

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

The goal of "Tourism Tidbits" is to provide travel professionals with a monthly, easy-to-read overview of creative ideas. With proper referencing, we invite you to quote or reproduce "Tourism Tidbits" and to pass it along to a friend.

"Tourism Tidbits" is published monthly in English and Spanish, Portuguese and Turkish. Mtra. Patricia Koalska of Mexico does the Spanish translation, Ericka Amorim of Lisbon, Portugal provides the Portuguese translation, Elise Magras from the French Caribbean provides our new French translation, and Dr. Turgut Var provides the Turkish translation.

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### **TOURISM & MORE'S "TOURISM TIDBITS"**

Two Guest Authors

April 2011

Editors note: Tourism Tidbits tries to provide differing viewpoints and ideas. As such this month we offer two articles by guest authors, one on fire safety by Dr. Richard Feenstra and one on tourism and ecology by Max Habestrom. Please note that the ideas expressed in these articles are purely those of the authors and do not necessarily reflect the position of Tourism Tidbits or Tourism & More, Inc.

#### **EVENT FIRE INSPECTION TIPS**

**By Dr. Richard Feenstra**

Putting on a successful event takes a lot of work and coordination. One area often overlooked is the need to work closely with the local fire department. For example, in many US locales when an event exceeds 300 people a permit for temporary assembly is required. Cooking, fireworks, even the simple use of candles may require an event planner to apply for a permit.

One only has to look at the most recent US Football Super Bowl to see event planning gone awry. Over 400 fans traveled great distances, excited to see the Super Bowl, just to find out the event planners had failed to coordinate with the Arlington Fire Department and therefore did not have seats. Issues with fire departments shutting down events are more common than expected. In 2010, the Los Angeles (California) Fire Department shut down L.A. Production Studios hosting fashion week, The Tampa (Florida) Fire Department shut down a haunted house, and the Santa Barbara

(California) Fire Department shut down a number of down town wineries from hosting any events with occupancies over 50 guests.

To avoid potential mishaps with the fire department Tourism Tidbits offers the following to help with any challenges along the way:

- **Submit your request for authorization early.** How quickly a fire department can process a permit varies, so call and ask. Double the amount of time they give you and triple the amount if you hire a 3rd party to file the permit for you. Even if the fire department says it will only take a couple of days, four weeks prior to any event is the minimum amount recommended. When revisions are requested, this extra time will help ensure success.

- **Conduct your own inspection before the fire inspector arrives.** While you may not be aware of exactly when the inspector is going to arrive, it is a good idea to walk through the event and check to make sure fire extinguishers are charged and have inspection tags, exits are not locked or blocked, exit signs are properly lit, there are no trip hazards, or any other obvious safety concerns exist.

- **Seek a fire inspector you like.** While fire codes are written in "black and white", the way each city and each inspector interprets the codes will be slightly different. While one inspector focuses on keeping exits clear another may focus on the location of fire extinguishers. When you find an inspector you like, establish a relationship and request they work on your event. Done correctly, an inspector will pick up your call and help even when not assigned to your event.

- **Get agreements in writing.** If an inspector shows up at your event and requires or allows any changes, work with the inspector to get the changes documented. Regardless if the change is or is not in your favor, the better documented the more useful it will be for planning future events or for dealing with a new inspector.

- **Don't be afraid to stand your ground.** If you really do not agree or find the inspector unreasonable, don't be afraid to make a formal appeal or request to speak with a supervisor. The best approach is to remain calm and explain how the requirement the inspector is trying to enforce will impact your event and then ask the inspector to provide you with the appropriate appeals process so you can work together towards an equitable solution.

- **Ask for a reasonable abatement date.** Given the nature of temporary events, sometimes an inspector will ask for a code violation to be abated immediately even though realistically it cannot be accomplished. The same violation noted in a permanent facility will often be given several days or even a few weeks to comply, but because an event is temporary the inspector may try to use the forthcoming assembly permit as leverage to immediately abate the problem.

- Be creative, there is almost always a way to get the fire department to say "Yes".

