

**The Changing Face of Tourism Security
in Times of Terrorism and Crime**

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A quick review of some of the basics of tourism security:

What Makes Tourism Security Special

Tourism is composed of:

- Dreams and images
- The real versus the unreal
- A chance to put the mind on hold
- A chance to learn and not be judged

Traditional Law Enforcement emphasizes:

- Reality not dreams
- The need to always be on-guard
- The role of enforcer and judge

Tourism Policing/Security combines the best of both

Tourism policing has three major roles:

- It provides protection for the visitor and thus protection of the economy
- It provides needed services and a positive image of the community
- It provides a standard of good living that spills over into the officer's relationship with his/her family
- It provides a chance to understand people from other lands and cultures and so helps us to become part of the patch-work quilt that is the basis of the United States.

Tourism Security means working together and knowing what we have:

- How tourism works: What's new in your community's tourism, what is the state of your community tourism: The Data and how these data effect you. Why the police need to care about tourism.
- How well do you know your country and city?
- How well do you understand the economic and social impact of tourism on your community?
- How well do we understand how each agency is part of a total national tourism plan? A tourist does not see an agency he/she sees a city or nation. What we do impacts us all.

Some of the principle tourism components at high terrorism risk

- Shopping centers
- Amusement Areas/Parks
- Transportation Hubs
- Moving dates (for example Christmas shopping period) and symbolic dates (July 4th)
- Hotels and conventions
- Cruises
- Sporting events

Issues of Terrorism and Tourism

The Overview

Terrorism has already caused a great deal of damage to local tourism industries. The US views travel and tourism as components of a single industry. This industry is:

- The largest peacetime industry in the nation
- The first, second, or third largest industry in every state of the union
- Highly related to other key industries
- A major provider of local, state and federal taxes
- Keeper of the nation's icons and historical jewels
- Highly emotional and therefore of great political consequences.

Some Reasons for the Interaction between Terrorism and Tourism

The following table notes the differences between these two forms of terrorism.

	Practical Terrorist	Apocalyptic Terrorist
Mental state	Hopes to change a policy through violence	Victim of self rage and anger
Time frame for success	This world oriented	Next world oriented
Attitude toward religion	Tend toward secularization	Tend toward religious mystical experiences
Suicide	Rarely suicidal, not a key goal	Highly suicidal, suicide is a means to a greater end
Goal	Re-creation of state or policy	Annihilation of the state, or people
Willingness to use WMDs	Limited use of chemical	Biological or nuclear

Value of Human life	Low	Non-existent
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- Tourism is interconnected with transportation centers
- Tourism is big business
- Tourism is interrelated with multiple other industries
- Tourism is highly media oriented
- Tourism spots are places of tranquility or places where business can be conducted in a peaceful manner
- Tourism must deal with people who have no history, thus there is often no data base
- Tourism must deal with a constant flow of new people
- Tourism is a nation's parlor
- Tourism is the point where business touches relaxation
- Tourism centers are the living museum of a nation's cultural riches.

Terrorism will target the tourism industry. This includes:

- *Airlines*
- *Cruise Ships*
- *Buses*
- *Restaurants and outdoor cafes*
- *Major events, sporting or festivals*
- *Places where people congregate*
- *Wherever people are carefree and happy.*

Some of the places where terrorism has struck tourism in the last years

- Canada
- Germany
- France
- Italy
- Indonesia
- Israel
- Italy
- Kenya
- Mexico
- Morocco
- Peru
- Spain
- The Philippines
- The United Kingdom
- The United States

Terrorism is the marriage of violence to political goals. It is not a crime but an act of war. It works by the random wounding and/or murdering of innocent victims. The more random the violence, the more successful is the terror.

There are four key predictors used in terrorism against tourism in cases of mass attacks.

These are:

- Does the site have the potential for mass murder?
- Does the site have the potential for great economic harm?
- Does the site have the potential for iconic harm?
- Does the site have the potential for good media coverage?

Some of the Major problem in the West's counter-terrorism battles:

- We continually re-fight the last battle(s)
- Over media coverage
- Assumptions that terrorists are cowards and are stupid
- Lack of good legislation
- Lack of good counter-terrorism marketing and thus poor risk management
- Lack of real national guidelines vis-à-vis tourism. For example, what is our visa policy?
- No control of borders
- Need for greater post-disaster planning

When it comes to travel we need to solve such problems on the international level such as:

- employ duplicate checks of baggage
- scan all bags including those which are checked
- remove all potential weapons from gift shops that are beyond the security barriers
- checking all workers who have access to airplanes while it is at the gate.
- Check and recheck all ventilation systems. No one should be allowed to approach a ventilation system who does not have your full confidence. Make sure that contract labor is kept far from areas that can be used as delivery systems for bio-terrorism.
- Get beyond the fear that too much security will scare the public. The public is more frightened of security breeches than it is of security methods. The old paradigm of hiding security professionals is no longer valid. Visible security is the best marketing tool that you can develop.
- Know who is studying at your local university, especially in engineering courses.

