

## SECURITY IN TOURISM

**Mihaela TUDORICĂ**

PhD student,

Doctoral School of Economic Sciences, University of Oradea, Romania,

ORCID [0000-0002-0776-9950](https://orcid.org/0000-0002-0776-9950)

E-mail: [ellatudorica@yahoo.com](mailto:ellatudorica@yahoo.com)

**Abstract:** *Until recently, the tourist market was actually a physical space, where the seller of tourist packages and the buyer met and the transaction was carried out. So the contacts were physical both locally and internationally. Security meant, therefore, to protect people from extremely tangible threats such as theft, fraud, etc. But now we face different challenges because the tourism market is becoming a cyberspace where sellers, intermediaries and buyers can meet without the need for physical contact. Security therefore has a different meaning, as we need to protect ourselves from cyber threats that can materialize in identity theft, internet fraud, etc. So, in order to deal with the problems that appear, and which may not have attracted much attention from experts, we want to study the importance of cyber security for the development of tourist destinations.*

**Keywords:** *Cyber Security, Safety, Tourism, Destination.*

**UDC:** [338.48:004.056.5]:005.334

**JEL Classification:** F52, M15, O33, Q55, Z32.

### INTRODUCTION

We all realize how important cyber security is to economic development. People want to be able to exchange goods and services only if they themselves feel protected against violence and abuses of power; Without security, a market economy cannot flourish. Security must also mean protecting people from cyber threats. This new challenge involves all cyberspace users: public authorities, ordinary citizens, companies. All over the world, schools and universities are actively involved in educational programs that aim to increase the awareness of citizens and organizations exposed to cyber threats, all of which can be achieved by implementing new security plans. By the term cyberspace we mean the complex of all interconnected hardware and software infrastructure, starting with the Internet and including data and mobile devices. We view cyber threats as a complex of malicious behaviors that can be perpetrated throughout cyberspace.

### SAFETY AND SECURITY - DEFINITION & DIFFERENCES

Idso and Jakobsen (2000, citing Albrechtsen 2003) from the Norwegian University of Technology and Science defines safety as protection against unintended incidents and security as protection against incidents where people act deliberately [1].

In the New Oxford Dictionary, Pearsall and Hanks (2001, citing Albrechtsen 2003, p. 2) explain safety as "the condition of being protected so that you are unlikely to be in danger of risk or injury" and security is defined as "the state of not being in danger. or threat".

Albrechtsen (2003) also says that the thought behind both of the terms is to take care of people by eliminating any hazards and threats and ensuring a safe and secure environment. Furthermore she states that the difference between them is that safety is concerned especially with the protection of human lives and health while security adverts to the protection against criminal activities.

As safety science involves the well-being of human people in every aspect of their lives it has its roots in high-risk industries such as nuclear plants where human caused and technological failures often occur. Nowadays this area is wide spread because of ongoing improvements within these sectors and international tourism may often be the carrier for catastrophes like outbreaks of epidemic plagues.

Albrechtsen (2003) furthermore explains that safety incidents do not only endanger the overall level of humans' well-being but also material objects as well as the environment might be affected. Moreover she argues that incidents within the field of safety are often unplanned criminal acts that derive from a thoughtless action.

In this case, most people act deliberately without the intention to achieve a particular effect. Due to the fact that these hazards are often tangible and observable it makes it easier to get a general idea of the problem and therefore makes it easier to prevent or at least control them (Albrechtsen, 2003).

The field of security is more complex and for that reason it makes it more difficult to control it. As Albrechtsen, 2003 states "today the field covers everything from personal to national security including financial crime, information protection, burglary and espionage among others."

In addition Albrechtsen (2003) points out that any incident within the field of security is a planned act caused by the motivation of an individual or a group.

In contrast to safety, security acts are malicious, criminal actions planned by people with the ulterior motive to achieve a wanted outcome.

The high level of uncertainty on security threat is often created through interaction that cannot be foreseen, and is therefore difficult or impossible to predict. (Albrechtsen, 2003).

## **A NEW APPROACH AND DEFINITION OF SAFETY AND SECURITY IN THE ERA OF GLOBAL TOURISM**

Security and safety issues have been addressed by tourism researchers such as an element of major importance in tourism. Michalkó characterized security as a fundamental condition of hosting tourists, while others realized the changes occurring in global security [2]. Security has undergone a significant change from a more or less passive factor to an extremely active element of tourism, creating an imperative need to act to protect tourists and their goods as well as the entire industry.

Despite the achievements in studying security and safety issues in tourism, there are several challenges for tourism researchers specializing in this field:

- consequences of the indivisibility of security issues in the global world;
- security issues created by the Internet;
- security in travel and tourism versus human freedom and rights.

Research and education in tourism and hospitality must deal with the new issues of security and safety in tourism so as to prepare future industry specialists by incorporating new research themes into academic programs. This could be done by introducing new topics (e.g. risk management in tourism) or supplementing existing content with security and safety topics.

