

# The environmental influence in the prevention or promotion of unsafe behaviours among Young European Tourists visiting Nightlife Resorts

**TRAVELS : Tourism, Recreation And Violence a European Level Study**

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*Project co-funded by the Daphne Program  
Freedom, Security and Justice Directorate*



# The TRAVELS project

## What is it?

TRAVELS: *Tourism, Recreation and Violence*, is a European Level Study, which analyzes alcohol and drug use among young holiday makers in south European Tourist resorts and its related harms, such as: interpersonal violence, injuries, sexual harassment, unprotected sex relations, etc

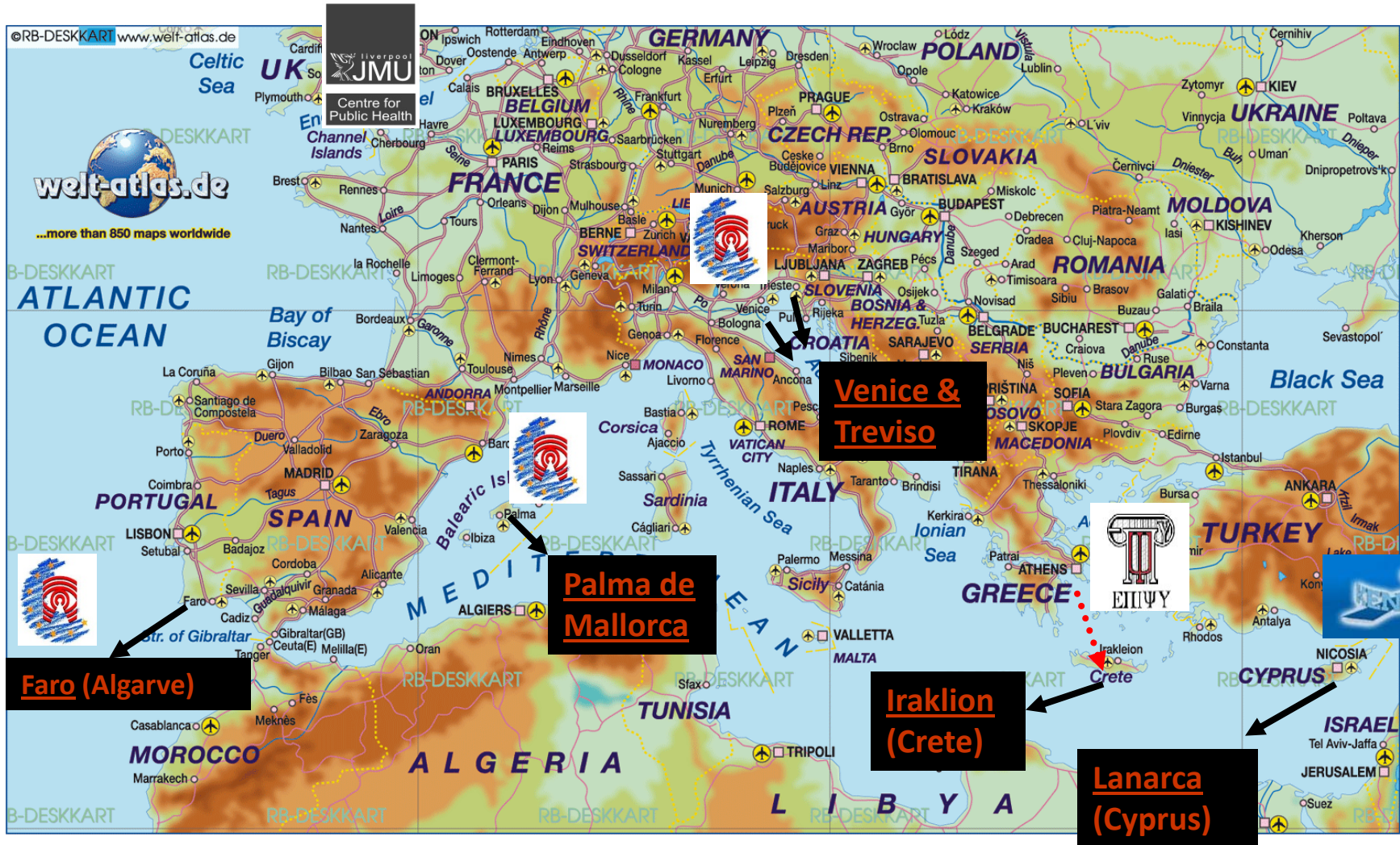
The TRAVELS project is the continuation of a first project, *Assessing and Preventing Violence in National and International Recreational Settings for Young People (2008-09)*, in which the behaviour of 3.000 English and German tourist visiting the Baleric Islands was analyzed (results available at [www.irefrea.org](http://www.irefrea.org) )

The **TRAVELS** project goes **one step further**, with a double aim:

- Compare young tourist behaviours between different locations, and
- Relate those behaviours to contextual factors



# TRAVELS participating partners



# TRAVELS quantitative study

6.502 young tourists , German and English (16-35 years), from 5 different locations (Faro, Mallorca, Venice & Treviso, Iraklion, Larnaca)

Short self administered anonymous questionnaire, exploring:

- Alcohol and drug use at home and on holidays
- Reasons for choosing destination, perceptions about safety at home vs on holidays
- Other risk behaviours: violence, sexual harassment, injuries, risky sexual relations, etc.
- Special stress put on the analysis of the type and causes from violence
- All these data presented parallelly by Prof. Karen Hughes, LJMU



