

**"TOURISM TIDBITS"**  
**FROM**  
**TOURISM & MORE, Inc.**



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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.

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

**September 2013**

### **Is Tourism Good for the Environment?**

Although it is no longer a rarely to find on a hotel bed a sign asking the guest to reuse his/her towel or to accept having sheets changed once every three days rather than once a day, many people still wonder if tourism is an environmentally friendly industry. Due to past mistakes the public often is cynical about tourism and it is not unusual to hear people wondering out loud if the desire to change sheets once every three days is more about saving the hotel money than about saving the environment. There is no doubt that tourism, at least in the past, has not always been environmentally friendly.

There are many reasons why we in the tourism industry must face numerous challenges when it comes to proper stewardship of the earth. Travel is hard, and people on vacation or a business trip want to be pampered. Many visitors believe that part of the fun of traveling is leaving cares and concerns behind and enjoying those little extras luxuries that are not part of most people's every day lives. Thus, when on vacation we tend to use more towels than necessary, and are not always as conscious of our ecological responsibilities as we should be.

Furthermore, most travelers never consider that even although they are not paying for the water in a hotel, on a macro level its usage has a major environmental impact. Restaurants, hotels, and attractions often keep their air conditioning at sweater weather conditions. Attractions and transportation centers often stay lit up all night long, adding to the earth's light and energy pollution. The problem with this attitude is that when we move from the individual to millions of individuals, then the collective damage becomes severe.

Another problem in keeping the world green is the over use of concrete and the lack of plants and beautification projects. Too many urban areas have become fields of concrete held together by rivers of asphalt. These area are not only visually unappealing, but tend to hold heat in causing higher air conditioning usage. Plants are nature's way of turning carbon monoxide into oxygen and are the planets living lungs. Cities that create green spaces not only add beauty to their visitors and citizens' lives but also help to replenish our oxygen supply and green spaces are an easy and inexpensive way to lower crime rates.

Tourism and travel then are faced with the issue of balancing the needs of the environment with the needs of its customer base. If travel becomes too hard, then it may lose its enchantment and glamour; if on the other hand it does not respect the Earth then there may be no place to which to travel!

Here are some of the ways that we can turn travel and tourism from a polluter and energy waster to a green commodity that is elegant, gracious and enchanting.

- **Promote hotel sensible laundry policies.** For example do not only employ such tried and true methods of washing sheets every three days rather than every day, but also consider the use of new technologies such as light bulbs that save on light/heat pollutions.
- **Develop a green tourism measurement scale for your community.** Because most communities have no overall environmental plan, few locales know how well they are doing in creating green tourism. Develop an overall city plan that includes such things as: traffic control, transportation issues, water usage, pollutants emitted into the atmosphere and natural water resources, animal protection, garbage disposal, paper usage. Make sure to tailor your measurement scale to the needs and challenges of your community or location, and weight those factors most heavily that have the greatest impact on your community or location. Take the time to review your tourism area. Is it easy or difficult to throw away rubbish? Is protection provided for sensitive foliage? Are people made aware of what is harmful and what is permitted? Remember that in a multi-national, multilingual world signage must be understandable not only by those who speak the native language but also by foreign guests. Also remember to inform while guarding against noise and sign pollution.

- **Remind people that good security begins with a sense of environmental pride.** Many tourism security professionals emphasize that good security starts with beautification projects and good environmental control. For example, New York City learned that by cleaning up the trash, fixing broken windows, and getting rid of graffiti that it was able to lower its crime rate considerably. In a like measure the more any of us care for our environment, the more pride that we have in it and the lower the chance of crime.
- **Think sensibly.** Sometimes the least innovative is the most ecologically friendly. For example, paper towels in wash rooms come from a renewable resource, tree farms, but electricity is not only expensive to produce but also its production is environmentally unfriendly. Replace electric hand drying machines that not only are ecologically unfriendly but also tend to spread germs with paper towels made from tree farms.
- **Restaurants can exemplify good environmentalism.** Restaurants can be careful to use soaps that pollute less and serve water only upon request. There are a numerous washing devices on the market that use less water and less power than hand dishwashing. In fact, washing by hand is often less ecologically friendly, uses more pollutants and requires more hot water than does an eco-friendly dishwasher.
- **Be eco friendly at your car rental places.** Attractions and car rental companies should switch to electric cars as soon as possible and instead of running buses for local transport, use mini-vans, golf carts or other vehicles that tend to use a minimal of fossil fuels.

