedicated police unit, in collaboration with the Ghana Tourism Authority. Its officers are stationed in tourist hotspots, collecting and processing complaints, investigating crime or delinquency related to tourism, and prosecuting criminals and offenders. They also ensure the regular registration and regularity of the activities of private operators to avoid scams and frauds.

Note: More information is provided in volume 3 on tourist police units, including case studies 1, 2, 4, 5, 7, 8 and 10.

Source:

Mawby, R.; Boakye, K. and Jones, C. (2015), 'Policing tourism: the emergence of specialist units', *Policing and Society*, 25(4), pp. 378–392.

IMPLEMENTATION

Process

The installation of specialized tourism police units begins with setting up a training center or a specific training programme focussed on the issues of crime and delinquency against tourists. This training should include foreign language training to facilitate the contact between foreign tourists and the police. Prevention is achieved in particular through regular patrols and stationing officers in places frequented by tourists (attractions, hotels, beaches, shopping streets, airports, train stations, museums, entertainment venues, etc.). These units are also responsible for collecting and processing tourist complaints to prosecute criminals and delinquents, recover stolen goods, etc. The control role is carried out through regular inspections of tourist accommodations to verify their regular registration, possession of a license, compliance with the applicable rules, etc.

Cost

Corresponding preparation requires additional investment to enrich the types of training provided to police officers, as well as to have sufficient police officers in the tourist locations that need additional protection, without affecting other regular police operations.

Actors involved

Local police, tourism authority, tourism training institutions, private tourism operators, language centres, among others.

INITIATIVE #11

REGULATION ON WEARING PERSONAL SAFETY EQUIPMENT



PRESENTATION AND OBJECTIVES

A large number of accidents that occur during tourist trips could be avoided or at least have minimized consequences if the victim(s) had worn appropriate personal protective equipment. This is the case, for example, of wearing a life jacket during water activities or a helmet on a rented bicycle. The objective of this initiative is to impose appropriate regulations that, without being too restrictive, increase the protection of tourists and the people accompanying them.

IMPLEMENTATION

Process

The design of the regulation must first be based on a practical reflection carried out in consultation with all stakeholders.

- What activities are dangerous?
- What equipment could make it less dangerous (and what standards should be imposed for this equipment and its quality)?
- When should they be worn?
- What is the cost of acquiring this equipment?
- Are they available on the market?

EXAMPLES, INITIATIVE 11: REGULATION ON WEARING PERSONAL SAFETY EQUIPMENT

Mandatory helmet use for two-wheeler drivers in Viet Nam

Viet Nam imposed a new regulation on helmet use for two-wheeler riders in 2007, with a very positive impact. In 2017, ten years after the implementation of the regulation on mandatory helmet use for motorcyclists, more than 90% of the drivers are consistently wearing them according to the National Traffic Safety Committee (NTSC). "According to information collected from Viet Duc Hospital in Hanoi and Hai Duong Hospital (North), the number of serious brain injuries among accident victims fell from 21% in 2007 to 13.6% in 2016. Among helmeted drivers, 500,000 people were able to avoid physical damage to the head and brain, and 15,000 were able to escape death". According to Saul Billingsley, Executive Director of the FIA Fund, "Viet Nam is leading the way in reducing injuries and deaths from motorcycle accidents. [...] This report also shows that these results are the result of an effective action plan, financed by sponsors, developed by specialists, with the support of a large part of society".

Sources:

Vu, H. (2017), 'La plupart des Vietnamiens respectent le port du casque de moto', *Le courrier du Vietnam*, 15-12-2017 (online), available at: www.lecourrier.vn (26-08-2020).

World Health Organization (2009), 'Vietnamese Law on Mandatory Helmet Use for Motorcyclists and Impact on Children', *Bulletin of the World Health Organization*, Volume 87 (online), available at: www.who.int (26-08-2020).

Once these questions have been answered, it will be possible to implement effective regulations. Once it they are imposed, it will be necessary to ensure their respect with regular controls and studies to evaluate its success, or not, and to draw the consequences.

Cost

From the country's point of view, this measure mainly involves costs in terms of human resources (studies to evaluate needs, consultations, controls) but it is likely that the public authorities decide to acquire certain equipment themselves. The financial cost will be certain for companies and individuals who have to acquire specific equipment, although this cost remains generally modest due to the relatively low price of individual safety equipment for general public activities (helmets, life jackets, elbow and knee protection, gloves, etc.).

Scale

This regulation must be imposed at a national level and implemented with the support of resources limited to the country (law enforcement, executive and legislative branches, etc.). Rules and regulations should be mandatory for all citizens – and tourists.

Actors involved

The actors involved in this initiative are numerous, including the government and the legislative body, but also police forces, private actors offering activities that may present risks (rafting, two-wheeler rental, water sports, mountaineering, etc.), as well as equipment suppliers.

INITIATIVE #12

CODES OF CONDUCT

PRESENTATION AND OBJECTIVES

A code of conduct is a body of standards, principles and values that an organization voluntarily commits to respect. In the case of companies, this is often part of corporate social responsibility, a concept that appeared towards the end of the 20th century to compensate for the lack of environmental, social or ethical regulations applicable in particular to transnational companies.¹¹⁸ Indeed, in the context of globalized trade, companies are often not regulated by international law, nor by national laws, which are very unequal in their degree of protection. The adoption of a code of conduct can therefore enable a company to reassure its consumers about its commercial practices and those of its subcontractors and suppliers. Such a code can cover environmental protection, the absence of discrimination and corruption, as well as working conditions and respect for the fundamental rights of its employees.

IMPLEMENTATION

Process

A high quality in the process of developing a code of conduct, as well as in its content allows for greater credibility and effectiveness.

- Rather than a document drawn up unilaterally by management, it is preferable to establish a code of conduct through negotiation with employees, staff representatives, or trade unions to ensure that all staff adhere to the standards and principles set out.¹¹⁹ Some codes of conduct are also developed through a partnership with a non-governmental organization (NGO) or an international workers' federation, which also gives it greater quality and credibility.
- The code should be written in clear language and made public to ensure that all employees, collaborators, suppliers, consumers and other interested parties can access and understand it.
- The code should, as far as possible, be comprehensive in the problems and issues that may be encountered in the entity adopting it, so that it can serve as a comprehensive guide and reference document.
- The code should emphasize positive behaviours and attitudes, and the concrete positive steps taken to achieve the objectives, rather than condemn negative behaviours. This allows it to be a concrete tool for solving problems that may arise in business practices.¹²⁰

118 Julien, M. (2013), 'Code of Conduct', in Nicolas Postel and Richard Sobel, *Dictionnaire critique de la RSE*, Villeneuve-d'Ascq: Presses universitaires du Septentrion (online), available at: www.books.openedition.org (13-08-2020).

119 Pereira, B. (2008), 'Charters and codes of conduct: the ethical paradox', *La Revue des Sciences de Gestion*, 230(2), pp. 25–34 (online), available at: www.cairn.info (13-08-2020).

120 Payne, D. and Dimanche, F. (1996), 'Towards a code of conduct for the tourism industry: an ethics model', *Journal of Business Ethics*, 15(9), pp. 997–1007.

- A mechanism for reporting observed violations of the code, without fear of reprisal, should be provided and explicitly stated in the code.¹²¹
- To be effective over the long term, independent evaluation and regular reporting is also desirable. This can be done through a partnership with an NGO, or an independent body such as the *Global Reporting Initiative*, which brings together government agencies, NGOs and staff representatives of trade unions to assess compliance with the code of conduct on a range of specific environmental and social criteria.¹²²

Cost

The development of a code of conduct does not require any particular investment per se, but the implementation of a large and complex system with many stakeholders may present a greater cost in terms of communication, coordination, provision of tools, etc.

Scale

Any entity in the tourism sector.

Actors involved

Public and/or private. At least the management of an entity and the representatives of the personnel, with possibly the participation of national or international professional associations, NGOs.

EXAMPLE, INITIATIVE 12: CODES OF CONDUCT...

...for the protection of children from sexual exploitation in the tourism industry

The Code (short for *The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism*) is a joint initiative of *End child prostitution, child pornography and trafficking of children for sexual purposes* (ECPAT) Sweden, UNWTO, UNICEF, NGOs and tour operators dating from 1996. When companies sign up to The Code, they commit to six criteria: Establish a policy and procedures against sexual exploitation of children, train employees in children's rights, the prevention of sexual exploitation and how to report suspected cases, include a clause in contracts throughout the value chain stating a common repudiation and zero tolerance policy of sexual exploitation of children, Provide information to travellers on children's rights, the prevention of sexual exploitation of children and how to report suspected cases, support, collaborate and engage stakeholders in the prevention of sexual exploitation of children, and finally report annually on the implementation of the six criteria of The Code. Each member company has access to an individual online portal with customized programmes, online training modules, assistance in drafting the company policy and annual report, and tips and best practices. NGOs in different countries are the local representatives of The Code and can assist companies in its implementation. The Code is governed by a steering committee of nine members, five from different industries in the tourism sector and four from ECPAT or local or international NGOs.

Source:

The Code (n.d.), 'The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism' (online), available at: www.thecode.org (13-08-2020).

¹²¹ Erwin, P.M. (2011), 'Corporate codes of conduct: the effects of code content and quality on ethical performance', *Journal of Business Ethics*, 99, pp. 535–548.

¹²² Pereira, B. (2008).

INITIATIVE #13

CREATION OF SUPERVISED SWIMMING AREAS



PRESENTATION AND OBJECTIVES

A supervised swimming area may be indicated by a sign or by ropes placed in the water, stakes or a specific coloured flag marking the exact supervised area. The bathing area may be moved or reduced depending on the weather conditions of the day to minimize the risk to bathers. The purpose of these devices is to protect tourists and other users, and ensure their safety in order to avoid or reduce any risk of drowning.

