

BUILDING A SAFE AND SECURE TOURISM INDUSTRY

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Top international tourism destinations know that to increase arrivals and sell more trips they must positively influence perceptions of their country's safety and security. The number one reason tourists or outbound incentive tour operators will book trips to your destination depends on if they feel your country and tourism operators value their customers safety and security. Few tourists want to go on a vacation to risk their life. No matter how wonderful your country, trips, pricing or tourist attractions are, prospective travelers are going to assess their safety and security first.

In building a safe and secured image for your destination, your potential visitors will ask the following three questions: 1. Are you experienced? - meaning that they are not the first tourists you have ever had and that you or your region is experienced with tourists, 2. Is your destination fun? - meaning that you offer a variety of experiences to satisfy a diverse set of customer demands, and 3. Did anybody (tourist) die? - meaning that your country is safe and that your tourists' safety and security is your top priority.

With so many wonderful travel options on the planet, and information so readily available via the internet or media - what and how prospective travelers hear about your country can either help your sales and arrivals or hurt them. The presentation will discuss a creative new way to market a destination which concentrates more on spending more money on personnel development in the hopes of creating a better level of customer service and spending less money on traditional advertising media.