- **Turn your environmentalism into a form of marketing.** All too often people in the travel and tourism industries forget that a clean and healthy environment does not take away from the bottom line it adds to it. Do not define “green” in its most narrow sense of the word, but rather in its broadest sense. Few people will spend a lot of money to eat over a garbage dump, but many people are more than willing to spend top dollar to eat in a charming setting, be that setting a table overlooking an ocean, a crystal clear lake, a beautiful garden, or a forest.

By promoting green and by finding innovative ways to protect the environment, tourism is assuring that it will continue to offer products that are pleasant to the eye, and good for generations that are yet to be born. The wise travel and tourism marketer promotes the ecological health of his/her area in all written, oral and visual marketing efforts.

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### **The Job exchange:**

Due to the economic situation around the world, T&M is offering to post job offerings and listings of those seeking work. These offerings are needs will be posted on our website: [www.tourismandmore.com](http://www.tourismandmore.com). If you need a job or seek employee please send your request to our webmaster at [leopardo956@gmail.com](mailto:leopardo956@gmail.com). Please provide the following information:

Name and country

Languages spoken/or needed

Highest degree obtained/required

Salary range

Email address.

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Please tell us what topics you would like to see in Tourism Tidbits. We want to publish topics that interest you!

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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)

Our trained 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.

All seminars and speeches can be presented in English, Portuguese, or Spanish.

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

- 1) Surviving Economically Challenging Times: Best Practice from Far and Wide.
- 2) How tourism can profit from currency fluctuations
- 3) New forms of tourism: from agro-tourism to dark tourism.
- 4) How much of a threat to tourism is terrorism? Deciding how best to spend your tourism budget?
- 5) Successful and failed tourism marketing strategies.

6) Avoiding tourism crises by using good risk management techniques

7) Should the crisis occur, how to overcome it and go beyond it.

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 (TOPPs), 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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### **Information on the Active Shooter program**

This program is meant to train and prepare personnel working at tourism venues on how to respond to an active shooter.

The California Tourism Safety & Security Association partnered with Safety Source to produce a training video on the topic of Active Shooter Prevention & Response for Tourism Venues.

The succinct video is tailored to tourism, and is ideally suited for in-house training, either for pre-shift briefings or as part of a larger training program. This

sort of mental preparation helps inform quicker, more accurate responses, and can help save lives.

To view a preview of this training video, go to:

<http://www.safetysourceproduction.com/products-page/hospitality-active-shooter-helping-prevent-tragedy/>

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## **Books on Tourism**

**Also 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=b&sr=1-2](http://www.amazon.com/TWENTY-YEARS-TOURISM-TIDBITS-ebook/dp/B004Q9TIWW/ref=sr_1_2?ie=UTF8&m=AG56TWVU5XWC2&s=b&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: [books@ccthomas.com](mailto:books@ccthomas.com).

14) *Abordagem Multidisciplinar dos Cruzeiros Turísticos (A Multi-disciplinary Approach to the Study of Cruises)* by Dr. Peter Tarlow, Ericka Amorim, Cyntia Andrade, Nina Cardona and Valéria Mariotti. Please contact Ericka Amorim at email: [erickaaa@msn.com](mailto:erickaaa@msn.com) for information on how to obtain a copy.

15) *The Tourism Gaze 3.0* by John Urry and Jonas Larsen. An all new updated version of a great classic. Published by Sage.

16) 14) "*A Supply Chain Management Guide to Business Continuity.*" By Betty Kildow. This book provides guidance for ensuring tourism supply continuity in today's risky world. To find out more, contact the author at: [BettyKildow@comcast.net](mailto:BettyKildow@comcast.net)

17) New!!! *25 Marketing Strategies to Build Your Outdoor Recreation Business* by Evanne Schmarder and Peter Pelland. Published by Train Rec Productions. Please contact E. Schmarder [evanne@roadabode.com](mailto:evanne@roadabode.com) on where to purchase this book or find it on amazon <http://www.amazon.com/Unconventional-Wisdom-Works-Strategies-Recreation/dp/0984995579>