FEASIBILITY

In order to set up a supervised swimming area, equipment is required to allow the delimitation of the swimming area in question. A first aid station must be established to provide care after a rescue. Several lifeguards must be employed to supervise the bathing area. They should be provided with equipment to communicate with beach users (whistle, megaphone, etc.). But also in order to facilitate their surveillance (high chair in order to have an overall view of the swimming area or life buoy at their disposal). It is necessary to indicate the hours of supervised swimming on a sign or via another means of communication.



IMPLEMENTATION

Cost

The cost of the equipment needed for the surveillance of the premises, as well as the salaries of the lifeguards must be taken into account.

Scale

Locally, each beach may or may not have a supervised swimming area.

Actors involved

Public actors, local governments, managers of private beaches and hotels.

EXAMPLE, INITIATIVE 13: CREATION OF SUPERVISED SWIMMING AREAS

Rescue of an 80-year-old man swimming in a lake, France

Supervised swimming areas save a lot of lives every year. In August 2020, the implementation of one of them led to the rescue of an 80-year-old man who was swimming at Lake Aiguebelette, located near the city of Lyon, France. The fact that the pool was monitored allowed rescuers to help the man in trouble and save him.

Source:

Le Dauphiné (2020), 'Lac d'Aiguebelette: un octogénaire en train de noyer par les sauveteurs aquatiques', *Le Dauphiné*, 07-08-2020 (online), available at: www.ledauphine.com (26-08-2020).

INITIATIVE #14

IMPLEMENTATION OF SAFETY, SECURITY AND CRISIS MANAGEMENT CONTACT PERSONS

PRESENTATION AND OBJECTIVES

The aim of this initiative is to create a network for sharing information and best practices on security and crisis management in a given territory among professionals in the tourism sector. It consists of designating a contact person in each tourism-related entity in all matters related to the safety, security and crisis management. This person will be responsible for improving the resilience of his/her own establishment, but also for working in cooperation with the other referents and government services to improve the quality of the safety and security environment and the resilience of the entire territory. The overall level of security in a territory is the level of security offered by the most exposed actor, so each link in the chain is important.

IMPLEMENTATION

Process

Identify the various establishments that would be interested in participating in this safety, security and crisis management network. These may be hotels, restaurants, museums, popular tourist sites, theaters, etc. Once these establishments have been identified, they must be approached and assigned a contact person. A list is then drawn up with the contact details of these people who will form the network. Once the people have been designated, the network must be kept alive by offering them training in crisis management or risk management and by regular meetings to share information and good practices, among others.

Cost

The cost of this initiative can vary significantly. If setting up the network can mobilize a certain amount of human resources, it is above all its animation that can generate significant costs such as training or events.

Scale

This initiative can be implemented at different scales. However, if it can be relevant on a national or even international scale, it is important to note that it will be easier and perhaps more relevant to create this type of network on a local scale, among actors sharing the same issues in the same territory.

Actors involved

This initiative may come from the public authority (city, region, or even central government), but it may also come from the private actors of a territory wishing to improve its reputation regarding the quality of the security environment. This initiative therefore always brings together a large number of private stakeholders (hoteliers, restaurant owners, curators, etc.) and public actors (police forces, local authorities, governments, etc.).

EXAMPLE, INITIATIVE 14: IMPLEMENTATION OF SAFETY, SECURITY AND CRISIS MANAGEMENT CONTACT PERSONS

Occupational Health and Safety (OH&S) referents, France

In France, since 1 July 2012, the Labour Law has stipulated that every company, regardless of its size and sector of activity, must appoint an Occupational Health and Safety (OHS) manager. This person can ensure that employees' needs and concerns on occupational health and safety are reported to Management, contribute to the analysis of workplace accidents, participate in the choice of equipment needs by ensuring that they do not present a danger in their use by employees, disseminate safety instructions, inform new employees about the dangers they may face, ensure that the mandatory periodic inspections of equipment and materials are carried out, etc.

Source:

Prefecture of New Aquitaine (2016), 'Have you designated a health and safety referent in your company?' (online), available at: www.nouvelle-aquitaine.direccte.gouv.fr (26-08-2020).

INITIATIVE #15

POST-CRISIS IMMEDIATE PSYCHOLOGICAL SUPPORT UNIT

PRESENTATION AND OBJECTIVES

Immediate psychological support after a destructive and/or life-threatening crisis, such as a natural disasters or terrorist attacks, is a crucial element both at the individual and community level. This can help to grieve, to prevent the onset of psychopathologies and to overcome the tragedy. Loss of loved ones, fear of death, destruction of the community, loss of livelihood or property, migration and mental illness, among others, can be consequences of these crises that require rapid and targeted care. The objective is to immediately offer a psychological support service accessible to all, to identify the most affected victims, to redirect them to appropriate care, and then to provide them with long-term follow-up and treatment.¹²³

FEASIBILITY

Such a large-scale response requires significant human resources, which will be easier to deploy if they have been planned in advance. For example, local and national health authorities are advised to have a pool

of volunteers, a steering committee and response procedures in place to act quickly in the event of a disaster requiring psychological support. It should be noted that problems with the transmission of personal data may impede the identification and rapid contact of victims. Exceptional procedures can be foreseen in this respect to facilitate their care.

Accessibility

The collaboration of different actors specialized in psychological and psychiatric care, trauma treatment, emergency medical assistance and psychosocial support are crucial factors in the implementation of psychological support. A link between these health actors and the local and national authorities must be established in advance to facilitate coordination and the rapid and effective implementation of the process.

Effectiveness

The implementation of a rapid, targeted psychological support programme with long-term follow-up for disaster survivors has a major positive effect on the prevention and treatment of post-traumatic stress symptoms and on recovery at both the individual and community levels.

123 Krishnaswamy, S. et al. (2012), 'The 2004 tsunami in Penang, Malaysia: early mental health intervention', *Asia-Pacific Journal of Public Health*, 24(4), pp. 710–718.

IMPLEMENTATION

Process

The rapid implementation of a psychological support cell offering an efficient and targeted service is efficient if it has been prepared beforehand. This can be done by bringing together all the actors who would be involved in such an initiative, by setting up a coordination committee that would meet in the event of a disaster, and by drawing up a standardized procedure. If not prepared, all this must be organized spontaneously in the days following the disaster, because effective psychological support must be provided very quickly. First of all, the general public must be given access to dedicated psychological support by installing a counselling center for this purpose and/or the opening of a switchboard. It is also necessary to identify very quickly the most affected victims, who may be patients referred by their general practitioner, by the consultation center, by humanitarian associations, or victims identified by hospitals or by local or health authorities as having been injured or having lost a loved one. These victims should be contacted and offered immediate psychological support to diagnose the presence of psychopathological symptoms and, if necessary, redirect them to care services that can provide treatment and long-term follow-up. This work, which must be carried out on a large scale

and in a minimum of time, can be directed by health professionals and carried out in the field by volunteers recruited beforehand or spontaneously and trained specifically.

Cost

This initiative requires, above all, specific organization and planning to coordinate the actors and the response to the disaster.

Scale

Local and/or national.

Actors involved

Health professionals, emergency medical assistance, psychiatrists, psychologists, psychosocial assistants, health authorities, local and national authorities, civil society volunteers, humanitarian associations, religious organizations, etc.



EXAMPLES, INITIATIVE 15: POST-CRISIS IMMEDIATE PSYCHOLOGICAL SUPPORT UNIT

Tsunami in Malaysia (2004)

After the tsunami that affected many countries around the Indian Ocean in 2004, psychological support programmes were set up, notably in Penang, Malaysia. The objective was to identify victims, provide immediate psychological support, and refer them to appropriate health care services to prevent the development of mental health problems. Local health authorities identified residents who had one or more dead or missing family members. Stakeholder groups were established, including health professionals, teachers, local government officials, and volunteers were trained by health professionals with experience in crisis situations. The training modules, developed from WHO manuals and enriched with feedback from the field, lasted one to two days, with about 30 participants in each session. They contained

elements on demystification (to eliminate supernatural beliefs interpreting the disaster as divine punishment), psychoeducation, stress management, identification of depression, abnormal grief, post-traumatic stress symptoms, management of phobias, etc. The trained volunteers then went to their homes to learn about the disaster. The trained volunteers then visited the survivors' homes to listen to them, understand their experience of the disaster, and discuss with them the explanation and interpretation of the event. Visits were made on a regular basis, with referrals to psychiatrists and psychologists when necessary, and – in the case of children – follow-up with their teachers. After four to six weeks, 1% of the victims had been referred to specialized care services to treat more severe and persistent symptoms.

Source:

Krishnaswamy, S. et al. (2012).



Terrorist attacks on the London Underground (United Kingdom), 2005

A new approach to post-crisis psychological intervention, called *Screen and Treat*, was adopted after the July 2005 London Underground bombings after noticing that the most directly affected victims were often undertreated in the large-scale psychological support and counselling campaigns implemented in the past. Terrorist attacks are often more deeply disturbing to survivors than natural disasters because of the human intent to kill and destroy that motivates them. 4,000 subway passengers were affected by the attacks, which left 56 dead and 775 injured. 15 days after the attacks, the London Development Centre for Mental Health convened a Psychosocial Steering Group to coordinate mental health support for survivors. The group included representatives from mental health agencies, trauma centers, general practitioners, emergency services and survivor groups. The response included a detection component and a treatment component. All victims were identified, through the transmission

of information and referrals from hospitals, non-governmental organizations (NGOs) or general practitioners. The establishment of the service was widely publicized among health professionals and in the media, and a 24-hour hotline was activated to provide medical advice and referrals to the service if necessary. Victims were asked to fill out a short questionnaire to provide basic personal data, the extent of their exposure to the attacks, and to assess the presence of symptoms of psychopathology. Individuals with symptoms of psychopathology were then identified and referred to appropriate care services for long-term follow-up. The results of the evaluation of this programme indicate proportionally lower rates of post-traumatic stress among survivors than those resulting from other terrorist attacks. This confirms the importance of reaching survivors directly and offering them early support and appropriate treatment, with long-term follow-up, to prevent and treat the most serious cases.

