

"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.

TOURISM & MORE'S "TOURISM TIDBITS" for November 2010

Expressing Gratitude to our Guests

On an ever-increasing basis the careful observer of tourism and travel hears phrases such as: "remember when travel used to be fun?" or "I used to love to travel and now I dread it!" Few people will disagree that the fun and elegance of travel and tourism has now given way to the mundane and world of hassles. Often the travel and tourism industry blames the events of September 11, 2001 for many of its ills. Certainly September 11th plays a role in the decline of travel and tourism, but perhaps tourism and travel professionals need to ask ourselves if this decline is also not due to factors very much within our control. There are exceptions to this rule, for example many hotels have gone out-of-their way to improve service over the past few years. Free wireless internet and breakfasts have become almost standard fare. Many hotels offer a welcome cookie or other sweet to guests, and the classical checkout times have been modified to meet the needs of the business traveler. Despite these improvements the travel and tourism industry has a long way to go if it is to regain its customers' confidence. One of the ways to do this is to demonstrate to our customers that they are more than needed, that they are appreciated. When our visitors feel appreciated they have a higher tendency not only to return but also to recommend that other frequent your establishment. Appreciated customers often view themselves as part of your team and will go out of their way to help you develop new ideas to make your business even more successful.

Tourism & More suggests that everyone in the travel community consider some of the following ideas.

-Have an appreciative attitude. All too many people in tourism have come to think of their customers as the enemy. The best customer appreciation policies simply will not work if you forget that were there no customers, passengers, or visitors you would be out of business. It is important that our mindset is one in which we are grateful for every customer.

-Remember that tourists do not need to return. Often tourism professionals speak about the value of the repeat customer, but do nothing to gain the customer's loyalty or desire to return. No matter in what area of tourism you work, develop a new or creative way to get visitors to want to return to your establishment.

-Put your best foot forward. Frontline personnel set the tone of a tourism experience. It does not matter if that person works in a hotel or on an airline, at a ticket booth or as a waiter or waitress. It also does not matter if the person is a repeat customer or a new one, treat every single customer as it's the first time doing business with you. Putting your best foot forward goes a long way making your customers feel worthwhile

- Treat your frontline people as kings and queens. These are the people who are the "face of tourism". Visitors do not care about the policies developed at the head office. What they care about is how they are treated and if they have a problem, if that problem will be handled in an efficient and kind manner. For this reason, choose your frontline people carefully. There is nothing wrong with being an introvert or shy but these people are not meant for the frontline. Choose people who like people, who are gregarious, kind and tend not to become high strung.

- Go out of your way to host as many customer appreciation parties as possible. Have a party to celebrate a new product, a new store opening, or just a party to celebrate your gratitude toward your customers. Appreciation parties do not need to be lavish; often cookies, a soft drink, coffee or tea will be sufficient. What really counts is the atmosphere that you create that says: "we care!"

-Use the customer's preferred names in conversation after the first conversation. Try to figure out if the person wishes to be addressed on an informal first name basis or on a more formal basis. Use the name that makes the customer feel the most comfortable. Remember that being appreciative is not about you, but about the customer.

-Develop a "friends and family" event where both employees and your best customers get special rewards. Remember that it is best to give something smaller to everyone than to exclude someone. People often feel better or get more upset about the small things than the big picture.

-Send a thank you card, email or letter for every purchase somebody makes. In

today's world, emails are almost instantaneous and act not only as a way to show appreciation, but permit follow-up dialogue and branding re-enforcement.

-Ask yourself if you are doing the following: When there is a problem do you become defensive or do you ask what you can do to make this person feel better? How often do my employees and I smile? Do I bring my home troubles to work? Do I make people feel so good about my business that they want to return? Have I shown a customer today that he or she is a special person?

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.

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

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:

3) 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 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.

Need a great guitarist, classical or modern?

Contact David Veslocki at veslockister@gmail.com. David will go almost anywhere.

TOURISM ON-LINE/EDUCATION

1) 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.

