

## **TOURISM & MORE'S "TOURISM TIDBITS"** **for January 2011** **Producing Great Events**

Major events are an important part of tourism. Be these events conferences or conventions, sporting events or religious rallies, major events impact almost every area of a tourism industry. Major events mean hotel occupancy, shopping at local retail establishments, food being purchased for and at the event and an increase in restaurant and entertainment revenue. Major events also offer the local community a non-haphazard approach to tourism planning. While the leisure tourism market is open to economic ups and downs due to anything from a change in weather conditions to an act of violence, major events produce a much more stable population. In the world of major events most financial outlays have been made well in advance and as such the event is less subject to market fluctuations. On the other hand, there is stiff competition between locales for the major event business, and in some cases, such as in some forms of sport championship games, it is the winning team that determines who will be the host community. Events cover a wide range of fields, from fund-raising dinners to political rallies, from sports events to school reunions, from professional and academic conferences to family reunions or religious experiences, all are events and all add to a community's economic health. To help you get the best meetings and special events for your community consider some of the following:

**-If you are attempting to attract a new special event, study every aspect of the event prior to bidding for it.** Often communities competing for special events simply do not do their homework. Before speaking with an event specialist, make sure that you know the basics: what are this event's demographics? What are its special needs? What do they not want? How do their dates match yours? For example, if you are going after a religious convention or special event, you may want to consider what drinks to serve and what you need to avoid.

**\_To get the best competitive advantage consider your strengths and weaknesses.** Doing a good assessment of what your community has to offer an event is essential. Ask questions such as: How do you stack up against others in your price range? Are your employees multilingual? What do potential customers think about what you have to offer and about what others are offering?

**-Make sure that you know the answers to what in English are called the basic "w" questions.** (Who, Why, When, and What) These are the essential questions that produce not only successful events but create positive word-of-mouth advertising. Make sure that you can answer fully: *Who* is holding the event and for whom is it targeted? *Why* are they holding this event? *When* will the event take place? *Where* do they want to hold the event and are your facilities adequate? *What* expectations do the event planners have and can you meet these expectations?

**Develop sophisticated checklists.** Make sure your checklist goes beyond the basics. Include such items as: what VIP requirements will the special event need? Do the event planners need you to make appointments with the fire marshal or other city officials? What happens if the airport closes down? Do you need to coordinate with an ambulance service? What problems might attendees have when they are outside of the event venue? What special political, medical, religious or social sensitivities might the event goers have?

**Know to which threats the event may be subjected.** For example, are you in a hurricane zone, is this conference liable to have political infighting that might impact your locale, does this conference act as a terrorism magnet, or will the conference become a disturbance to local businesses and citizens? For example, political events often require streets to be closed off, traffic patterns to be moved and other inconveniences to local residents. While these are not a threat to the convention attendee they may become "threats" to the sanity of the local population and to other businesses.

**Decide what is the best use of your time.** Events are really controlled moments in time in which memories are made. As such, how you manage your time will impact the success or failure of an event. When working with an event manager spend some time to learn who is in charge of each of the events aspects.

**-Learn what the event's time necessities are and prepare a time line for your role in the event.** Often it is the small things that win over a client or make an event special. Having a time line means that there is less chance of a mistake or an oversight. Time lines should indicate not only when something is to be started but also by when it is to be completed.

**-Offer the best technological support possible.** In today's world that is both face paced and multi-tasking, technology is king. Hotel's that charge for internet are doing themselves and their community a disservice. Let your event managers know what technology you have. Do not over-promise, many event managers and business people are unforgiving when it comes to not delivering on a promised piece of technology.

**-Nothing wins back people as well as a smile and a willingness to make it right.** No matter how well you plan an event, something will go wrong. Most people understand that mishaps will occur, what is not acceptable is refusing to recognize these mistakes and make them right. Saying merely "I'm sorry" is nothing more than a polite way to shun responsibility. Do not make excuses, make it right and make it right with a cheerful smile. The bottom line is that major events are a form of tourism and the essence of tourism is customer service. The community that forgets this basic rule is gambling with its tourism industry and reputation.

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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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### **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 in 2011 concerning the World's Economic Crises & Their Impact On Tourism:**

- 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 Economic Fluctuations and Potential Panics.

Additionally:

- 3) Our trained staff of professionals is 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.

## **New for 2011!!!! How tourism communities can learn to work together. A Primer for Communities Seeking Economic Development and Customer Service**

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

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](mailto: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".

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## 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](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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### Some Upcoming Tourism Conferences

Mar. 28-30, 2011

Sandestin, Fla.

STS Spring Meeting and SETTRA Symposium 2011

Contact Neville Bhada [Neville@southeasttourism.org](mailto:Neville@southeasttourism.org) or go to

<http://www.southeasttourism.org/spring>

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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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