Source:

Brewin, C.H. et al. (2008), 'Promoting mental health following the London bombings: a screen and treat approach', *Journal of Traumatic Stress*, 21(1), pp. 3–8 (online), available at: www.ncbi.nlm.nih.gov (26-08-2020).

INITIATIVE #16

POST-CRISIS COMMUNICATION

PRESENTATION AND OBJECTIVES

Post-crisis communication refers to all information, promotion and communication actions related to a crisis, its consequences, the measures taken to remedy it and the situation in the affected destination. This communication is mainly external, towards the local and foreign media, foreign governments, candidates for departure, tourists on site, but also internal, so that all collaborators, partners and employees are aware of the evolution of the situation. The primary objective is to restore confidence and re-establish tourist traffic by reassuring potential travellers of their safety and security in the destination.

IMPLEMENTATION

Process

This section is largely inspired by the guidelines proposed by the *Asia-Pacific Economic Cooperation* (APEC).¹²⁴ Post-crisis communication should be coordinated by a specific agency with one or a few spokespersons responsible for disseminating unique and credible information. Updated information should be regularly posted on the Ministry of Tourism and tourist boards' websites, with safety and security tips for tourists and a hotline. The coordinating agency should monitor online information, travel tips and trends related to the destination to check for misinformation and capture the impressions and apprehensions of prospective travellers. In the event that misinformation is disseminated, it is important to contact the source media immediately to prevent the information from spreading. Surveys can also be conducted among tourists in the country of origin or among prospective travellers in the main countries of origin, via the Ministry of Tourism or travel agencies, in order to better identify the information, communication and promotional elements to be prioritized. Internal communication should not be neglected either, so

¹²⁴ Asia-Pacific Economic Cooperation (2004), *Report – Tourism risk management for the Asia Pacific region. An authoritative guide for managing crises and disasters* (online), APEC International Center for Sustainable Tourism, available at: www.apec.org (12-08-2020).

that everyone is aware of the latest developments and measures and avoid contradictory statements in the media. The promotional strategy must be adapted to refer to the measures taken against the crisis and highlight the positive elements that can reassure and attract travellers. Visits can also be offered to representatives of the media, travel agencies or foreign countries to see for themselves the limited impact and effect of the measures taken to recover from the crisis. It is important to ensure reasonable media access to affected sites – in coordination with the security services – to avoid a censorship effect and to ensure transparency of communication. Post-crisis communication should focus on (1) the victims and the steps taken to help them; (2) the impact of the crisis by presenting precisely what its limits are and which sites or activities are spared; (3) the measures taken to limit the damage, recover from the crisis, and prevent such an event from happening again; and (4) new positive and attractive elements about the destination. Promotion should be directed towards activities, sectors or sites that were not affected by the crisis, as well as towards the most resilient and best-informed audiences, such as travellers with a specific interest, regular tourists, local demand and nearby countries.

Special offers can be made to these audiences to encourage them to return or as a thank you for the solidarity they show in visiting the destination. Their stories can be highlighted in the communication, so that potential travellers can identify with the tourists there and see for themselves the possibility of going there. Information, images, statistics or maps illustrating the return to normalcy can be put online at regular intervals, especially on anniversaries (100 days, six months, one year, etc.).

Cost

This initiative implies an additional cost in human resources and communication and marketing services compared to the usual communication. However, social networks and tourists themselves are very effective and impactful communication vectors at a lower cost.

Scale

Local, national and international.

Actors involved

National and local authorities responsible for tourism, foreign affairs, tourism professionals, local and foreign media.

EXAMPLES, INITIATIVE 16: POST-CRISIS COMMUNICATION

Earthquake in Nepal (2015)

After the 2005 earthquake, Nepal's Ministry of Tourism launched the "Support to build Nepal by visiting Nepal" communication campaign. The posters highlighted the fact that only a small portion of the country's territory, as well as a small number of tourist sites and infrastructure, had been affected. This strategy was complemented by a campaign on social networks, in which tourists were encouraged to post photos of themselves with the hashtags #nepalnow and #stillsmiling to illustrate the rapid recovery of the country and reassure possible travellers, in order to counteract the negative image previously broadcast by the media.

2019 terrorist attacks, Sri Lanka

The Sri Lankan Government took advantage of the fact that the terrorist attacks brought international attention to the country to promote Sri Lanka as a tourist destination. Within a month of the attacks, it established a team of crisis management experts and merged three promotional agencies to form Sri Lanka Tourism. The promotion strategy included analyzing tourists' countries of origin to target those most likely to return in the near future, as well as promoting thousands of different attractions throughout the country.^a As some hotels had reduced their rates by up to 60%, the list of countries whose nationals can travel to Sri Lanka without a visa has been expanded to facilitate arrivals. Alongside this marketing strategy, the arrest of dozens of suspects, the accusation of 'gross negligence' by senior state security officials, and the strengthening of law enforcement agencies were also highlighted as positive signals about the safety of the country.^b Hotels and other tourist accommodations also coordinated to review and increase their security levels, without detracting from travellers' enjoyment.

Source:

Center for the promotion of imports from developing countries (2020), *How to manage risks in tourism?* (online), available at: <https://www.cbi.eu> (12-08-2020).

- a) Center for the promotion of imports from developing countries (2020).
- b) Hardingham-Gill, T. (2019), 'Sri Lanka's tourism comeback: How Sri Lanka bounced back from crisis', *CNN*, 01-11-2019 (online), available at: www.edition.cnn.com (12-08-2020).



INITIATIVE #17

CREATION OF POST-DISASTER AND EDUCATION MEMORIALS

https://www.e-unwto.org/doi/book/10.18111/9789284425464 - Zineb Remmal <zremal@unwto.org> - Thursday, February 27, 2025 10:39:51 AM - IP Address: 105.155.22.25



PRESENTATION AND OBJECTIVES

A crisis such as a natural disaster or a terrorist attack (see initiative 16) can severely and negatively affect the image of a destination, and have serious consequences for local communities. The creation of memorials and educational monuments related to the disaster can then be useful, both to facilitate the recovery of residents at the community level, and to restore the attractiveness of the destination for tourists. This may include an educational museum, exhibits, memorial sites, memorial parks, etc. These serve both to commemorate the tragedy, educate residents and foreigners about the risk, and interest tourists to new tourist attractions related to this significant local event.

FEASIBILITY

The international assistance that usually comes after the occurrence of a large-scale natural disaster or terrorist attack can help finance the implementation of such initiatives. On a local level, authorities, artists, and civil society are also likely to want to invest in such projects to help the recovery of local communities and the region as a tourist destination.

Accessibility

A wide range of possibilities is open depending on the type of disaster, its extent, its impact, the wishes of the residents, the authorities and the people involved in the project(s).

IMPLEMENTATION

Process

Such a recovery initiative must occur after the practical measures to ensure the reconstruction of buildings, relocation and survival of victims have been successfully implemented, so as not to divert attention and resources from these essential tasks.¹²⁵ The primary purpose of establishing these memorial sites is to provide victims and survivors a dedicated space for commemoration and grief. Ensuring that these memorials are established promptly is essential to maintain the motivation behind their creation. Additionally, as a secondary benefit, these sites can contribute to the restoration and enhancement of the destination's appeal to tourists, demonstrating a tangible and swift impact. Memorial projects should be designed locally, taking into account the needs of the residents: they can include a memorial with the names of the victims, symbolic places showing the massive impact or the feeling caused by the disaster, memorial and educational places to explain scientifically the phenomenon and its effects locally, as well as to pay tribute to the efforts made by the local and international communities to help the victims and to proceed with the reconstruction.

Cost

This type of project can range from several hundred USD to several million USD, depending on the size of the project. A commemorative memorial must not be expensive, but some situations require a more ambitious project. This cost should be considered in light of its morally and financially restorative effect on local communities and the economy, in that it repairs the reputation of the destination and generates income from the disaster.

Scale Local and/or national.

Actors involved

Local/national authorities, local artists, architects, civil society, scientists, victims' associations.

Effectiveness

The creation of memorials and educational monuments after the occurrence of a natural disaster helps the recovery of local communities through the commemoration and education they provide. They also create a new type of tourism related to the event that allows for a quicker and even stronger recovery of local tourism activity, thus facilitating reconstruction through the revenue generated.



¹²⁵ Voanews (2009), 'Tsunami Museum sparks debate in Indonesia', *Voanews*, 27-10-2009 (online), available at: www.voanews.com (26-08-2020).

EXAMPLES, INITIATIVE 17: CREATION OF POST-DISASTER AND EDUCATIONAL MEMORIALS

Tourism of the tsunami in Aceh, Indonesia^a

More than 170,000 people died in Aceh, Indonesia, during the tsunami that struck many countries around the Indian Ocean in 2004. Several monuments were built in the following years to commemorate the tragedy and educate about the tsunami risk, which helped to revive tourism and the emergence of a specific tsunami tourism. One of these is the Aceh Tsunami Museum, now a symbolic representation of the tsunami through its architecture, a shelter in case of another tsunami and a place of commemoration and education about the tsunami phenomenon and how it affected Aceh. The project began in 2005 and was completed in 2009, funded by the Aceh Reconstruction Fund. Another monument is the Tsunami Education Park featuring as its main attraction the offshore power barge that was lifted and moved for kilometers, testifying to the power of the wave. There are also photos of the disaster and a monument listing 1,077 people who died. The boat on the roof of a ruined house, 25 meters long and 5 meters wide, is another testimony of the power of the wave, left there as a memorial. Finally, the memorial park "Aceh thanks the world" is dedicated to all the donors who contributed to the reconstruction of Aceh.

