

Concept of Tourism Security & Importance of ICT Usage in Portugal



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Global Tourism and Portugal

International tourists



from **25 million**
in 1950

to **1186 million**
in 2015

1.8 billion
forecast for 2030

Source: World Tourism Organization (UNWTO)

GDP



10%

(direct, indirect and induced impact)

Source: World Travel & Tourism Council (WTTC)

Jobs



1 / 11

Source: World Travel & Tourism Council (WTTC)

- ✓ tourism is the largest industry of the world
- ✓ fastest growing economic sector
- ✓ factory without chimney
- ✓ creates 1 / 11 of global jobs

Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136

International Openness 22nd

Price competitiveness 73rd

Prioritization of Travel & Tourism 14th

Environmental sustainability 47th

ICT readiness 41st

Air transport infrastructure 31st

Human resources and labour market 27th

Ground and port infrastructure 39th

Health and hygiene 27th

Tourist service infrastructure 4th

Safety and security 11th

Natural resources 38th

Business environment 54th

Cultural resources and business travel 18th

7 6 5 4 3 2 1 Score 1-7 (best) 1 2 3 4 5 6 7



Portugal

14th / 136

Travel & Tourism Competitiveness Index 2017 edition



Global Tourism and Portugal

Destinations	Series	International tourist arrivals								International tourism receipts				
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2013	2014	2015*	13/12	14/13	15*/14	2015*	2010	2013	2014	2015*	2015*
Southern/Medit. Europe		173,258	200,981	214,849	225,205	5.6	6.9	4.8	37.1	161,699	189,534	199,170	175,793	39.0
Albania	TF	2,191	2,857	3,341	3,784	-9.5	16.9	13.3	0.6	1,613	1,473	1,705	1,500	0.3
Andorra	TF	1,808	2,328	2,363	2,670	4.0	1.5	13.0	0.4
Bosnia & Herzg.	TCE	365	529	536	678	20.5	1.5	26.5	0.1	594	686	707	656	0.1
Croatia	TCE	9,111	10,948	11,623	12,683	5.6	6.2	9.1	2.1	8,075	9,524	9,865	8,833	2.0
Cyprus	TF	2,173	2,405	2,441	2,659	-2.4	1.5	8.9	0.4	2,129	2,893	2,846	2,479	0.5
FYR Macedonia	TCE	262	400	425	486	13.8	6.4	14.2	0.1	197	267	295	267	0.1
Greece	TF	15,007	17,920	22,033	23,599	15.5	23.0	7.1	3.9	12,742	16,140	17,793	15,673	3.5
Israel	TF	2,803	2,962	2,927	2,800	2.6	-1.2	-4.3	0.5	5,098	5,666	5,695	5,365	1.2
Italy	TF	43,626	47,704	48,576	50,732	2.9	1.8	4.4	8.3	38,786	43,912	45,488	39,449	8.8
Malta	TF	1,339	1,582	1,690	1,791	9.6	6.8	6.0	0.3	1,079	1,404	1,522	1,368	0.3
Montenegro	TCE	1,088	1,324	1,350	1,560	4.8	2.0	15.5	0.3	732	884	906	902	0.2
Portugal	TCE	6,832	8,301	9,277	10,176	8.0	11.8	9.7	1.7	10,077	12,284	13,808	12,606	2.8
San Marino	THS	60	71	75	54	1.5	6.3	-27.7	0.0
Serbia	TCE	683	922	1,029	1,132	13.8	11.6	10.1	0.2	798	1,053	1,139	1,048	0.2
Slovenia	TCE	1,869	2,259	2,411	2,707	4.8	6.7	12.3	0.4	2,552	2,713	2,737	2,504	0.6
Spain	TF	52,677	60,675	64,939	68,215	5.6	7.0	5.0	11.2	54,641	62,637	65,111	56,526	12.5
Turkey	TF	31,364	37,705	39,251	40,479	5.9	5.2	2.6	6.5	30,585	37,007	39,552	36,616	5.0



FLY TO EUROPE WITH TAP PORTUGAL



TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2016 '000 jobs
11	United Kingdom	1589.3
13	Italy	1246.1
14	France	1180.3
19	Spain	862.2
World Average		843.9
20	Morocco	819.0
33	Turkey	495.1
38	Greece	422.9
European Union Average		407.5
43	Portugal	371.4
135	Malta	27.6
137	Cyprus	26.3



TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2016 '000 jobs
11	United Kingdom	4081.9
15	Italy	2867.0
16	France	2790.9
17	Spain	2652.3
19	Turkey	2197.6
World Average		2152.9
21	Morocco	1902.4
European Union Average		949.5
41	Portugal	905.2
43	Greece	860.3
133	Cyprus	80.7
149	Malta	49.4