18) In Spanish: La Nueva Fiebre del Oro. Las otras ciudades del turismo en el Caribe (Varadero, Bavaro- Punta Cana). To obtain a copy of this book please visit: GGU-AGE: <http://www.uib.es/ggu/publicaciones.html>  
OCDS UIB:[http://cooperacio.uib.cat/digitalAssets/221/221991\\_Las-otras-ciudades-del-turismo-en-El-Caribe.pdf](http://cooperacio.uib.cat/digitalAssets/221/221991_Las-otras-ciudades-del-turismo-en-El-Caribe.pdf)

19) En español: Turismo en el Caribe, por "esús Manuel González Pérez y otros. Please contact Dr. Gonzalez for additional information: [jesus.gonzalez@uib.es](mailto:jesus.gonzalez@uib.es)

20) Tourism: Principles and Practices: by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill. Published by Pearson

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### **Some Upcoming Tourism Conferences**

We invite you to submit your conferences to Tourism Tidbits. Please submit request in the form found below. If you do not tell us, then, we cannot list the conference. We are happy to list all conferences about which we are informed. Please follow the below format when sending us a conference announcement. Thank you!

Unless otherwise noted, the conference language is English.

Sept. 17-19, 2013

Rome, Italy

Fifth International Conference on Safety and Security Engineering, For more information please contact: [enquiries@wessex.ac.uk](mailto:enquiries@wessex.ac.uk)

September 17, 2013  
Newport Beach, California  
14th annual *California Tourism Safety & Security Conference*  
For information, contact Dave Wiggins via email at [TSSupdates@gmail.com](mailto:TSSupdates@gmail.com)

Sept. 26-28  
Oporto, Portugal  
International Conference: Oporto as a Tourism Destination: City Tourism  
For additional information, please go to:  
<http://portotourismdestination.wordpress.com>.

Sept. 30-Oct.2  
Houston, Texas  
Tourism Law Risk Management  
Go to [www.hospitalitylawyer.com](http://www.hospitalitylawyer.com) for more details

Oct. 16-18  
Martinique  
State of the (Caribbean) Industry Conference  
For more information please visit:  
<http://www.onecaribbean.org/eventsandcalendars/conferences/sotic2013home.aspx>

Oct. 20-25, 2013  
Punta Cana, Dominican Republic  
XXIII CONGRESO PANAMERICANO DE ESCUELAS DE HOTELERÍA,  
GASTRONOMÍA Y TURISMO  
For more information please visit the website:  
<http://www.conpehtdominicana.com>

Dec. 3-5, 2013  
Florianopolis, Brazil  
International Colloquium: “Wine, Heritage and Tourism Development”  
For more information, please contact Vander Valduga at  
[vandervalduga@gmail.com](mailto:vandervalduga@gmail.com). Or Maria Gravari-Barbas @ [maria.gravari-barbas@univ-paris1.fr](mailto:maria.gravari-barbas@univ-paris1.fr)

Dec. 11-13

Ft Lauderdale, Florida

14th International Conference on

Gay and Lesbian Tourism, For information, contact David Paisley at  
David@CommunityMarketingInc.com

Dec. 15-17

Orlando, Florida

Rosen College of Hospitality: Central Florida University

Second World Research Summit for Tourism Hospitality: Crossing the Bridge

For more information please see: [www.tourismandhospitalitysummit](http://www.tourismandhospitalitysummit)

Feb. 2014

Philadelphia, PA

The 2<sup>nd</sup> Annual Global Medical Meetings Summit

For more information please contact Courtney Richman Phone: (781) 939-2419

Fax: 781.939.2673, or Email: [Chris.Karassik@worldcongress.com](mailto:Chris.Karassik@worldcongress.com)

April 6-9

Las Vegas International Tourism Safety & Security Conference XXI

For more information contact Ray Suppe at [Rsuppe@lvcva.com](mailto:Rsuppe@lvcva.com) or  
[ptarlow@tourismandmore.com](mailto:ptarlow@tourismandmore.com)

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### **About the Author:**

Dr. Peter E. Tarlow is the President of T&M, a founder of the Texas chapter of TTRA and a popular author and speaker on tourism. Tarlow is a specialist in the areas of sociology of tourism, economic development, tourism safety and security. Tarlow speaks at governors' and state conferences on tourism and conducts seminars throughout the world and for numerous agencies and universities.

If you know of anyone else who might enjoy "Tourism Tidbits," please send his/her email address to [ptarlow@tourismandmore.com](mailto:ptarlow@tourismandmore.com), Please let us know of

any topic that you would like to see covered by "Tourism Tidbits." We invite others to submit articles for consideration for publication.

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