Abstract
Safety and security has been identified as one of the global forces that would drive the tourism industry beyond the first decade of the millenium. Many tourists who stay in a hotel at any destination, our use any other tourist facility, might be vulnerable to robbery, assault, rape, larceny, terrorism and fire within the premises. Human element in order to establish security is often introduced as the most important factor in security. The Tourism Associations, in case of Portugal, the “Instituto Turismo de Portugal”, do have some established lines, not very detailed, about what should be done in safety and security situations in tourism. At the national level, the police force should provide law enforcement against crime and protect the tourists, and even private companies should train hotels security teams.

The world tourism industry has been expanding strongly over the last few decades, due to factors such as greater disposable income, more leisure time, early retirement, improvements in infrastructure and changes in consumer spending preferences. International tourism and travel is now one of the world’s largest industries.1

There are many factors which influence where tourists choose to go on holiday. One of these factors is the safety or the perceived safety of a destination. Tourists do not want to be worried about the possibility of violence when on holiday. Consequently, tourists are most likely to choose a destination where risks to safety are perceived to be minimal.2

Taking into account developments in the first decade of the new millennium, the world is changing, the increasingly strong levels.
Attacks against indeterminate points, carried out by groups of intuitive military or para-military, with strong influences in certain areas of the globe, in places where bears with tourist destinations, where they are greeted thousands of people in coming from all over the world, can determine whether the closure of those facilities and cause serious economic problems of the forum.

The perception of different types of risks by individuals connected to the negative economic consequences that can occur in case of events such risk, is what has been since ancient times in search of safety.

Modern business organizations, especially in Tourism, need to ensure the integrity of their assets to continue their productive activity but unfavorable situations exist (claims) that impede its normal functioning. This need the development of a comprehensive risk management, in which including the use of private security in such organizations are a foundation for this purpose.

The main objective of Risk Management is the effective planning of resources needed to regain financial stability and operational effectiveness after a casualty loss and thus, obtain short-term stability of the cost of long-term risks minimizing the risks of the company.

In order to establish some basic guidelines relating to the maintenance of security in hotels or other tourism facilities, it is necessary to assess the degree of threat, the degree of risk and the respective variables in each specific case.

The first and perhaps the most fundamental concept to be discussed is the type of security incident that affects tourism. This concept's centrality stems from its substantial influence on its potential impact on tourism. The possible generators of a given security situation that might harmfully impinge on the tourism system are crime-related incidents, terrorism, war, and civil/political unrest.
These crime-related incidents may take place in various scenarios, such as crimes committed by local residents against tourists; crimes committed by tourists against local residents; crimes committed by tourists against other tourists; and organized crime against tourism enterprises.

Nowadays, crime and violence threats, eventhough, is more intense. "Safety and Security" is one of the forces that should be used to catch these same threats. Taking into account the running events, tourists are concerned about their safety as the levels of violence increase, especially in destinations where it's going.

Many tourists, before traveling, check the levels of vulnerability and the frequency of robberies, assaults and even terrorism, highlighting the ability of police forces to resolve conflicts and even the geopolitical and geostrategic position of certain nations.

The human element is often cited as the most important factor in safety. At the industry level, the hotel association should take an active role in facilitating and coordinating the protection activities and increase security.

**Security: Impact on the Tourism Industry**

The lack of security in certain destinations may impact negatively on the industry concerned. When choosing your destination, first of all, it is necessary to analyze the hotels capacities; what these structures have to offer in security issues; its links with internal and external conditions of safety, and security and the structural conditions of the country concerned, are primary condition for the maintenance of the development of tourism.

Tour operators are severely affected by unexpected security incidents. This is due to their large investments in purchasing tourist products that might perish following a security incident. In times of security crises, government-regulated tour operators are the first to react and will either evacuate their guests,
exclude the affected destination from their travel brochures, stop operation in destinations already included in their products, or temporarily relocate their traveling clients.

Security incidents at tourist destinations result in diminishing tourist arrivals.

Consequently, affected destinations loose both professional employees and entrepreneurs, who are essential for the successful operation of the tourism industry. In destinations that have been affected by security incidents the quality of tourist installations and services may become degraded, since many employees are made redundant and funds for regular maintenance are not available.

The long-term implication is a need to reinvest large sums of money on rehabilitation of the affected infrastructure and superstructures once the security situation is over.

Many transnational tourism companies - mainly international hotel and restaurant chains - tend to cease their operation in security affected destinations, causing major damages to their marketing infrastructure by removing affected destinations from their global distribution networks. Airlines and cruise lines tend to cut short or discontinue their service to affected destinations due to a reduction in demand and an increase in insurance premiums, which causes a severe decrease in the profitability level, or even losses.