Museum and memorial of 11 September 2001 in New York, United States of America

The 9/11 World Trade Center Memorial opened in 2011, funded by donations raised by the World Trade Center Memorial Foundation. Its museum opened in May 2014, funded by government agencies and private donations. It contains 580 hours of video recordings, 1995 hours of voice recordings of personal stories, more than 12,500 objects, with personal and media testimonies.^b Three years after its opening, 10 million people from more than 170 countries had visited it.^c The memorial and museum are intended to commemorate the tragedy, document its impact, pay tribute to the victims, and provide a continually updated reflection on the significance of the event.^d However, the project has been controversial because of the high cost of construction (USD 700 million) and the high cost of admission (USD 24 per person), as well as the memorial store, which can be interpreted as a dominance of the commercial aspect over the commemorative aspect. The builders are criticized for moving the remains of thousands of unidentified victims into the basement of the museum without the consent of their relatives instead of placing them in an above-ground cemetery.^e This example shows the importance of finding a good balance between the memorial and educational aspects of such monuments and their commercial interest, which should not dominate. It also illustrates the importance of involving the families of the victims in order to find this balance and to pay tribute to the deceased and their loved ones.

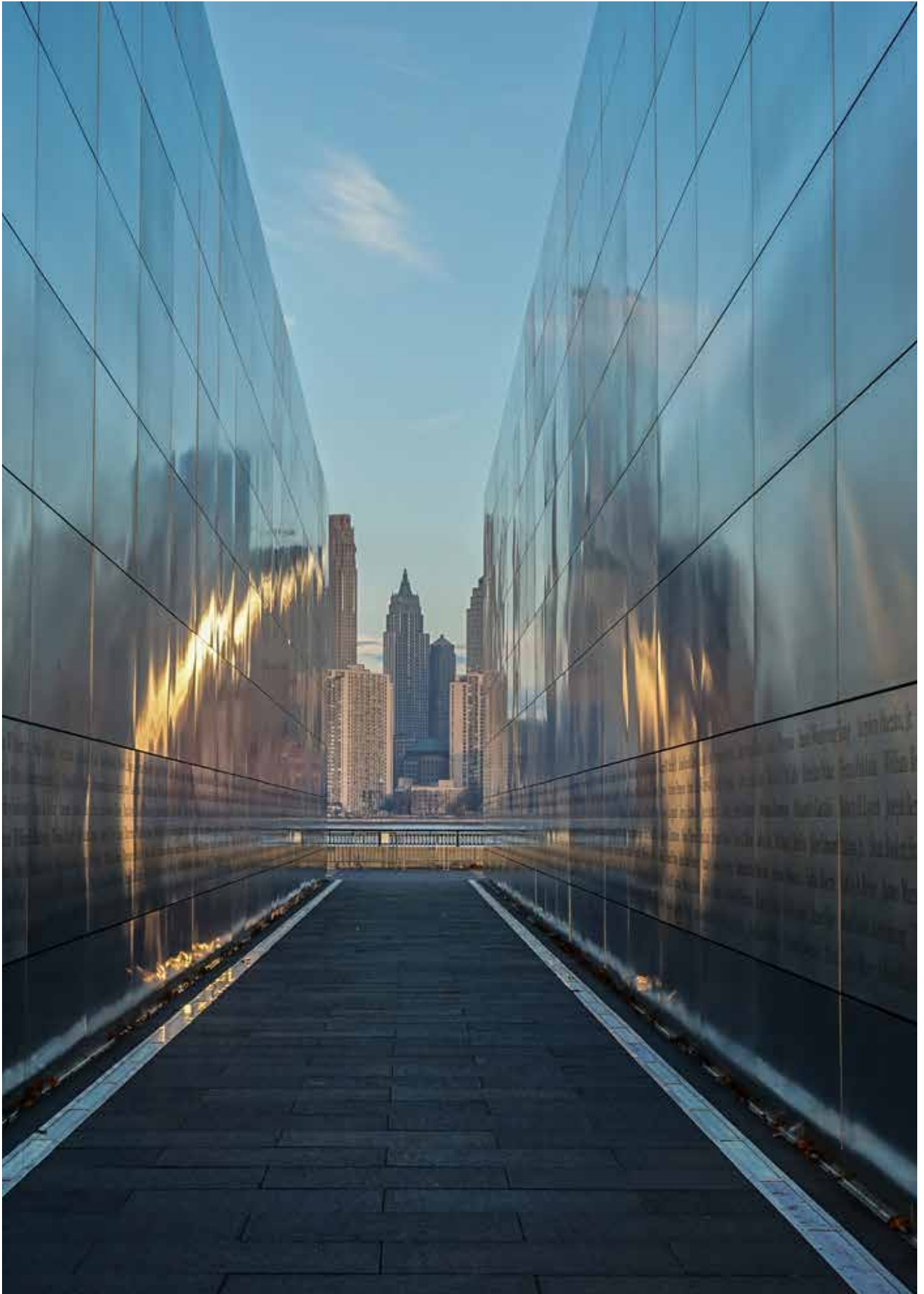
a) Nazaruddin, D.A. and Sulaiman, R. (2013), 'Introduction to Tsunami tourism: notes from Aceh, Indonesia', *International Journal of Sciences*, 2, pp. 71–81.

b) Schou, S. (2014), 'Outraged survivors say 9/11 museum is more a tourist attraction than a memorial', *takepart*, 20-05-2014 (online), available at: <https://participant.com> (26-08-2020).

c) 9/11 Memorial Staff (2017), '9/11 memorial museum welcomes more than 10 million visitors', 9/11 Memorial & Museum (online), available at: www.911memorial.org (26-08-2020).

d) 9/11 Memorial Staff (2017).

e) Schou, S. (2014).



INITIATIVE #18

LABELLING

PRESENTATION AND OBJECTIVES

A label is a collective mark that is materialized through distinctive signs such as names, logos or others. It can be used by different actors. The purpose of a label is to ensure and facilitate the recognition of specific characteristics of a service or product, and to increase consumer confidence in that service or good, ensuring a certain quality. In the context of the tourism sector, the objective is to encourage potential travellers to overcome their apprehensions about certain destinations by providing them with guarantees about the quality of the service offered, particularly in terms of safety, even though the label can be applied to many areas, as we shall see.

IMPLEMENTATION

Process

A label is based on technical specifications (explaining how the labelled product or service must be different from similar products or services). A certification regulation for the label will be set up by a certifying body bringing together specialists and public authorities. To ensure that the applicant meets all the required conditions, awarding the label will be decided after evaluation of the application by a certification committee.

Cost

The implementation of a label is relatively inexpensive but requires great seriousness in the attribution of the label while verifying all the conditions previously defined in the specifications are met. As the label is based on trust, it is essential to be irreproachable, otherwise the whole of the actors in possession of this label will be discredited.



Scale

A label can be implemented at different scales according to the principle of subsidiarity. While it will most often be national and therefore guaranteed by the country, it can also be implemented on a more local scale and be guaranteed by local administrative entities (regions or municipalities, for example) if they are very touristic and better placed to interact with private actors. Conversely, it can be implemented on an international scale between neighbouring countries wishing to promote the development of tourism in their countries in a joint effort.

Actors involved

Those different scales imply that a wide variety of actors can participate in the implementation of a label. In the first place, the countries of course (their administrations and ministries), but also local governments, private actors in the tourism sector (hoteliers, managers and operators of tourist sites, restaurateurs, etc.) and others such as service providers or independent auditors.

EXAMPLES, INITIATIVE 18: LABELING

Clean & Safe Stamp initiative, Portugal

Following the pandemic caused by COVID-19, Portugal has developed very precise sanitary instructions for establishments welcoming tourists, the respect of which entitles them to receive the *Clean & Safe Stamp*^a. Only establishments that have received this label are allowed to welcome tourists. This labelling campaign was accompanied by a training campaign for many tourism professionals in good health safety practices and rigorous controls to ensure long-term compliance with the criteria imposed by the certification. To date, more than 20,000 establishments have been certified.

Safe & secure certification (Sri Lanka)

In order to support the recovery of tourism activity in its territory, the Sri Lankan authorities have published guidelines on the new health measures that tourism sector players must apply in order to be certified *Safe & secure*. This label, awarded by the country of Sri Lanka and the independent consultancy firms KPMG and EY, is intended to strengthen the confidence of potential travellers in the ability of the Sri Lankan authorities to ensure their safety throughout their trip. The drafting of these guidelines was the result of extensive consultation between the Sri Lankan health authorities and the local tourism industry (hoteliers, restaurant owners, cinemas, theaters, etc.).

a) Mr. Sergio Guerreiro, Principal Director of Turismo de Portugal, interview in 'Security and Safety in the Tourism Sector, Volume 3: Case Studies and Testimonials', *White Paper*, #07, Portugal: Data for Safety and Security.

INITIATIVE #19

PUBLIC-PRIVATE PARTNERSHIPS AGAINST CRIME AND FOR INCLUSION

PRESENTATION AND OBJECTIVES

The public-private partnerships in this initiative are often collaborations between private operators in the tourism and hotel sector on the one hand and the police and crime prevention services on the other. They may also involve associations, non-governmental organizations (NGOs) and international institutions involved in education, vocational training, social and economic integration, delinquency and crime prevention, etc. The objective is two-fold:

1. Reduce crime (whether tourism-related or not), thus improving the attractiveness and well-being of the destination: favouring prevention, support for integration and reintegration over a repressive approach, giving the disadvantaged and marginalized populations the means to integrate into society through qualifications and declared job; and
2. Promote the joint, mutually beneficial development of tourism and the local economy and society: encourage the employment of local youth in tourism, provide access to vocational training in the tourism and hotel/gastronomy sector, strengthen the multiplier effect of tourism spending on the local economy.