Within the code there is an option called Alternate Materials & Methods, sometimes known as Alternate Means & Methods. When told no, ask about what alternates are available. Can you use a fire watch, what about placing an engine on standby? Fire Protection Engineers can be used to craft alternatives to the code.

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**A Convenient Truth for Tourism**  
**"Sustainable/Responsible Tourism and Renewable Energy for Peace"**  
**by: Max Haberstroh**

There is a documentary movie stirring up people's minds (and hearts): The Fourth Revolution - Energy Autonomy ([www.energyautonomy.org](http://www.energyautonomy.org)), produced by Carl-A. Fechner. The documentary responds to Al Gore's blockbuster The Inconvenient Truth with a visionary 'convenient truth': Within thirty years from now, solar, wind, or biogas-powered transport will be real.

The basic idea of linking sustainable/responsible tourism with renewable energy is that 'renewables' have already been a global issue for a long time, with growing intensiveness ever since many scientists have become sensitized over the man-made impact on climate change. Instead of rehashing the technical advantages of system updates in coded messages, why not state that: "everyone can be an unlimited clean energy producer"?

It is time for the tourism industry to reflect on our own indifference towards the collateral damage caused by a civilization whose negative impact has become disproportionate to the desired conditions of many. Using and boosting renewable energy instead of fossil fuels would not demand ceding one slice from our usual comfort. On the contrary, it would improve it and profitability of businesses as well. However, using renewable energy is less dependent on a generally acknowledged rationale, but rather on an amalgam of consumer, company, and governmental long-headed habits, combined with the well woven networks of conventional energy supplier and traditional financial players to keep wielding their overwhelming lobbying power with political decision makers.

**Energy means power, and tourism means freedom.** These are higher values added to mere functions like providing 'electric power' and offering 'transport/accommodation/recreation'. It is up to us to extrapolate 'renewable energy' and 'sustainable/responsible tourism' to a 'lifestyle', keeping in balance the very sense of development of social wellbeing, economic progress and ecological sustainability.

Fossil energy has started to show its limitations, whereas renewable energy is practically unlimited. Biological systems are energy systems, after all, and invisible energetic conditions create and form visible and tangible conditions, as evolutionary research tells us. Hence, like fresh air, sunshine, and spring water, energy is originally a gift - renewable and accessible for everyone. Today, the heart of the matter is no longer technology, it is up to the political will to turn the magic of 'tapping the sun' into reality - it's pioneering decision-makers awareness of butterflys flapping their wings.

An unrenounceable ingredient to wonderful holidays, the sun has become the 'face of tourism' on catalogues and advertisements. Providing the basic impulse for any kind of movement and life, the sun is the 'face of energy', a symbol of freedom, happiness, wealth, success, beauty, restart or unification. Why not catch the spirit, making The Sun, shown in so many national flags and coats of arms, the new symbol of an emerging Solar Age, the interface of Renewable Energy and clean global Travel and Tourism'?

In developing countries, especially, and other regions that depend largely on Travel and Tourism, the immense damage caused by tourism, due to high water and energy consumption, plays an elementary part. In their capitals, sometimes only a few major hotels account for most of total energy (and water) consumption. Mega hotels are energy eaters - almost like a small town under one roof.

People say that travellers won't worry about their hotel's energy source. To be sure they will once it has become usual that hotel heating, cooling, illumination are constantly available, clean and free of charge. This is contrary to some current experiences with scores of power cuts per day in so-called 'holiday paradises'. Once it is common practice that visitors are no longer exposed to the night-and-day sound of diesel-propelled power engines, spoiling the otherwise highly appreciated natural holiday ambience, whether in the shelter of an alpine cottage in the majestic Tien Shan mountains or in a rainforest lodge on the shores of the mighty Amazon river. Sharing the spirit of the natural system in times of global complexity, renewable energy and sustainable/responsible tourism are nothing less than natural allies. We will decide what should prevail - the Authentic, the Beautiful, the Valuable - or mere mediocrity, hypocrisy, fallacy. The fossil-energy consumer or the renewable-energy user, the indifferent tourist or the responsible traveller, paradise lost, or Planet Earth regained? The options are more quantity, or better quality.