**Trying to annul the Threat: A Conceptual Overview of Counter-Measures**

In order to try to minimize or even negate the threat of insecurity or even possible attacks against tourism facilities, it is necessary to establish an effective system of security and defense industry in the Hospitality and Tourism. Should not only provide protection for guests, employees and the
general public, but to all elements involved in the hotel industry, as well as the tourist destinations as a whole.

A typical security department of a hotel, or any other resort, is usually lead by a “Chief of Security” (of any shape, educated in the area of command and leadership positions), security officers, guards and porters.

The structure, size and institutions who report occurrences may vary with the size of each hotel structure and related functions.

All employees must be trained by specialized enterprises in order to know the safety procedures to follow in case of accidents or deliberate attacks, and know how to try to minimize or negative effects of the weapons used (from stab wounds to NBQ weapons or even NBQR equipments).

This "expertise" does not prevent police intervention, but may help in reducing the effects of any acts of vandalism or terrorism, aiding in the regulation of uncertainty until the arrival of the police.

Nationalwide, police forces must provide law enforcement against crime and protect the tourists. Globally, other disaster (risk) may be assessed at natural, technological, social or environmental, may include typhoons, cyclones, earthquakes, floods, power cuts, chemical spills, explosions and even kidnapping.

Protect the lives of customers and employees, property and business assets of criminal actions checks increase security. These include construction of access, lighting of public areas and outside of buildings, parking areas, and ensure security of doors of the room, locks and windows.

Belongs to the hotel, the responsibility on the creation of conditions for tourists to exercise responsibilities in order to keep actions deemed necessary to keep their products under the personal supervision of security-levels deemed necessary.
The tourist destinations are viewed as systems, which consist of accommodation, attraction and sub-accessible transportation. The hotel industry, a provider of accommodation in a tourist destination, is one of the segments essential to the success of a tourist destination.

**Conceptual proposal for the supply of "Safety and Security" to the tourism industry.**

An effective system of Safety and Security, which not only provides protection for guests, employees and the public generally available, but also to the shareholders of the entire hospitality industry, as well as the tourist destinations. The human factor is often cited as the most important factor in safety.

Even with the best equipment installed and serving as the most comprehensive procedures, all this is insufficient if the personnel of security teams are not properly trained.

A typical security department consists of a team comprising a security manager, a security guard, several guards and a concierge.

All employees must be trained under the highest security procedures that help to protect the guests. An effective system of security requires highly trained personnel capable of carrying out the security procedures established to minimize threats and to operate appropriate safety equipment.

The security department should use varied equipment provided special locks, CCTV circuits, alarm systems, safes, communications systems, among others. All these devices are tools that do not replace the human element.
The next level of safety management should be placed at the industry level. A local hotel association and the police should establish a joint collaboration to facilitate and promote cooperation in security actions from users of the hotel. The hotel companies must train all personnel, especially security teams in order to protect the guests.

A final level perspective on security should be established at national level, i.e. the police action brief interventions, or even SWAT, or civil defense forces (civil protection and fire departments) to combat other threats related with fires or caused by other natural hazards, technological or social and environmental.

**Conclusions**

As is widespread bad publicity arising from crime and accidents that can occur in hotels, where guests are victims, may tarnish the image of a hotel and result in significant financial losses.

Security plays a vital role in ensuring the future viability of hotels and other tourism facilities. Security is important, but planning the same should be done by specialized enterprises that can establish a link between local, regional and national level of security and a geopolitical vision and geoestrategic region or country where the hotel is installed.

A security system for a hotel consists of four components: safety, equipment, procedures and personnel. All are of equal importance and the different security system will not be effective if one fails.
A hotel is frequently subjected to threats and risks that may endanger their customers. In combating such threats, the hotels while in possession of security teams, specially trained by outside companies highly specialized, they must also seek the cooperation of the industry through the National Hotel Association and police forces.

Within tourism facilities, it is up to DirSec (Security Director) to maintain security in the settlement, which must follow the procedures through a Manual of Procedures.

The nature of the training depends on the worker's employment, and frequency of training differs from the size of the hotel and the availability of its workers.

The security department is responsible for improving the security system of a hotel, which involves auditing and analyzing the existence of safety equipment and policies to follow.

The frequency of audit varies depending on the size of the hotels. All the hotel staff, security guards or not, are trained to carry out safety and security measures in their workplaces.

The hotel security managers should maintain a close relationship with the police, promoting regular meetings for exchanging information on new threats, statistics, and situations that are or could affect the hotel industry.

Private security enterprises, some equipped with foreign know-how, can help in preventing crime, promoting initiatives to provide various hotels in different ways and to address potential threats safe at times when the police are not yet present on site.


• Cuervo, Instituto de Planificación Física (2001), "Desarrollo perspectivo del turismo en Cuba". Conferencia en la XXII Convención de turismo, Complejo Histórico-Militar Morro-Cabaña, La Habana, Cuba.