IMPLEMENTATION

Process

The principle is to address the causes of crime in order to prevent it or to prevent recidivism rather than to punish it. According to the United Nations Office on Drugs and Crime, crime is both a cause and a consequence of poverty, as both reinforce each other in a vicious cycle.¹²⁶ Effective crime prevention therefore requires a clear understanding of the causes and motivations that lead to a type of delinquent or criminal behaviour in a given local context.¹²⁷ The focus on the tourism sector and hospitality industry is justified by the fact that these provide many employment opportunities for low-skilled and unskilled workers, and generate significant revenues for the country and the communities that rely on them, both directly and indirectly.¹²⁸ The following steps are largely based on the United Nations Office on Drugs and Crime crime prevention standards and norms:¹²⁹

1. The first step in a crime reduction through employment strategy is therefore the **precise definition of the nature of the problems and the objectives** in a specific local context. This step requires the collaboration of researchers and experts in the field who are familiar with local issues, as well as local police.

¹²⁶ 16th United Nations General Assembly (2005), *UN Office on Drugs and Crime Working to Promote 'Global Alliance 'to Eliminate Criminal Behaviour* (online), available at: www.un.org (10-08-2020).

¹²⁷ United Nations Office on Drugs and Crime (1995), *Crime Prevention Technical Assistance* (online), available at: www.unodc.org (10-08-2020).

¹²⁸ United Nations Environment Programme (2002), *Industry as a partner for sustainable development*, UNEP.

¹²⁹ United Nations Office on Drugs and Crime (2002), *United Nations Standards and Norms for Crime Prevention. At Your Fingertips* (online), available at: www.unodc.org (10-08-2020).

Communication

2. The next step is to **contact local actors** in the fields of education and vocational training, tourism and the hotel and restaurant industry, to inform them of the current initiative and to gather goodwill.

3. A specific **action programme** should then be prepared with all the actors concerned, such as local authorities, local police, experts, crime prevention professionals, social sector professionals, as well as local actors in education and training, tourism, hotels and restaurants, who wish to join this initiative.

The programme can also be inspired by recommendations, standards and good practices identified at the international level by international organizations (UNWTO, UNODC, United Nations Environment Programme, etc.).

- This programme must be part of broader social and employment policies: aid for professional training, aid for professional integration, aid for hiring, corporate social responsibility, etc. These policies should encourage the tourism sector to give priority to the employment of women, young people and disadvantaged social categories, under good working conditions, with prospects for training, qualifications and career progression. The partner companies must, within the framework of corporate social responsibility, undertake to respect these principles.
- Responsibility for the programme should be assigned to a specialized authority, for example in the form of an agency. This agency may be responsible for coordinating and supporting the participants, managing funds, monitoring the implementation and evaluating the programme. It should also be responsible for public information and collaboration with civil society.
- The programme should facilitate cooperation between universities and training institutions on the one hand, and tourism professionals on the other, to enable unqualified young people to have access both to the labour market and to training leading to qualifications that offer them long-term career prospects. A balance should be sought between theoretical and practical training, allowing for the acquisition of knowledge, interpersonal skills and multiple competencies, with a division of time between training institutions and professional practice.
- Data should be collected on the participating institutions, companies and organizations, the resources used, the number of beneficiaries, the type of training provided, and the satisfaction of the various stakeholders. Their situation after the programme should be monitored, to be compared with the previous situation and thus estimate the causal effect of the programme at the individual level. At the community level, objective and

subjective indicators should also be observed, such as delinquency and crime, perceived well-being and safety, employment, economic growth and residents' perceived future prospects. These results should be analyzed and compared with other similar initiatives as appropriate. Researchers and experts can be involved in the analysis to identify strengths and weaknesses and to develop solutions to address any problems.

- The results should be showcased to ensure transparency, demonstrate the usefulness of the programme, improve the governance, encourage a better efficiency in spendings and encourage broader participation. It also serves to inform research on this type of public policy and to improve existing or future initiatives.

Ownership

These initiatives should be promoted by the participating institutions and entities, as well as by the lead agency. This helps to attract people who can benefit, directly or indirectly. If potential beneficiaries are not directly aware of the programme or do not

decide to participate spontaneously, they can be accompanied by their school, municipal services, social services, police, trade union, association or other. Only if all these actors are duly informed can they make the scheme more visible. Such a promotion of the actions also allows interested organizations, local or not, to draw inspiration from them or to contribute their ideas and know-how to enrich and consolidate the programme. The specialized agency is responsible for welcoming and coordinating all the actors.

Programme preparation, implementation, and funding can be supported by international organizations or local or international business associations committed to corporate social responsibility and sustainable development issues. Employers can finance the costs of training as part of their partnership with the training institutions, as this provides them with the benefit of a cheaper workforce during the training period, and then a skilled and competent workforce.

This virtuous circle means that the tourist destination suffers less from crime and its residents benefit from the development of tourism, which can then take off.

Cost

Public-private partnerships are intended to be self-financing, with private operators financing the training of the apprentices from whose work they benefit. The support of private donors, foundations, associations, international institutions is also possible.

Local level

Resources available at the international level for design, coordination, funding and implementation.

Actors involved

Public authorities and private actors: local and national authorities, regional and international organizations (United Nations Environment Programme, United Nations Office on Drugs and Crime, etc.), local and international associations and non-governmental organizations (World Travel & Tourism Council, International Hotel & Restaurant Association, International Federation of Tour Operators, International Council of Cruise Lines, etc.), local professionals in the fields of tourism, education, vocational training, crime prevention, police, specialized researchers and others.





EXAMPLES, INITIATIVE 19: PUBLIC-PRIVATE PARTNERSHIPS AGAINST CRIME AND FOR INCLUSION

Childwise tourism

Childwise is an Australian NGO that belongs to the ECPAT (see also example of initiative 12) international network, whose objective is to stop child prostitution, child pornography, and the trafficking of children for sexual exploitation. Since 1999, it has implemented a training programme for educators, students and tourism professionals in the Association of Southeast Asian Nations (ASEAN) countries, which are the primary tourist destination for Australians.^a The goal is to train people in the tourism sector to identify and respond to situations in which children are vulnerable to sexual exploitation. These professionals can play an important role in preventing this risk and providing vulnerable children with alternatives to prostitution.

Youth career initiative

Youth career initiative is a programme set up by the International Business Leaders' Foundation through a partnership with international hotel chains, with the support of UNICEF and the Pan Pacific Hotel in Bangkok.^b The partner hotels commit to providing disadvantaged youth with theoretical and practical training at their facilities for five to six months in finance, information technology, interpersonal communication, health and personal well-being. They also help them in their future career choices. This programme, implemented in eight countries (Australia, Brazil, Ethiopia, Indonesia, the Philippines, Poland, Romania and Thailand), aims to lift these young people out of the cycle of poverty and social exclusion by improving their employability in the hospitality industry.

a) Tepelus, C.M. (2008), *Social responsibility and innovation on trafficking and child sex tourism: morphing of practice into sustainable tourism policies*, *Tourism and Hospitality Research*, 8(2), pp. 98–115.

b) Tepelus, C.M. (2008).



CHECKLIST

PUBLIC-PRIVATE PARTNERSHIPS AGAINST CRIME AND FOR INCLUSION

- ☐ Be familiar with the local context (type of delinquency and crime, risk factors) and use best practices and international standards to guide you.
- ☐ Establish a roadmap and action programme in partnership with crime prevention specialists, local police, professionals from the social sector, tourism, the hotel and restaurant industry, and education and training.
- ☐ Assign the programme to a specialized agency responsible for coordination, implementation, reporting and evaluation.
- ☐ Collect data on participation and changes in indicators of delinquency and crime, poverty, employment, and the satisfaction and suggestions of programme participants (trainees, professionals).
- ☐ Communicate to attract grantees and partners, improve the programme through external input or internal suggestions, coordinate with other similar initiatives, increase awareness of the programme and resident participation.
- ☐ Solicit international professional associations, international organizations, and professional partners for programme funding.

INITIATIVE #20

DDR (DISARMAMENT, DEMOBILIZATION AND REINTEGRATION) INITIATIVES

PRESENTATION AND OBJECTIVES

Disarmament, demobilization and reintegration (DDR) or disarmament, demobilization, rehabilitation and reintegration (DDRR) initiatives are initiatives that aim to reintegrate into society groups that have fought each other in a civil war. Their principle is to provide an exit route for combatants and thus ensure continuity between the cessation of hostilities and peacekeeping and peacebuilding. They do this by establishing a process that focusses on disarming members of armed groups, releasing them from their groups, and helping them reintegrate into civil society through vocational training and incentives to participate peacefully in the political life of the territory. These DDR initiatives are one of many at the beginning of a peace or pacification process. They are inherently multidimensional and include a multitude of social, economic, political, military and/or fiscal objectives as part of the overall peace and recovery strategy. In the context of developing a tourism industry, the interest is two-fold. Firstly, to reduce the level of violence and therefore increase the attractiveness of the territory and, secondly, to make available a workforce willing to reintegrate for the various actors who would like to develop their activities there.

IMPLEMENTATION

Process

There is no single model or blueprint for DDR programmes. Each DDR programme must be adapted to the political, security, economic, fiscal and social context of the country. The objectives of the many actors involved in support programmes must be reconciled with these realities. Just as there is no blueprint for programmes, there are no universal institutional arrangements for programme design and implementation. The DDR process is most often seen as a process in which the technical stages of disarmament, demobilization, reintegration and rehabilitation are not distinct phases, but rather a continuum marking the transition from military to active civilian life. Ideally, these steps should be planned from the very beginning of the peace process negotiations and be integrated into the negotiating offer. However, there are certain preconditions, including the signing of a peace agreement that includes a DDR programme, the guarantee of a minimum level of security, and relative trust between the different parties. In addition, there are some recurring elements in the implementation of DDR processes, such as contact and mediation between the different actors, as well as the work of restructuring post-conflict democratic political life.

