

## Project proposal on tourism and safety

<b>Theme</b>	<b>Tourism and safety</b>
<b>Programme</b>	ISEC 2011 - Prevention and fight against crime Programme  European Commission
<b>Deadline</b>	<b><i>February 24<sup>th</sup> 2012</i></b> Partnership-proposal letters to be received by <b><i>15<sup>th</sup> February 2012</i></b>
<b>Context</b>	<p>Safety and security are vital to provide a high quality tourism policy. In fact, the success or failure of a tourism destination depends largely on its capacity to provide visitors with a safe and secure environment.</p> <p><b><i>Feeling of safety</i></b></p> <p>In this field, the key factor is without a doubt the feeling of security - or insecurity- experienced by tourists during their visit. This feeling can obviously be influenced by each individual's personal experiences and/or misfortunes. However, objective factors like, to name a few, urban planning, tourist information, and the presence of security forces during mass events (cultural festivals, sports events, folkloric festivities...) are also key components of the general "feeling of security" experienced by visitors.</p> <p><b><i>Assistance to victims</i></b></p> <p>Another essential aspect to take into account when dealing with security and tourism is the capacity of local authorities to assist tourists who have been victim of incidents such as a theft or an assault, or who have experienced health problems. Local authorities must make sure that in those cases, visitors do not feel lost or neglected. Local authorities must provide clear information and efficient solutions to solve such problems, make sure tourists feel supported and well treated, in spite of the fact that they may not speak the local language.</p> <p>The following subjects will be addressed in the course of this project:</p> <ul style="list-style-type: none"> <li>- Relevant indicators of a "safe" tourism policy at the local level;</li> <li>- Building or reinforcement of partnerships -public or private- to implement an efficient tourism policy;</li> </ul>

	<ul style="list-style-type: none"> <li>- Integration of local communities in the tourism industry;</li> <li>- Necessary balance between security provided to tourists vs to local inhabitants.</li> </ul>
<b>Objectives</b>	<p>Partner cities will have the opportunity to:</p> <ul style="list-style-type: none"> <li>- Participate actively in the definition of indicators as well as in the production of final tools;</li> <li>- Realise a targeted audit of their local situation;</li> <li>- Participate, as host and visitors, in field visits aimed at improving local plans and actions;</li> <li>- Strengthen their local partnership and tourism management in terms of crime prevention and safety;</li> <li>- Raise public awareness and improve the training of local actors involved in security and tourism;</li> <li>- Promote their tourist policy through the label which this project will create.</li> </ul>
<b>Outcomes</b>	<p>Two main operational tools will be created during this project:</p> <ul style="list-style-type: none"> <li>• <b>A « safe tourist city » charter</b>, symbolised by a <b>label</b>, which will be based on the results and indicators which will have been defined during the Project, and which cities will be able to use in their own, local tourism policy.</li> <li>• <b>A Guide</b> that will include: <ul style="list-style-type: none"> <li>- The contents of the Charter;</li> <li>- The best practices implemented by European cities in the field of security and tourism;</li> <li>- Recommendations and guidelines to improve partnership-based approaches and actions, as well as the training of different local actors;</li> <li>- Key indicators to assess the local situation and the available resources;</li> </ul> </li> <li>• <b>A website</b> containing all the results of the project (indicators, Charter, knowledge, best practices...) will contribute to publicise and promote the future label.</li> </ul>
<b>Methodology</b>	<p>The project will be structured around <b>three stages</b>:</p> <p><b>Stage I</b></p> <ul style="list-style-type: none"> <li>- A launching seminar gathering participating cities. At this stage, participants will finalise the methodology of the project and its organisation in different</li> </ul>

	<p>stages;</p> <ul style="list-style-type: none"> <li>- Participants will collectively define the best indicators and criteria that may be used to assess a secure tourism policy;</li> <li>- A diagnosis of each city will be made according to these indicators;</li> <li>- A second seminar will be held afterwards, during which participants will organise a series of field visits. Depending on the evaluation that will have been achieved previously, cities will play in turn the role of host and guest;</li> <li>- Best practices will also be assessed at this stage.</li> </ul> <p><b>Stage II</b></p> <ul style="list-style-type: none"> <li>- During a two-day field visit, each partner city will receive two other partner cities chosen according to the input they can bring to the host city, particularly in areas where the host city has detected weaknesses.</li> </ul> <p><b>Stage III</b></p> <ul style="list-style-type: none"> <li>- Production of tools such as the Charter, the publication of the project's main contents, website etc.;</li> <li>- Final conference, open to all, to publicise the results of the project.</li> <li>- Other ways to promote the label to be defined. The objective is that a maximum of cities sign the Charter and receive the label.</li> </ul>
<b>Budget</b>	<p>EU funding: 90%</p> <p>Contribution from each partner in cash</p>
<b>Project duration</b>	36 months
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