

SAFETY AND SECURITY IN TOURISM-

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Human security

is one of the most important aspects of human development.

The consequences of events such as attacks on tourists, health scares ie. the outbreak of SARS, wars, civil unrest, crime and natural disasters are in their own right considerable and apart from travel purpose, travelers require as much information as possible about travel safety and security aspects.

The project intends to reduce risk of the safety problems in tourism sector through improving of tourism management educational programme, online support for assessment, assistance, and continuous upgrading of the tourism guide and tourism manager Qualification.

Situation in tourism industry require further analysis not only how travel safety may be improved but also how security issues may be seen in terms of tourism marketing and management so that the industry is able to better respond to appearing challenges. In the project material for improving the quality of tourism service enterprise management will be developed.



TRAINING TOOL

SAFETY&TRAVEL



1

General information about destination country.

2

Most popular means of transportation, vehicles and roads.
Accommodation.

3

Political situation in travel destination.
Social peculiarities, cultural faux-pas.

4

Risks of natural disasters
Climate and typical natural phenomena.
Flora and fauna, hazardous animals and plants, first aid in case of injury or poisoning.
Food and alimentary options.

5

Most popular outdoor leisure activities in current country.
Necessary equipment, safety and security preconditions.
Services and travel advices for disabled people.

6

Useful information for private safety.

7

Safety and security aspects in a rural tourism establishment.



EXPECTED PRODUCTS

Training tool

"A guide of safety aspects within tourist routes", including all relevant travel safety and security areas, which should be considered by the tourism service provider and travellers, accompanied by practical examples about tourism safety and security.

Recommendations for tourism service providers "Safety and security aspects in tourism service management and marketing.

BENEFICIARIES

- tourism education (including informal education)
- tourism service providers (travel agents, hotels, leisure activities providers)

Indirect beneficiaries

Due to universal nature of the problem, it might be observed that almost everybody in general public can be benefited from the outputs of the project

RECOMMENDATIONS FOR TOURISM SERVICE PROVIDERS

SAFETY AND SECURITY ASPECTS IN TOURISM SERVICE MANAGEMENT AND MARKETING

- The analysis of customer choice, dominant stereotypes and factors influencing choice of customers.
- Safety precautions and procedures in tourism service enterprises and offered services
- Safety and security issues in tourism marketing strategies and methods