Cost

The financial cost of these programmes is relatively high, but depends largely on the specific terms of the agreement that the parties negotiated for the DDR initiative. For example, the DDR programme in the Central African Republic cost about USD 45 million. But perhaps the most important cost of these programmes is a political cost if negotiations fail or the programme fails.

Scale

While a DDR initiative aims to reduce violence at the regional or national level, it also has an impact at the international level and requires close collaboration between all parties involved. They are therefore profoundly multi-scalar and involve the participation of a wide range of actors.

Actors involved

Indeed, the overall transition from war to peace within a country is a major phenomenon that involves former warring factions, different ministries and staff of local and national governments, but also other important exogenous actors such as possible former colonial powers, regional organizations (AU, ASEAN, EU, etc.), and international actors such as the UN, donors, and non-governmental organizations.

EXAMPLE, INITIATIVE 20: DISARMAMENT, DEMOBILIZATION AND REINTEGRATION (DDR) INITIATIVES

MINUSCA DDR Programme, Central African Republic^a

The United Nations Security Council, through Resolution 2448 from 13 December 2017, assigned the Disarmament, Demobilization and Reintegration (DDR) Section the mandate “[to assist] the Central African authorities in the development and implementation of an inclusive and progressive programme for the disarmament, demobilization and reintegration (DDR) of members of armed groups [...]”.^b According to the programme’s official website, “the pilot project was launched in Bangui on 30 August 2017 for 440 elements from 12 armed groups. The disarmament/demobilization phase took place in Bangui and in the towns of Bouar, Paoua, Bambari, Kaga-Bandoro, Birao and Kouï. At the end of this phase, 309 weapons, 499 explosive remnants of war and 7,257 rounds of ammunition were collected.”^c In addition, a first wave of about 60 members of the 14 armed groups that signed the peace agreement in the Central African Republic will be incorporated into the Central African Armed Forces (FACA). In total, approximately 250 ex-combatants are expected to be incorporated into the FACA as part of MINUSCA’s DDR programme. The programme has a price tag of USD 45 million.

a) Africanews (2017), ‘RCA: démarrage de la phase pilote du processus DDR’, *Africanews*, 20-07-2017 (online), available at: www.fr.africanews.com (20-09-2020).

Mission multidimensionnelle intégrée des Nations Unies pour la stabilisation en République centrafricaine (s.d.), ‘Mission multidimensionnelle intégrée des Nations Unies pour la stabilisation en République centrafricaine, Désarmement, Démobilisation et Réintégration’ (online), available at: www.minusca.unmissions.org (14-09-2020).

b) United Nations (2018), *La MINUSCA va soutenir le projet ddr prévu pour septembre prochain dans l’ouest de la centrafrique*, 08-08-2018 (online), available at: <https://peacekeeping.un.org/fr/la-minusca-va-soutenir-le-projet-ddr-prevu-pour-septembre-prochain-dans-louest-de-la-centrafrique> (08-08-2018).

c) Mission multidimensionnelle intégrée des Nations Unies pour la stabilisation en République centrafricaine (s.d.).

INITIATIVE #21

DEVELOPMENT OF AN ALL-IN-ONE APPLICATION

PRESENTATION AND OBJECTIVES

The development and provision of an application that can be downloaded by tourists wishing to visit or who already are in the host country is an innovative way to create a direct information and communication channel between tourists and the authorities in charge of regulating tourist activity. This tool can be used for a number of policies, particularly concerning the collection of information on tourists (geolocation, feedback on a particular destination, etc.), which can then be used to improve destination management. It can also allow for better communication between tourists and regulatory authorities, particularly concerning safety, health or other measures. Importantly, the implementation of this application will adhere to local and international laws on private data collection, ensuring the privacy and security of all users.

IMPLEMENTATION

Process

Designing, developing, and launching an application involves clearly defining its objectives and required functionalities from the outset.

Cost

Costs vary, depending on the number of features the client wants to include in the application. The more functionalities an application will include, the higher the cost will be.

Scale

This type of ambitious project is generally supported by the government of the country, but it can also be supported by local communities that have a real need to develop tools to help them manage tourist flows.

Actors involved

In addition to the client(s), the development of an application is generally an outsourced process (the mission can be entrusted to a service provider) but if the authority initiating the project has the resources internally, it can also have it developed by its own teams.

EXAMPLES, INITIATIVE 21: DEVELOPMENT OF AN ALL-IN-ONE APPLICATION

The Visit Sri Lanka application, Sri Lanka

A very good example of the implementation of this innovative initiative is Sri Lanka. In 2020, following the beginning of the COVID-19 pandemic and the closure of the borders, the country decided to develop and implement new sanitary measures in order to be able to quickly welcome tourists again in optimal safety conditions. Thus, the country developed an application gathering in one place:

- The visa application area (ETA), which allows visitors and tourist to apply for a visa entirely online and to take out a mandatory travel and health insurance;
- A system to make reservations for accommodation for the first 14 days of stay (which must be certified by the government for their compliance with the new health security measures);
- A database with useful information for tourists about the main tourist places in the country; and
- A messaging system allowing tourists to communicate directly with the nearest tourist police unit.

In addition to being extremely useful for the candidates to the departure and the tourists already on the spot, this application allows the Sri Lankan authorities to have many information on the tourists and thus to be able to better protect them and to better react in case of need.

The Travel Philippines application, Philippines

The Philippines launched this project in 2020 to help revive the local tourism industry after the devastating impact of the COVID-19 pandemic. It consists of an application that directly informs prospective and existing tourists about the reopened destinations in the Philippines and the health security measures in place in each of them. This application also provides information of interest on the destinations (places to visit, accommodation, etc.).

Note: More information on these initiatives is available in volume 3 in case studies 6 and 9.

INITIATIVE #22

CONSTITUTING A DATABASE TO HELP MANAGE TOURISM SPACES AND CRISES

PRESENTATION AND OBJECTIVES

Collecting data on tourists present on the territory is often a crucial issue for tourism authorities. In times of peace, it allows a better management of destinations (within the framework of crowd management for example) and in times of crisis, it allows a more appropriate and better sized response to the number of tourists present. However, if having these data is crucial for regulatory actors (local authorities, ministry of tourism, tourist police, etc.), the data are generally owned by the private sector. This is the case, for example, for hoteliers who have information on the number of nights sold and therefore on the number of tourists present in an area. The objective of this initiative is therefore to develop systems to aggregate data from multiple sources and transform them into information that can help authorities to make the right decisions. Clear but little information is better than a lot of unclear information. This initiative will also rigorously adhere to local and international data protection laws to ensure the security and privacy of the data collected.

IMPLEMENTATION

Process

This database can take various forms. But in all cases, it will be necessary to meet with partners who have this information and to build with them common systems that will allow for the rapid transmission of information. For example, a daily report on the number of nights booked in hotels in a country will allow regulatory authorities to have an idea of the number of foreign nationals present in a region at a given time, thus allowing for the adaptation of certain measures (sanitary or other) in times of peace and to make the right decisions in times of crisis.

EXAMPLE, INITIATIVE 22: CREATION OF A DATABASE TO ASSIST IN THE MANAGEMENT OF TOURIST AREAS AND CRISES

Data-driven planning for sustainable tourism in Portugal

The objective of this project was to use big data (mobile data, social networks, data provided by private companies such as hoteliers and cruise operators) to:

- Better understand the tourist demand in Lisbon and Porto and the behaviour of tourists in these cities (length of stay, most visited attractions, most frequented places, etc.);
- Identify areas and times of congestion within these cities (e.g., cruise ship arrivals, specific events, etc.); and
- Support local decision-making and the design of concrete measures to address identified problems.

Thus, data is collected via network events (connecting to the Internet, sending messages and

calls) triggered by people connected to the NOS network (the national telecommunication network of Portugal) with a foreign SIM card. These people are identified and their location is recorded according to the relay antenna relaying the signal. This allows to identify the peak periods of tourist arrivals (both in the season and during the day, for example with the arrival of a cruise ship) and the most popular regions. This data can then be used to better manage tourist flows, allowing for more sustainable, safer and more attractive tourism. Indeed, big data, by allowing a better follow-up of tourists, also allows to better ensure their safety, to better plan the distribution of police and emergency teams, to better regulate road traffic and thus to avoid accidents, but also to identify the areas most frequented by national and international tourists and thus to better adapt the reception facilities (infrastructures, environmental protection, etc.)

Note: More information on this initiative is available in volume 3 in case study 7.

Cost

The cost of this initiative varies depending on the size and complexity of the architecture responsible for collecting and aggregating the data. Developing software that can perform these types of missions can cost several million dollars.

Scale

Due to the complexity of developing and managing these systems, they are typically implemented at the national level.

Actors involved

This initiative requires the involvement of many actors, both public and private, including the regulatory authorities of tourism activities (e.g., ministry of tourism, ministry of the interior, police and gendarmerie) as well as private actors with information (e.g., hoteliers, possibly online booking platforms and youth hostels).

INITIATIVE #23

STRENGTHENING THE GUN CONTROL REGIME

PRESENTATION AND OBJECTIVES

Reducing the risks associated with firearms can make the environment safer for tourist activities and thus increase the attractiveness of a territory. Thus, a review of the legislative and regulatory framework concerning the possession and carrying of firearms, their marketing and their legal use, including in the context of activities that may concern tourists, such as sport shooting, hunting or safaris, can help reduce the risk of these weapons falling into criminal hands and reduce the number of weapons in circulation, thus limiting the proliferation of the number of people potentially posing a risk to the local population and to tourists.

IMPLEMENTATION

In this perspective, organizing regularization campaigns on one hand, and voluntary surrender of weapons on the other, can help reduce the number of people in illegal possession of firearms, especially petty criminals who are an important source of attacks against tourists. In addition, strengthening measures to secure stockpiles, even of civilian-held weapons, and ensuring preventive controls on these weapons so that they are not targets for criminals, can also help to reduce access to weapons by ill-intentioned individuals and thus lower the risk to the tourism sector (and to the general population). Finally, creating and maintaining a database of firearms incidents and seizures of illicit weapons can assist in a profiling process and in identifying the areas most at risk, in order to implement appropriate protective measures.