Below are some changes that are taking place

- The recognition that there is a fundamental paradigm shift in the travel industry. Old assumptions will no longer hold. Those parts of the travel and tourism industry that emphasize security will have a good chance of surviving. The venues that provide give good security mixed with good customer service will flourish.
- The recognition that this is not a passing emergency, but a new way in which people think.
- The recognition that a false sense of security is dangerous. Gas masks will do nothing in case of a biological or chemical attack, while sealed rooms may be very useful.
- The recognition that that no part of the world today is immune from a terrorist attack. Too many parts of the travel and tourism market simply do not believe that an attack can happen to them. It can! Furthermore, as the media often devotes a great amount of coverage to an attack against a tourism area, the fear factor spreads from one locale to entire regions, nations, and even continents.
- The recognition that of what is unsafe in your community. How safe is the local airport? Are cab drivers' backgrounds investigated? Who has access to a guest's room?
- The recognition that police departments need tourism security training and that hotel and attraction workers know how to handle a security emergency.
- The recognition that that we are far from the end of terrorism. State supported terrorism emanates from a number of nations. Pressure needs to be placed on the governments not only to take reactive measures but also proactive, preemptive military measures.

- The recognition that guests/visitors/travelers need to travel smart. In a world of crime and terrorism, it is best that we learn to avoid displays of wealth, vary their daily routines, and keep low profiles. Often terrorists strike people who are in easy range, thus avoiding aisle seats may be helpful.

Most visitors do not travel smart. In a world of crime and terrorism, it is best that our guests learn to avoid displays of wealth, vary their daily routines, and keep low profiles. Often terrorists strike people who are in easy range, thus avoiding aisle seats may be helpful.

A Sociology of Air Travel/When we travel via air we tend to:

- 1 Feel out of control
- 2 Enter into anomic states
- 3 Are willing to lower inhibitions
- 4 Rise in stress
- 5 Undergo Reality loss (what becomes important is making a connection rather than safety)
- 6 Undergo physical discomfort
- 7 Enter into anger displacement

Some Key Differences between Crime and Terrorism Protection

	Crime	Terrorism
Goal	Usually economic or social gain	To gain publicity and sometimes sympathy for a cause.
Usual type of victim	Person may be known to the perpetrator or selected because he/she may yield economic gain	Killing is random and appears to be more in line with a stochastic model. Numbers may or may not be important
Defenses in use	Often reactive, reports taken	Some pro-active devices such as radar detectors
Political ideology	Usually none	Robin Hood model
Publicity	Usually local and rarely makes the international news	Almost always is broadcast around the world
Most common forms in tourism industry are:	Crimes of distraction Robbery Sexual Assault	Domestic terrorism International terrorism Bombings Potential for bio-chemical warfare
Statistical accuracy	Often very low, in many cases the travel and tourism industry does everything possible to hide the information	Almost impossible to hide. Numbers are reported with great accuracy and repeated often
Length of negative effects on the local tourism industry	In most cases, it is short term	In most cases, it is long term unless replaced by new positive image
Recovery strategies	<ul style="list-style-type: none"> ∑ New marketing plans, assumes short-term memory of traveling public. ∑ Probability ideals: "Odds are it will not happen to you." ∑ Hide information as best as one can 	<ul style="list-style-type: none"> ∑ Showing of compassion ∑ Need to admit the situation and demonstrate control ∑ Higher levels of observed security ∑ Highly trained (in tourism, terrorism, and customer service) security personnel

Some of the differences between domestic terrorism, protest terrorism (Meetings cum Demonstrations or MCDs) and International Terrorism

	Domestic	MCDs	International
Viewed as	Crime	Politics	War
Goal	Overthrow government or policy	Change policy	Conquest
Preparation time	Very little or none	Great deal of time	Very little or none
Targets	Government Buildings	Meetings	Economic or transportation centers. Tourism most at risk here of a direct attack
Effects on Tourism	Major short-term effect. Can become a part of dark tourism.	Major effect during short and medium term memory	Can have long term effects, especially if it is repeated

Marketing Counter-terrorism within the Tourism Community

Do you know that the new paradigm for the travel and tourism industry is based on the fact that tourism security is now a major part of a location's marketing strategy?

Here are just a few examples of the way that the tourism and travel industry is beginning to assimilate this paradigm change.

- The 2002 Olympic Games in Salt Lake City have incorporated into their marketing plans the idea that visitor security is its number one priority.
- Airlines such as El Al, the Israeli airline that emphasizes security are running full when other airlines across the Atlantic travel recently have been traveling at 60% capacity.
- State and national tourism conferences are adding speeches about tourism security and its impact on marketing.

Below are some suggestions to help you make this paradigm change.