Table 1: The Travel & Tourism Competitiveness Index 2017

Country/Economy	Rank	Score	Change since 2015
Spain	1	5.43	0
France	2	5.32	0
Germany	3	5.28	0
Japan	4	5.26	5
United Kingdom	5	5.20	0
United States	6	5.12	-2
Australia	7	5.10	0
Italy	8	4.99	0
Canada	9	4.97	1
Switzerland	10	4.94	-4
Hong Kong SAR	11	4.86	2
Austria	12	4.86	0
Singapore	13	4.85	-2
Portugal	14	4.74	1
China	15	4.72	2

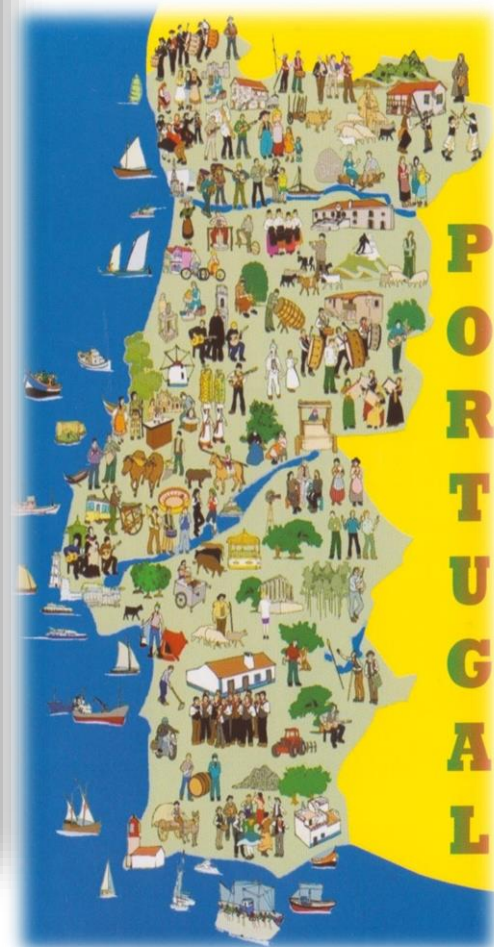
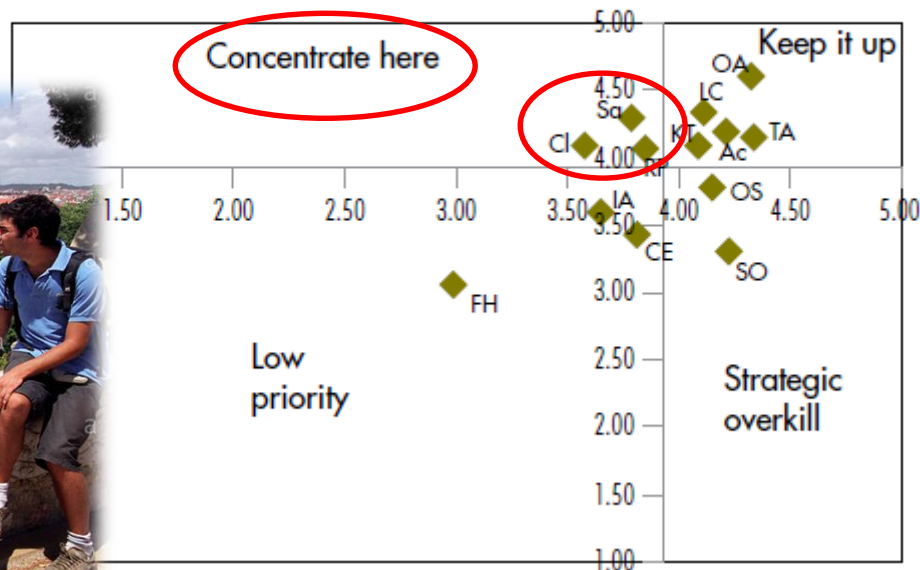


Table 2 Paired sample t-test: Entire sample

Tourism product attribute	Importance (I)	Performance (P)	Service gap (I-P)	t-value
Overall ambience (OA)	4.61	4.32	0.294	4.976**
Tourist attractions (TA)	4.16	4.33	-0.176	-2.672**
Accommodations (Ac)	4.20	4.21	-0.014	-0.208
Cleanliness (Cl)	4.10	3.57	0.536	6.977**
Safety (Sa)	4.29	3.78	0.511	6.518**
Local cuisine (LC)	4.33	4.11	0.223	3.031**
Communication in English (CE)	3.43			
Information availability (IA)	3.61			
Kindness toward tourists (KT)	4.10			
Facilities for the handicapped (FH)	3.06			