Process

Each country should begin with an inventory of the laws governing the possession, marketing and use of firearms. As well it would be important to carry out an inventory of the violence involving this type of weapon. It will then be possible for the authorities to define the most appropriate ways to protect the population and tourists.

Cost

The cost of implementing national campaigns can vary depending on the size of the country. However, other measures, such as the institution of a national licensing examination, may be more cost-effective.

Scale

These operations are often organized by the national authorities but will often need to be supported at the local level, especially for measures aimed at regularization and voluntary surrender of firearms.

Actors involved

This policy must involve both national and local public actors, but also civil society such as citizens' associations. Indeed, these policies often have a strong echo in society, both among people in favour and against this type of measures. Thus, for the country and local actors interested in improving gun control, involving citizens is an essential step to the success of the initiative.

EXAMPLE, INITIATIVE 23: STRENGTHENING THE GUN CONTROL REGIME

Voluntary Firearms Surrender Program in Argentina

"In 2004, near Buenos Aires, a 15-year-old boy went to his school with a gun and killed three of his classmates and wounded five others. The Argentine Disarmament Network (RAD) was created in the wake of this attack to bring together various civil society organizations fighting against gun violence. On 20 December 2006, the Argentine Parliament passed Law 26,216 approving the creation of a National Programme for the Voluntary Surrender of Firearms. This programme provided for the voluntary and anonymous buyback of weapons and ammunition. From 2007 to 2015, some 300,000 firearms and 1.3 million rounds of ammunition were destroyed under this programme". For these buybacks, a special type of check was created in collaboration with the Argentine National Bank to guarantee anonymity and build trust. The programme also included a public awareness campaign on the risks of gun ownership and the provision of a toll-free telephone number to ask questions. This was an innovative approach to treating gun violence as a major public health issue.^a

a) Ware, A. (2018), *Défendre notre avenir commun – Guide d'action parlementaire à l'appui du désarmement, pour la sécurité et le développement durable* (online), available at: www.DisarmamentHandbook.org (09-04-2021).

GENERAL CONCLUSION



This volume 2 offers the reader a series of risk guidelines designed to allow to quickly grasp the main issues of certain specific risks.

The main lessons learned from these guides are that no risk should be neglected, no matter how little publicity it may receive, and each actor must take the time to consider all aspects of a threat in order to understand the potential impact it represents for his activity and therefore take the most appropriate measures.

This volume 2 then presented technical guidelines – initiatives intended to propose turnkey solutions allowing to quickly consider the most appropriate responses to limit the threat that one or several risks could present for the tourist activity in a territory.

Innovative or traditional, complex or simple, all these measures can, in their own way, contribute to making the tourism industry safer and more resilient. Each stakeholder can and should consider their implementation in its own context, with its own constraints, and thus adapt them to be as effective and efficient as possible.

ANNEXES

GLOSSARY

Country of residence: The country of residence is the country of origin of tourists, i.e., their usual place of residence.¹³⁰ This country, its culture, its norms and its values influence to a greater or lesser extent the expectations and behaviour of tourists. It will be important for the actors of the tourism sector to take into account the origin of the tourists they receive, in order to adapt their offer to the specific expectations that certain tourists might have. Similarly, they will need to pay close attention to what tourists convey in terms of political symbols or cultural norms, and how they are likely to be received in the receiving country, starting with its usual residents.

Country visited: The country visited is the place where the visitor carries out his tourist activity, between his arrival in the country and his departure.¹³¹ To mirror our thoughts above, the actors of the tourism sector attach great importance to the cultural and political specificities of the visited country, so that the conditions of exchange necessary for the tourist activity are optimal, for the tourists but also for the regular residents of these places.

Crisis: A crisis in the tourism sector is defined in the Tourism Crisis Communication Toolkit – Checklists and Best Practices published by the World Tourism Organization as “an unintended, extraordinary and unexpected time-bound process with ambivalent development possibilities”. It requires immediate attention and countermeasures to positively influence future developments and their consequences for the affected organization or destination, and to minimize negative consequences. A crisis situation is determined by assessing the severity of the negative events that occur, which threaten, weaken or destroy the competitive advantages or important objectives of the organization.¹³² Thus, a crisis can be analysed according to several criteria: its scale (specific, local, national or international), its duration (in minutes, hours, days, months, or even years) and the magnitude of its direct and indirect effects. The crisis is also characterized

by an increased level of uncertainty: in the tourism sector, which is highly dependent on trust and security, this translates into a drop in the number of visitors to a destination, or in the number of reservations for a hotelier, for example. These consequences have in fact a common cause, which is the drop in the level of confidence granted to the various actors in charge of managing the crisis. The effectiveness of crisis management is due to several factors, in particular the quality of the preparation of anticipation (Risk Management) and the improvisation qualities of the actors.

Crisis management: Crisis management is defined as “the strategies, processes and measures that are planned and implemented to prevent and deal with a crisis”. This of course requires a good anticipation of the risks as well as the ability of the actors to improvise solutions, an ability that depends on their training and experience. In this case, we regularly speak of the 4Rs of crisis management: *Risk Reduction, Readiness, Response, Recovery*.

Decision-making process: The decision-making process is the process during which tourists will, while in the country of residence, collect information and arbitrate in favour of the destination to which they will travel. It is this decision-making process that all the actors of the tourism sector will try to influence in order to attract a maximum of tourists to their offer. Therefore, it is essential to understand this notion in order to optimize strategies aimed at developing the density of tourist activities in a destination. During this process, the tourist calls upon two elements: his past experience and the perception he has of the different destinations he does not know. If the tourist has already been to the country, it is his experience that will influence him the most. The tourism actors will already have had the opportunity to influence them positively to try to make them come back or to choose their services again in another destination (for a hotel group for example). If the tourist has not yet visited the country, it is the

¹³⁰ United Nations (2011), p. 10.

¹³¹ United Nations (2011), p. 13.

¹³² World Tourism Organization (2011), *Tourism Crisis Communication Toolkit – Checklists and Best Practices*, DOI: <https://doi.org/10.18111/9789284414215>.

information he or she can find that will influence his or her choice. This information may include testimonials from friends and acquaintances, testimonials read on the internet (specialized websites, blogs) or on social networks (influencers). It is important to note that this process is anything but perfectly objective. Tourists are, like any other person, victims of different biases in the reception of information. These include confirmation bias (which consists in favouring information that confirms one's preconceptions or assumptions and/or giving less weight to assumptions and information that work against one's conceptions), negativity bias (the tendency to give more weight to negative experiences than to positive ones and to remember them more), framing bias (the tendency to be influenced by the way in which a problem is presented), memory availability bias (making a judgement about a probability according to the ease with which examples come to mind; This bias can, for example, lead to the recurrence of a recent event) or the halo effect (this effect occurs when the perception of a person or a group is influenced by the opinion that one has previously for one of its characteristics). The tourist is also a victim of what economists call information asymmetry, a "situation of exchange in which some actors have information about the quality of the product or service that others do not".¹³³ This notion is particularly applicable in the case of risk perception in general. Respecting the sociocultural authenticity of host communities, preserving their built and living cultural heritage and traditional values, and contributing to intercultural tolerance and understanding.

Destination management/marketing organization (DMO):

A destination management/marketing organization is the main organizational entity, which may include the various authorities, stakeholders and professionals, that facilitates the formation of partnerships in tourism in the service of the collective project agreed for the destination. The governance structures of such bodies

vary, from a single public authority to a public-private partnership model. Their basic role is to initiate, coordinate, and administer activities such as tourism policy implementation, strategic planning, product development, promotion and marketing, or convention bureau operations. The functions of a destination's management/marketing organizations may vary from national to regional to local, depending on current and potential needs and the degree of decentralization of public administration. Not all tourism destinations have a destination management/marketing organization.¹³⁴

Development: Among the objectives of the United Nations presented in the preamble of its Charter, we can recognize in the following elements a definition of development: a process of 'raising the standard of living with greater freedom', of 'economic and social progress of all people' obtained through international coordination.¹³⁵ In this White Paper, tourism is seen as part of a global strategy for the development of a destination. Tourism has effects on the economy, the natural and built environment, the population of the places visited and the visitors themselves. Thanks to the human, cultural and economic exchanges that it engenders, the income that it generates, and the opportunities for economic and social progress that it creates, tourism is an important development lever. This diversity of effects and the multiplicity of stakeholders make it imperative to adopt a global approach to the development, management and supervision of tourism.¹³⁶

External effects (negative/positive externalities): An external effect can be defined as follows: "an external effect is a benefit or a disadvantage resulting, for a third party, from an exchange between other economic agents". The effect is external to the market and the price system because it is not accompanied by monetary compensation. To characterize external effects, we use the notion of positive or negative externality.¹³⁷

133 Capul, J.-D., & Garnier, O. (2011).

134 World Tourism Organization (2019/a), *UNWTO Tourism Definitions*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284420858>

135 United Nations (1945), *Preamble to the Charter of the United Nations* (online), available at www.un.org (11-08-2020).

136 United Nations (1945).

137 Capul, J.-D. and Garnier, O. (2011), *Dictionnaire d'économie et de sciences sociales*, Hatier, Paris, p. 285.

These effects are very important for understanding the effects that tourism can have on a country or a destination. Indeed, although the tourism sector is the bearer of many positive externalities (economic development, reduction in poverty), it is also the bearer of many potential negative externalities (disruption of traditional ways of life, environmental pollution, economic dependence, development of parasitic actors, etc.) and it is important for the receiving country to anticipate these potential effects in order to guarantee a sustainable and beneficial development for all tourism actors.