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

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

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## In Hard Economic Times Business Continuity Is More Important Than Ever?

This program is aimed at helping your business get back on its feet after a physical, man-made or economic disaster. Business continuity and disaster recovery are the factors dictating whether businesses remain prosperous or deserted after the dust settles in.

Tourism & More offers now a practical set of programs to deal with disasters and crisis and to enhance business durability and continuity. This is a way to make your business attractive, appealing and customer service oriented. We tailored a curricula that sets these standard as a starting point for stronger, safer, and better business strategy.

The programs include:

**Dealing with Disasters in 3D** - the practical Business Continuity plan to your organization, taking into account the cause, the responders, and the affected (customers, employees).

**Leadership in times of crisis** - how to turn confusion into assertiveness and disasters into opportunities

**Decision Making Anatomy** - making your decisions powerful and right every time.

**Crisis Communication** - the element that glues together all crisis management dimensions

**Demystifying BCDR** -designing effective and clear business continuity and disaster recovery plan

**If interested please contact Tourism & More's specialist in business continuity, Tomer Benito at <[tomer.benito@gmail.com](mailto:tomer.benito@gmail.com)>**

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## TOURISM AND MORE'S WIDE RANGE OF SPEECHES AND TRAINING SEMINARS

For a complete listing of topics and information, please check our web page <http://www.tourismandmore.com/contact> or e-mail us at [ptarlow@tourismandmore.com](mailto:ptarlow@tourismandmore.com)

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

Here is a partial list of some of

our other most popular topics. All seminars and speeches can be presented in English or Spanish.

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

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

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

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

Additionally:

Our trained staff of professionals are ready to meet with your board and you to discuss specific strategic planning in this most difficult of times.

Please contact us at [ptarlow@tourismandmore.com](mailto:ptarlow@tourismandmore.com) for more information regarding costs and available dates.

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

Other lectures include:

-Tourism Confronts Terrorism: What You Need to Know to Maintain a Viable Industry in the Face of Terrorism.

-Training Your Police: Tourism Oriented Policing (TOPs), how it works and why it is essential for a viable tourism industry.

-Getting On Board: Helping Your Police and Other City Employees to be Part of the Tourism Industry.

-Marketing to the Baby-boom Generation, Generation X and beyond.

-New Trends in Tourism Marketing and International Tourism.

-When the Market is Tight and the Economy Is Slow: New Ideas in Marketing.

- Developing a Successful Agricultural and Rural Tourism Industry.
- Something from Nothing: The Art of Creating New Attractions.
- Tourism Ethics: Linking the Wisdom of Moses to Your Tourism Product.
- Understanding Tourism Statistics: When is a fact a fact and when is it not? How to present data to the media?

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

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

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## **Call for papers**

### **Global Congress on Travel: Public-Private Dialogue and Research Presentation Opportunities**

The Global Congress on Legal, Safety, and Security Solutions in Travel, August 25-28, in Houston, Texas, is an unprecedented public-private dialogue addressing all aspects of the travel and tourism equation. The academic and research community are invited to submit research presentation abstracts for the Global Congress on Travel "Poster Session". The Global Congress will address topics such as "Legal Issues Arising From Online Reviews, Ratings and Testimonials," "Is it Time for Standard Protocols on Medical Travel & Tourism?" and "A Dialogue on Traveler Rights." To register for the Global Congress, please visit [www.regonline.com/2011GlobalCongress](http://www.regonline.com/2011GlobalCongress). For more information, please visit

2) The United Nations World Tourism Organization (UNWTO) and the University of

Algarve (Portugal) are pleased to invite you to participate and to submit papers to the Forum "Tourism and Science: Bridging Theory and Practice" to be held at the Tivoli Marina Vilamoura, Algarve, Portugal, from 1-3 June 2011.

Academic and professional papers are welcome, and will be contributing to the UNWTO-Know Forum and the resulting UNWTO Algarve Consensus. Papers should comply with the methodological guidelines set for the Forum. All submissions must be received by 15 April 2011.