Figure 1 Importance-performance analysis: Entire sample



Source: Strategic Quadrants and Service Quality: Tourist Satisfaction in Portugal, 2016

ICT Usage in Tourism

- ✓ tourism is very information sensitive
- ✓ engaged with ICTs



ICT Usage in Tourism



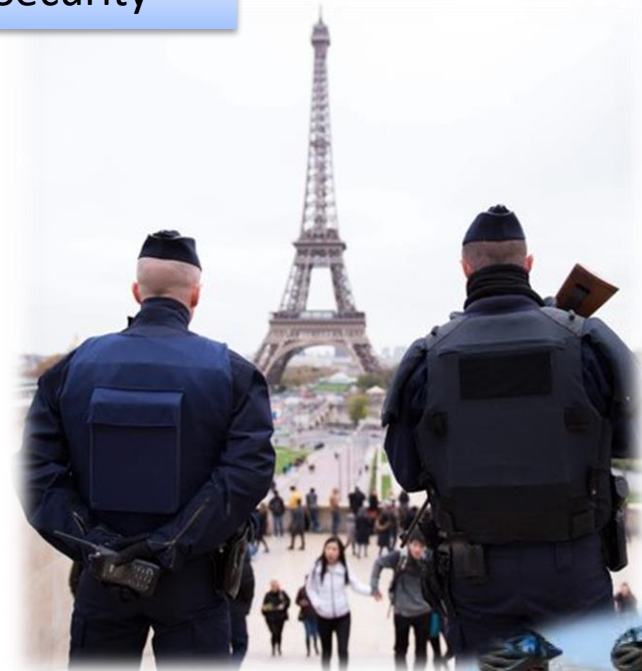
- ✓ online travel booking revenue - \$340 billion (2015)
- ✓ around 100 million social media users worldwide already uploaded their reviews
- ✓ 320 million messages about touristic places
- ✓ 60% of global smartphone users download travel and tourism-related mobile apps

ICT Usage in Security

Police Technology



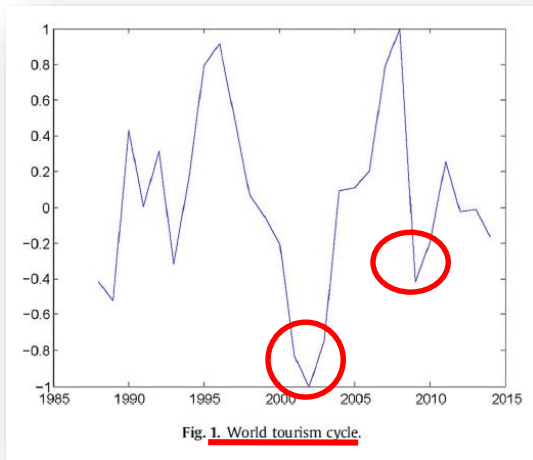
Concept of Tourism Security



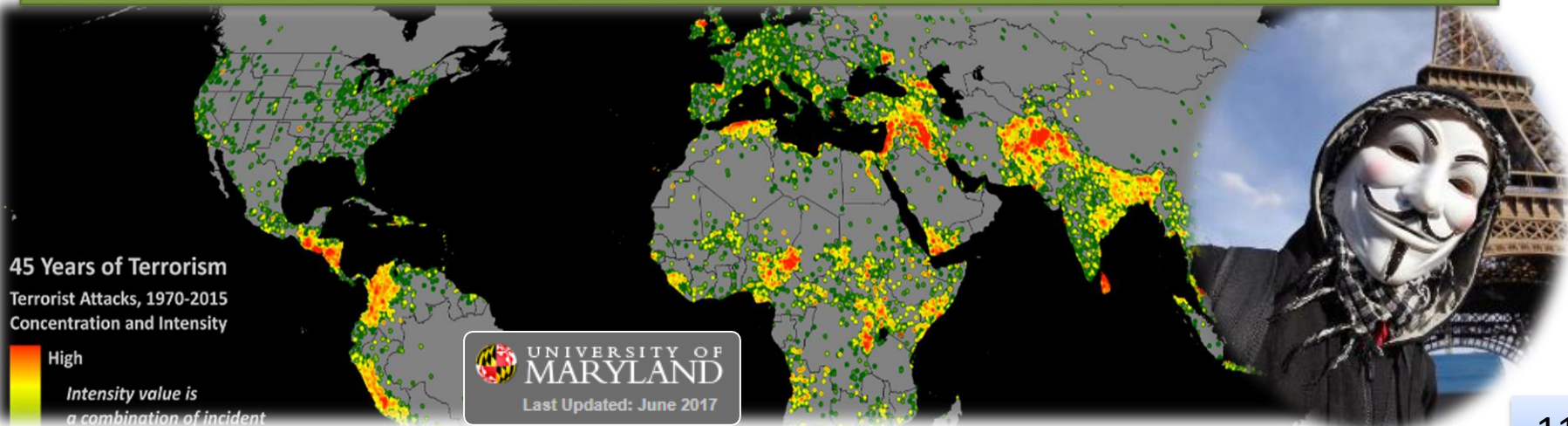
- ✓ tourism: act of trust
- ✓ industry requires safe environment to sustain and grow
- ✓ tourists do not prefer to go to unsafe places
- ✓ balance between attractiveness and costs / risks