Risk: A risk should be defined as “any probability of damage resulting from an event, as soon as the physical integrity of people is at stake”. In this White Paper, we will define risk more phenomenologically as any event that can produce the following consequences: damage to the physical integrity of victims, damage to buildings or the natural environment, short, medium or long-term psychological trauma to victims, negative impact on the reputation of a country, a destination or a player. It is important, although a risk can be analysed according to its probability, to take into account that:

- “1. There is no such thing as a 100% risk-free environment.
2. The risk manager will never really have enough resources to eliminate risk.
3. The risk manager must then determine what is an acceptable risk and what is not.”¹³⁸

Thus, “there is a clear dissociation between risk and risk perception”¹³⁹. As mentioned in the section on the decision-making process, the perception that non-victims have of a risk is essential, because this perception impacts the decision-making process of whether or not to travel and, if so, to what country and under what conditions. This perception of risk is not entirely objective and probabilistic. It also depends a lot on individual predispositions and psychological profiles of tourists, as well as cultural characteristics that frame the perception of each event. Thus, “the challenge is

not only to teach tourists to be cautious, but also to understand that tourist safety is as much a matter of perception as of fact”.¹⁴⁰

Risk management: Risk management is defined as the implementation of anticipatory measures, the result of the design of a more global security strategy. In the context of the tourism system, these measures enable tourist destinations, businesses and other organizations to minimize losses and take advantage of opportunities generated by risks. Risk management is therefore about planning for different ways to transfer or mitigate risk.

Safety: Safety can be defined as all the techniques and means implemented to prevent the occurrence, reduce the probability or mitigate the effect of a risk that has the characteristic of being involuntary. Safety is therefore the notion that we associate with unintentional risks, the latter including, for example, diseases, accidents or accidental fires.

Security: Security can be defined as all the techniques and means implemented in order to prevent the occurrence, reduce the probability or mitigate the effect of a risk whose characteristic is to be voluntary. Safety is therefore the notion that we associate with intentional risks such as hostage taking, theft, terrorist attacks or arson.

Security initiatives: This White Paper introduces examples and proposals of security initiatives, i.e., human or material devices put in place to prevent the occurrence, reduce the probability or mitigate the effect of a risk. These are analysed in terms of scale, complexity and cost. These initiatives have grown significantly in recent years as a result of the growing awareness that security, development and tourism are intimately linked. They are now the subject of regular exchanges between professionals in the sector, notably through forums such as the *Hotel Security Working Group* (HSWG) and the *International Security Management Association* (ISMA). These forums offer real-time exchange and

¹³⁸ Tarlow, P.E. (2014), *Tourism Security: Strategies for effectively managing Travel Risk and Safety*, Butterworth-Heinemann Elsevier.

¹³⁹ Korstanje, M.E. (2020/b).

¹⁴⁰ Tarlow, P.E. (2014).

list best practices that can be immediately applied to each sector. Examples include the development of *tourism-oriented policing and protection services* (TOPPS) or methods called *crime prevention through environmental design* (CPTED), which we will study in more detail in the dedicated section of this White Paper. The development of sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political will to ensure broad participation and consensus. Ensuring the sustainability of tourism is an ongoing process that requires continuous monitoring of impacts and the introduction of preventive and/or corrective measures as necessary.

Sustainable development: Sustainable development is generally defined as development that meets present needs without compromising the ability of future generations to meet their own needs.¹⁴¹ However, this definition has been subject to many criticisms: a narrow focus on environmental pollution to the detriment of other issues such as social justice, a lack of practical applicability, or the difficulty of determining today what the needs of future generations will be.¹⁴² The compatibility between economic expansion, environmental protection, justice and social progress is sometimes questioned. Aware of these criticisms, we have nevertheless chosen to retain the term sustainable development in this White Paper. We base our definition on the more explicit and detailed definition given by the United Nations in its Sustainable Development Programme: “creating more opportunities for all, reducing inequalities, raising basic living standards, promoting development and social inclusion in an equitable manner, and promoting the integrated and sustainable management of natural resources and ecosystems”. It follows from these objectives that tourism, from a sustainability perspective, must:

- Make optimal use of environmental resources that are a key element of tourism development, preserving essential environmental processes and contributing to the conservation of natural resources and biodiversity (water cycle, etc.); and
- Ensure long-term sustainable economic activities by providing equitable socioeconomic benefits to all stakeholders, including stable employment and income opportunities, social services to host communities, and contributing to poverty reduction.

Sustainable tourism: The development guidelines and management methods of sustainable tourism are applicable to all forms of tourism and all types of destinations, including mass tourism and various specialized segments. The principles of sustainability encompass the environmental, economic and sociocultural aspects of tourism development and the aim is to strike the right balance between these three dimensions to ensure its long-term viability.¹⁴³

Tourism: According to the World Tourism Organization, “tourism refers to all the activities of visitors”¹⁴⁴. Tourism is thus an economic and cultural activity that brings together a large number of actors and territories. It is therefore a relationship involving both the demand side (visitors and tourists), the supply side (hotels, restaurants, online booking platforms, etc.) and the regulatory side of this economic activity, i.e., States and regional and international organizations (IOs). Since it is an economic activity, tourism is subject to the laws of competition. Tourists “vote with their feet”¹⁴⁵ and arbitrate between all the options offered to them in the market. However, in this decision-making process, an essential element intervenes, that of trust. This notion implies that, more than in other sectors, the level of trust that tourists have in the actors responsible for the

141 United Nations (1987), *Report of the World Commission on Environment and Development: Our Common Future*, World Commission on Environment and Development Oxford University Press, Oxford.

142 Lippert, I. (2004), ‘An introduction to the criticism on sustainable development’, thesis, Brandenburg University of Technology, Cottbus.

143 World Tourism Organization (n.d.), ‘Sustainable development’, (online), available at: www.unwto.org (29-12-2020).

144 United Nations (2011), p. 10.

145 Tarlow, P.E. (2014).

tourism offer and its regulation must be a particular subject of attention. This trust cannot be acquired on a case-by-case basis. Tourists have a global approach when they grant their trust, which pushes all the actors of the sector to collaborate in order to increase the global level of trust granted to the sector or the receiving country. Because it is primarily a system, tourism forces the actors in the system to adopt a collaborative approach in many areas. Thus, the collaborative approach must dominate the competitive aspect in the tourism sector.

Visitor and tourist: UN Tourism defines a visitor as: “[...] a traveller who makes a trip to a principal destination outside his or her usual environment, for a duration of less than one year and for a principal reason (business, leisure or other personal reason) not related to employment by an entity resident in the country or place visited”. These trips by visitors are tourism trips¹⁴⁶. A visitor may therefore travel for business and professional reasons, but also for personal reasons (vacation, leisure and relaxation; visits to relatives and friends; education and training; health and medical care; religion/pilgrimage; shopping; transit; other). A visitor (domestic, inbound or outbound) “is classified as a tourist (or overnight visitor), if his or her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise”. We would like to provide three additional elements that allow us to better understand what the status of tourist implies, both for them and for the receiving countries. First, they represent a human flow for the countries that receive them. It is a physical flow that needs to be directed, fed, informed, protected, cared for, moved, etc. This notion implies that tourists bring with them imperatives in terms of infrastructure and services, which must be prepared for. Second, visitors represent a financial flow. They bring with them both their purchasing power and foreign currency that will flow into the economy of the receiving country. It is this flow in particular that is sought by governments and private sector actors. Third, visitors are vehicles for political symbols, which can make them either prime targets or banners for groups with political objectives.



146 United Nations (2011), p. 29.

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VOLUME 1: **Close links between tourism, security, safety and development**

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Structured in two parts, volume 1 is intended as a theoretical introduction to the close links between tourism, development, safety and security.

The first part examines the relationships between these concepts, while including them in a more general perspective of understanding tourism as an ecosystem of actors, economic activities and territories. This part develops a more global approach to tourism, defining its short- and long-term players and issues, its recent history and its major trends.

The second part takes a more focussed approach to safety and security matters, providing the reader with the keys to understanding threats, risks and crises, classifying them and potentially responding to them more effectively. To this end, the last part of volume 1 is entirely dedicated to the methodology of designing and implementing a security strategy for a tourist activity.

This volume concludes that investment in initiatives to improve safety and security is effective and necessary for the development of a competitive tourism sector. Such investment will only be possible if there is a strong political commitment and a long-term involvement of decision-makers who want to see the development of an attractive, resilient and sustainable tourism sector in their country.



Volume 3: **Case studies and testimonials**

DOI: <https://doi.org/10.18111/9789284423156>

Volume 3 is the final volume of the *White Paper: Security and Safety in the Tourism Sector*. It covers examples of initiatives and success stories drawn from the experiences of numerous professionals who shared their best practices, ideas and know-how.

The first part is based on interviews with countries from every continent, each of which develops one or two initiatives undertaken by one of these countries. These examples can help readers to familiarize themselves with certain initiatives, or even inspire them to replicate some or all of these programmes.

The second part features testimonials from crisis management experts who have kindly shared their know-how and experience. These invaluable testimonials will give the reader a better idea of how difficult it is to manage a crisis when little preparation is involved, and thus reinforce the main argument of this White Paper, which is that investment in safety and security, as well as crisis preparedness, are fundamental elements in the creation of a national tourism sector that is attractive, resilient and sustainable.

This *White Paper: Security and Safety in the Tourism Sector* presents in three volumes the fruit of a key partnership between the World Tourism Organization, the African Union Development Agency and the West African Economic and Monetary Union. Its aim is to give tourism sector stakeholders all the tools they need to design and implement their own security policies, in line with their own objectives, resources and constraints. This publication aims to play a major role in strengthening the resilience of the tourism sector, in Africa and the rest of the world, and thus contribute to the inclusive growth and sustainable development of local economies.

White Paper:
Security and Safety in the Tourism Sector

Volume 1: Close links between tourism, security, safety and development

Volume 2: Compendium of technical guides on risks and initiatives

Volume 3: Case studies and testimonials

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