2) Interested in doing research in the area of tourism security? Announcing Our New Subscription Service The Tourism & Security Control Panel

Tourism & More, working with our technology partners at [Mnemotrix Systems, Inc.](#), is now offering subscribers an enhanced and indispensable online service. Here is a new part of the "More" in Tourism & More. This new service offers its subscribers full access to the last 18+ years of our Tidbits Newsletter archives, our News and Newsgroup realtime feed, and our Global Security Research Database for Tourism.

This all-new approach to research provides much more than the usual keyword search, with our Strategic Data Fusion research capability, and a simple manual for how to make use of it. All this is available for a modest annual subscriber fee of only \$99.99 per year. Corporate memberships are also available. The aim is to give you best-of-class in strategic data fusion research tools. It is not enough anymore to list a hierarchy of subjects we once wrote about. This new service will allow you to be able to get into the content directly by idea or concept.

The cost for this service is US\$99.00 per year. To subscribe to this service, please go to our website at [<www.tourismandmore.com>](http://www.tourismandmore.com) and click on where it says: "subscribe".

BOOKS ON TOURISM

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

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" or at books@ccthomas.com.

Student Safety Abroad www.studentsafetyabroad.org is a leader in study abroad security consulting and crisis management, is now offering a safety course online to prepare students who

travel abroad on study abroad programs. Please contact one of our staff at +1 979-492-1345 to learn about the services offered by Student Safety Abroad.

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 stated, English is the conference language.

Nov 3-5, 2010

Sofia, Bulgaria

Trends and Innovation Travel Distribution Summit

For more information please go to <http://www.eCommerceAcademy.net/>

Nov 11-12, 2010

Via Real, Portugal

Douro 2010: International Tourism Conference

For more information, please go to <http://www.conferenciadodouro.org/>

November 12 - November 14, 2010

Hanhgzhou Sunny Hotel, Hangzhou, China

11th International Joint World Cultural Tourism Conference

For more information please go to: <http://www.kasct.co.kr>

Contact Person: Prof. Jung, Sung-chaе

Nov 15-17, 2010

Edmonton, Alberta

<<http://www.cthrc.ca/hrforum>>FRESH Ideas: New Opportunities - Developing a Dynamic Workforce

National Tourism HR Forum. For more information please contact judith cabrita

<tsjbc@eastlink.ca>

Nov. 15-19

Mbombela-Nelspruit. South Africa

Global Sustainable Tourism

For more information please go to

<http://www.mbombela.gov.za/International%20Conference1.html>

January 27-29 2011
Martinique, French West Indies
The Changing World of Coastal, Island and Tropical Tourism
<http://www.geog.nau.edu/igust/FWI/>
Contact: Prof. Alan A. Lew <alan.lew@nau.edu>

Mar. 28-30, 2011
Sandestin, Fla.
STS Spring Meeting and SETTRA Symposium 2011
Contact Neville Bhada Neville@southeasttourism.org or go to
<http://www.southeasttourism.org/spring>

April 27-30, 2011
International Conference on Tourism (ICOT 2011)
Rhodes Island, Greece
Tourism in an Era of Uncertainty
<http://www.cut.ac.cy/icot>

April 27-30, 2011
International Conference on Special Interest Tourism & Destination Management
Kathmandu, Nepal
For more info please visit: <http://www.specialnepal.com> or contact Eugenia Wickens
at:
ewicke01@bucks.ac.uk

June 23-26
Nicosia, Cypress
1st International Conference in Safety and Crisis Management
For more information please go to <http://1stCOSaCM.euc.ac.cy>

May 9-11
Las Vegas, Nevada
Las Vegas Tourism Security Conference. Please contact Ray Suppe at
Rsuppe@lvcava.com for details

May 22 - 24, 2011
Temple University, Philadelphia, USA
BEST EN Think Tank XI - Learning for Sustainable Tourism
For more information, please visit
<<http://www.besteducationnetwork.org/index.php>><http://www.besteducationnetwork.org>

[org/index.php](#)

July 13-15 2011

Zhangjiajie (Hunan), China

Tourism People, Places and Environments

<<http://www.geog.nau.edu/igust/China2011/>><http://www.geog.nau.edu/igust/China2011/>

Contact: Prof. Alan A. Lew <<<mailto:alan.lew@nau.edu>>alan.lew@nau.edu>

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. 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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