Tourism and Terrorism



- ✓ tourism demand is sensitive to the influence of political violence and terrorist attacks
- ✓ tourists need to be considered as vulnerable and potential targets of crimes
- ✓ tourism insecurity incidents have more deeper and long-term effects on local businesses
- ✓ tourism industry requires a vital partnership with safety



Urban Security in Portugal

- ✓ 48 years of dictatorship in history
- ✓ transformation of security services since 1976
- ✓ victim support programs in 1990s
- ✓ school safety programs
- ✓ INOVAR Project against domestic violence incidents - 1999
- ✓ municipal police structures created in 1997
- ✓ local safety contracts
- ✓ centralized security structure
- ✓ local police have limited power
- ✓ municipal police mainly deals with road traffic issues



Increasing Security Concerns in Europe



London / June 2017



Manchester
May 2017



Stockholm
April 2017



Berlin
Dec 2016



Paris
March 2017

TABLE OF TERROR ATTACKS IN EUROPE SINCE 2004

S.NO	TIME	COUNTRY	CITY	TYPE OF TERROR INCIDENT	CASUALTY	
					DEAD	WOUNDED
1	March 2004	Spain	Madrid	Train bombing	191	1500
2	July 2005	UK	London	Metro and bus bombings	56	700
3	May 2014	Belgium	Bruxelles	Killing in museum	4	
4	January 2015	France	Paris	Publishing house killings	17	
5	February 2015	Denmark	Copenhagen	Cultural cafe killing	1	1
6	November 2015	France	Paris	Restaurants & night club killing	130	Hundreds
7	January 2016	Turkey	Istanbul	Touristic place killing	12	
8	January 2016	Belgium	Bruxelles	Airport & metro station	32	
9	July 2016	France	Nice	Truck riding over crowd	86	Tens
10	December 2016	Germany	Berlin	Truck riding over crowd	12	
11	January 2017	Turkey	Istanbul	Night club killing	39	
12	February 2017	France	Paris	Attack to military patrol	1	
13	March 2017	France	Paris	Attack to airport police	1	
14	March 2017	UK	London	Car riding over crowd	4	
15	April 2017	Sweden	Stockholm	Truck riding over crowd	5	15
16	May 2017	UK	Manchester	Suicide bombing	23	120
17	June 2017	UK	London	Truck riding over crowd	7	
TOTAL					621	135
GRAND TOTAL					2957	

Source: Deuche Welle / 5 June 2017

- ✓ limitation on using CCTV systems in public areas.
- ✓ sensitivity inside the society
- ✓ usage of CCTV systems in public places has been always controversial
- ✓ video surveillance of public spaces is considered as an “extraordinary measure” due to privacy issues and rights of citizens
- ✓ even today, the usage of CCTV systems in public places is rare and require special permission from the Portuguese Data Protection Authority



ICT Usage & Challenges in Portugal Related to Security



- ✓ another contemporary issue is the limitations in combining massive databases of different government agencies
- ✓ ICT systems and technologies exist for fastening all processes and transactions; thus, increase quality of life for all
- ✓ these systems help the security agencies to focus more on “bad guys”
- ✓ however, they cause loss of time and resources when work separately

CONCLUSION

- ✓ today no destination is immune to negative occurrences
- ✓ insecurity would seem to have become the new normal
- ✓ tourism insecurity has been increasing and spreading globally
- ✓ governments, agencies and academic community should not ignore tourism security issues
- ✓ recent terrorist attacks in Europe influenced peace index reputations of western european countries
- ✓ terrorism is defined as “one of the biggest problems of West in the next decades”
- ✓ Portugal also needs to focus more on tourism security and safety issues to maintain its existing peace and tranquility
- ✓ lowering the possibility of negative incidents in tourism needs to be discussed more in Portugal
- ✓ to accomplish this goal, the best up-to-date instruments are sophisticated ICT resources and technologies
- ✓ security structures and implementations need to be strengthened more with the ICT resources and technologies