The Organizing Committee would be grateful if you could circulate this information at your institution or among those potentially interested in participating in the event.

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### **BOOKS ON TOURISM**

Our new book: Twenty Years of Tourism Tidbits: The Book is now on Kindle and Amazon. Please go to:

[http://www.amazon.com/TWENTY-YEARS-TOURISM-TIDBITS-ebook/dp/B004Q9TIWW/ref=sr\\_1\\_2?ie=UTF8&m=AG56TWVU5XWC2&s=books&qid=1299276788&sr=1-2](http://www.amazon.com/TWENTY-YEARS-TOURISM-TIDBITS-ebook/dp/B004Q9TIWW/ref=sr_1_2?ie=UTF8&m=AG56TWVU5XWC2&s=books&qid=1299276788&sr=1-2)

1) Event Risk Management and Safety (ISBN 0-471-40168-4) by Peter E. Tarlow, published by John Wiley & Sons. Presenting theory and practical applications. To purchase this book, visit <http://www.wiley.com/> or <http://www.amazon.com/>. If you would like Dr. Tarlow to speak or train people in this area, please contact him at [ptarlow@tourismandmore.com](mailto:ptarlow@tourismandmore.com)

2) Restoring Tourism Destinations in Crisis by Dr David Beirman: Published By Allen & Unwin (Australia & SE Asia) and CABI Publishing North America/ Europe 2003. For more information contact the author at <mailto:david@aicc.org.au>.

3) Leisure Travel: A Marketing Handbook, by Stanley Plog, Pearson Prentice-Hall, Upper Saddle River, NJ, 2004. It's available through the website of Pearson Prentice-Hall for \$25.

4) Tourism in Turbulent Times. Toward Safe Experiences for Visitors. Edited by Jeff Wilks, Donna Pendergast, and Peter Leggart. Published by Elsevier.

5) Tourism Security & Safety, from Theory to Practice. Edited by Yoel Mansfeld and Abraham Pizam, published by Elsevier.

6) The Economics of Tourism Destinations, by Norbert Vanhove, Published by Elsevier

- 7) Beach Safety and the Law, Edited by Jeff Wilks published by Queensland (Australia) Law Society
- 8) Media Strategies for Marketing Places in Crisis, by Eli Avraham and Eran Ketter Published by Elsevier
- 9) Tourism Development: Growth, Myths and Inequalities. Burns, P. and Novelli M. eds. (2008). Wallingford: CABI
- 10) Tourism Management: Analysis, Behavior and Strategy, edited by Woodside and Martin, published by Cabi, London, England
- 11) Tourism and Mobility, Burns, P. and Novelli M. eds. (2008). Wallingford: CABI.
- 12) Two new books for Spanish readers: (1) Inversión Hotelera, by Alfredo Ascanio and Turismo Sustentable both by Alfredo Ascanio and Marcus Vinicius Campos, You can purchase both of these books at <http://etrillas.com.mx/trillas/busqueda/php>
- 13) "The Ethics of Terrorism. Innovative Approaches from an International Perspective."  
Eds Thomas Albert: Publisher: Charles C. Thomas, Springfield, IL; USA  
Mailing Orders may be obtained directly to use:  
PO Box 19265 Springfield, Illinois, 62794 - 9265. USA  
or by calling (800) 258-8980; ask for customer service, at "[www.ccthomas.com](http://www.ccthomas.com)"  
or a  
[books@ccthomas.com](mailto:books@ccthomas.com).
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## Two new articles:

Dr. Tarlow's new article on pilgrimage tourism can be found in *Tourism Review*. To read it go to URL

<http://www.tourism-review.com/travel-tourism-magazine-pilgrimage-travel-spiritual-journey-into-oneself-category1469>

Then in the left hand corner you will see "download". Press the download tab and the article will appear.

Dr. Tarlow's article on the turmoil surrounding the tourism industry. You can find it at:

<http://www.eturbonews.com/22007/tourism-confronts-world-turmoil>