## **THE RELATIONSHIP BETWEEN SECURITY AND TOURISM DESTINATIONS**

So, the real tourism product is the destination. We define tourist destination as a large or small physical space with lots of attractions. Prospective tourists leave their place

of residence for a short period of time and venture on a dream trip because they are attracted to a certain destination, be it cultural, natural, recreational or otherwise.

Destinations can be extremely different and can be analyzed in many ways. Perhaps the most important criterion that should make the difference is the nature of the tourism product. There are corporate destinations and community destinations. The first category is similar to businesses, including theme parks or ski resorts, so corporate destinations only offer a service, managers aim for the efficient allocation of resources, in the second category we are talking about public goods, common resources, etc.

According to the World Economic Forum (2013), the competitiveness of tourism systems is closely related to: prices, natural resources, cultural resources, safety and security, and ICT infrastructure [3].

We believe that cyber security is a new challenge for the tourism economy. In fact, if the actual tourism product is a destination, and if a destination is a mixture of different tourism goods and services, then it is easy to realize that many of these goods and services are exposed to cyber threats.

Let's imagine a typical trip, where the tourist buys using travel intermediaries, transport services and accommodation, therefore uses several applications and wi-fi devices, each of which is exposed to a cyber threat.

To assess and monitor cyber security in tourism it would be interesting to develop some special tools. For example, it would be useful in the tourism sector to select a few companies to provide us with some cyber security indices in this field, the companies should provide information on intermediaries, transport, accommodation, food and agreement.

So competitiveness depends on several factors, including safety and security that must also be extended in cyberspace.

In fact, as we have seen, the following aspects appear:

- a. the destination, which is the real tourist product, offers a variety of goods and services mostly exposed to cyber threats, so it is no longer enough to protect tourists only from physical attacks;
- b. the cyber threat seems to be continuously expanding over the entire economy, including the tourism sector;
- c. cyber threats can only be countered with a new and broader policy built on greater awareness among all actors interested in playing a role in the economic market.

Tarlow correctly argued that in tourism it is difficult to distinguish between safety and security and it is more appropriate to use the term guarantee. Thus we try to show the relevance of the guarantees we seek both in terms of physical security and in the case of cyber security.

Perhaps we should even add that in this case, it is difficult to establish the limits of the two dimensions, because the attackers also use cyber tools in the physical space. So the first step is awareness: "Be aware, be safe."

## CONCLUSIONS

Considering the different factors that influence tourists' travel decision, it can be seen that both tourism and personal characteristics play a major role in the decision-making process.

The stability of a destination's political situation has been shown to have a great influence on tourists' travel decision, as pointed out by Sönmez and Graefes (1989), so political instability could be an obstacle to tourism demand. Since risk perception also

plays a crucial role in the decision-making process, it can be concluded that safety and security are important issues for tourists [4].

The fact that consumer behavior is strongly shaped by the image of a destination, as stated by Bolan and Williams (2008), cannot be verified because it seems to have only a slight influence on the decision-making process [5].

Risk perceptions are strongly shaped by external communication channels such as the media, friends and relatives, and travel intermediaries. Although the media and recommendations from friends and relatives have been shown to have a major influence on knowledge of potential risk factors in this region, travel intermediaries do not seem to be among the significant sources of information in this context.

The importance of safety in the travel industry needs to be highlighted. The travel industry as a tourist industry has a strong and direct impact on all other sectors of tourist activities, such as accommodation, catering, conference tourism, and also on other sectors of the economy that depend on business trips and visits.

If in a particular country or a destination a security crisis occurs, it has a great impact on tourism. The desire of every tourist industry is to restore the confidence of tourists and safety in their country or destination as soon as possible after such crisis.

The more the destination's (country, region) administrative, technical, social and political environment is regulated and stable, the easier it will be to cope with preventive measures for safety crises or counter the consequences of the crises and create the original state.

## **BIBLIOGRAPHY**

1. ALBRECHTSEN ENHED, *Security vs. Safety*. NTNU-Norwegian University of Science and Technology. Department of Industrial Economics and Technology Management, 2003.
2. MICHALKO GÁBOR, *Turizmusföldrajz és humánökológia*, KJFMTA Földrajztudományi Kutató Intézet, Budapest-Székesfehérvár, 2005.
3. WORLD ECONOMIC FORUM. *The Travel & Tourism Competitiveness Report 2013*, Geneva, 2013.
4. SOMNEZ SEVIL and GRAEFE R. ALAN, *Influence on Terrorism Risk on Foreign Tourism Decisions*. *Annals of Tourism Research*, 25 (1), 112-144, 1998.
5. BOLAN PETER and LINDSAY WILLIAMS, *The role of image in service promotion: focusing on the influence of film on consumer choice within tourism*. *International Journal of Consumer Studies*, Vol. 32, Issue 4, pp. 382-390, 2008.
6. TARLOW E. PETER, *Tourism Security. Strategies for Effectively Managing Travel Risk and Safety*, London: Elsevier 2014.