- *Think conservation. When the environment is safe, the visitor is also safe. Tourism surety is more than merely protecting the visitor, it entails protecting:*
 - *The visitor*
 - *The local population*
 - *The actual site*
 - *The area's environment*
 - *The area's reputation*

Facing issues of Militant Islam, Tourism and Terrorism

Religions and Terrorism and Tourism

- No one lives by pure reason.
- Beliefs are that which determine our emotional response to another human being or to reality
- If you believe you have only two weeks to live you will act one way, if you believe that you have 20 years to live you will act another way.
- The west has traditionally thought that we are motivated to actions by economics, political or personal reasons. The reality is that ideologies cause actions.
- If you believe that only people who believe X will obtain Y than will not respect Z who believes W.
- What one believes about an after-life may well determine what one believes about life.
- As a religion become more next worldly the chance of it spinning off violence is greater.

The merging of religion, ideology, and terrorism.

1970s

Preferred method: hijackings

1980s

Preferred method: hostage taking

1990s

Preferred method: bombings

2000s

Preferred method: suicide missions

2010s

Preferred method: assassinations and facility assaults?

Issues of Islam:

- It is essential that we read deal with Islam from the perspective of the Koran and not from political correctness.
- Islam, as is true of many religions, has its moments of violence and peace, the problem with Islam is that it has not developed a reformation. Islam and the Koran are one.
- In Islam often the difference between "fundamentalists" and "moderates" is their willingness to use military action as part of their faith.
- What is jihad? Literally it means "struggle." While there can be an inner jihad it has most commonly been used in as the term against infidels and apostates.
- The world is divided between "the House of Islam" and the "House of War." One who is a infidel is to be pursued until he/she becomes a Muslim or dies.
- To be a moderate is to split hairs, rather than simply read the text.
- No piece of land that was ever added to the House of Islam can ever be renounced.
- The penalty for apostasy is death

Profile of a suicide bomber

- Ideology matters. People give their lives for ideology
- Homicide bombers need support from the homefront and from abroad.
- Financial support helps, once the decision has been made
- The desire to seek revenge.
- Data show suicide bombers young, well educated

Meanings of Terrorism and Terrorism, Tourism and the Media

- 18th century: Violent actions from above, i.e., those in control, Example 'Reign of Terror' and the Guillotine
- 19th century: Violence from below, assassination of those in power often by anarchists
- 20th century: Political violence perpetrated by non-state actors. Actions by the state often not considered terrorism, but there is also the late 20th century model of "state terrorism".
- 21st Century: Age of Mass Media Terrorism. Violence perpetrated to create publicity directly or indirectly.

In the 21st century there is an alignment between crime and terrorism.

Hate crimes and terrorism

Art theft and terrorism

Crimes against cultural institutions as a form of terrorism

Terrorism often works with criminals and crosses continents.

Cooperation between Narcotic groups and terrorist groups IRA and Palestinian groups

We can see a clear relationship between the attacks against the world trade center and then the suicide bombings in Israel.

As culture plays a greater role in economic development in a graying population then its facilities will be done.

During anti US terrorism attacks, the media tends to shy away from the White House, State Dept and Defense Dept, thus the US loses its advantage vis à vis the propaganda war.

No matter how good the US response the media will highlight errors.

Terrorism is a method and never a goal. It is a method whereby one can communicate a message against which there is little defense.

Terrorism connects the media to the public to the government realms.

Handling the media during/after a terrorist attack

1. Feed the media. Provide the media with a stream of information. Better it come from you than from someone else. The media are like sharks and must have a continual supply of food: if you fail to feed them they will turn on you. Give out small tidbits of information on a regular basis.
2. Use the media to calm the public.
3. Use the media as a coordination tool. It gives the media something positive to do.
4. Monitor the media around the clock and challenge all inaccuracies.
5. Make the media aware that you need their cooperation.
6. No matter what the media may demand, put the lives of victims and hostages first and if necessary do not be afraid to deny access.
7. Do not limit freedom of information unless lives are in danger and then state so.
8. Develop media guidelines in case of a terrorist attack but do not believe that the media will keep its word.
9. Make sure that the responders show a "human face". Win the sympathy war.
10. Set up a web page and get information out on it as soon as possible. In this way you can circumvent the media. in the unfortunate occurrence of such attacks.

The Anatomy of Risk for Cruise Passengers

Below is a partial listing of places where cruise passengers are at risk and liability issues and issues of foreseeability may come into play.

- Personal Injuries or death
- Issues of Reasonable Care
- Seaworthiness
- Assaults by crew members, on crew members and passenger against passenger

- Weather conditions
- Poor food or sanitation
- Poorly designed gangways
- Issues of Medical Care
- Hurt during excursion or tourism
- Baggage loss or damage

Places of Lodging and Terrorism

Key issues to keep in mind:

- People working in the field are tourism's first line of defense
- Good service equals good security
- The need to look at detail, protection is in the details
- Need to develop the balance between good security, tourism ambiance and good service
- Need to remember that tourism is a perishable product
- One attack can cause thousands even in a far off place to lose their jobs. After Sept. 11th Las Vegas lost 15,000 jobs.
- A few well placed pipe bombs can destroy Disney
- We need to get tough on illegal immigrants
- Need to distinguish between Militant forms of religions and religion
- The nation-state is not a Middle Eastern concept
- Not all visitors to the US wish us well
- Tourism can mean dollars or it can be infiltration
- The need to explore new paradigms