# TRAVELS qualitative study

- Mass media analysis
- Key informant interviews
- Venues assessment
- Internet research
- Standardised questions about accesibility and local norms

**Final local qualitative report**



# Alcohol accesibility

	Price of a beer (33cl)	Price of a mixer	Price of water	Minimum age to drink alcohol	Minimum age buy alcohol
<i>Faro Portugal</i>	<b>1,8 €</b>	<b>4,5 €</b>	<b>1,2 €</b>	<b>16 years</b>	<b>16 years</b>
<i>Mallorca Spain</i>	<b>2 €</b>	<b>6 €</b>	<b>2 €</b>	<b>18 years</b>	<b>18 years</b>
<i>Venice Italy</i>	<b>3 €</b>	<b>5 €</b>	<b>2 €</b>	<b>16 years</b>	<b>18 years</b>
<i>Iraklion Greece</i>	<b>5 €</b>	<b>5 €</b>	<b>1 €</b>	<b>18 years</b>	<b>18 years</b>
<i>Larnaca Cyprus</i>	<b>7,5 €</b> (betw. 5 & 10 €)	<b>6,5 €</b> (betw 3 a 10 €)	<b>3,25</b> (betw 1,5 a 5 €)	<b>18 years</b>	<b>18 years</b>

# Regulation in night venues

	Minors at bars/pubs?	Minors at discos?	ID card checked to control minors access?	Regulation in opening hours?	Closign time enforcement?
<b>Faro Portugal</b>	Yes	Yes	Usually not	Yes , linked to noise	Yes
<b>Mallorca Spain</b>	Yes	Yes, sometimes	Usually not	Yes	Sometimes
<b>Venice Italy</b>	Sometimes, in summer	No	No	Yes, linked to noise	Yes
<b>Iraklion Greece</b>	Yes	Yes	No	Yes	No
<b>Larnaca Cyprus</b>	Yes	Yes	Usually not	Yes	No



# Training and offers

	Is bar staff trained?	Are there “all inclusive” offers?	If yes, do they promote cheap or free alcoholic drinks ?
<b>Faro Portugal</b>	Yes, all bar & disco staff	No	-
<b>Mallorca Spain</b>	Yes, but insufficient & few places	Yes	Yes
<b>Venice Italy</b>	Yes, but in few places	No	No
<b>Iraklion Greece</b>	Yes but in few places	Yes	Yes
<b>Larnaca Cyprus</b>	Yes, but not in prevention	Yes	Yes





# Internet search: google

	Nightlife	Alcohol use	Illegal drugs use	Violence	Healthy
<b>Faro Portugal</b>	6	2	0	0	8
<b>Mallorca Spain</b>	31	16	1	4 (scientific articles)	15
<b>Venice Italy</b>	5	2	0	5 (not related to Venice; wars)	7
<b>Iraklion Greece</b>	22	26	2	12	9
<b>Larnaca Cyprus</b>	29	28	5	3	4



# Internet search: youtube

	Nightlife	Alcohol use	Illegal drugs use	Violence	Healthy
<b>Faro Portugal</b>	10	0	0	0	10
<b>Mallorca Spain</b>	19	22	3 (indirect)	1 (explicit)	7
<b>Venice Italy</b>	2	5	0	0	8
<b>Iraklion Greece</b>	25	22	0	0	0
<b>Larnaca Cyprus</b>	22	25	1	0	4



# General impressions from internet search

FARO (Algarve)\_PORTUGAL

When looking for general information about holidays in Algarve, either searching general or specific items, the global image of **Algarve** is a **quiet and safe place**. Mainly directed to **families** or to populations with specific interests (golf or sexual activities).

In all searches we find that Algarve is a safe destination, with **several links to cultural activities**.

All the images associated are **similar to post cards**, being difficult to find some negative advertisements or negative images related to nightlife and violence in Algarve.

Considering the keyword **“violence”** it is **even underlined that tourists with violent profiles are not welcome to come or stay in Algarve** (site from a tour operator). Some newspapers advertise Algarve as one of the safer destinations in Europe.

**Overall it is a tourist destination not much associated to negative aspects.**



# General impressions from internet search

## MALLORCA\_SPAIN

When looking for general information about holidays in Mallorca, without other keywords, the image given, either by tour-operators as by visiting tourists, is very healthy, showing a wide range of possibilities of activities to be done, showing good weather, beaches, mountains, sports, water-sports, even gastronomy or cultural activities. On the contrary, when performing the search with the keywords *party and nightlife in Mallorca*, the results retrieved show a very bad image of the island. In general terms, even tour-operators as young users, point out the alcohol use, the easy access to sex opportunities, and the lack of control in behaving in the night scene (location as a place where everything is allowed).

When looking for the keywords *sex and Mallorca*, we found very negative information, even of pubs promoting for the clients to have live sex inside the venue. Finally, when looking for the keyword *violence*, the google search retrieved many links with scientific articles, sensitizing about the risks and problems related to alcohol and drug abuse during holidays, and in the youtube engine, no links were found with this keyword.

So, the general image sold when looking for “holidays in Mallorca” is quite positive and healthy, even by promoters and by users, but when looking for specific items, like party, nightlife, sex or drugs, related to Mallorca, the general image (specially promoted by the young tourists) is very poor and bad.



# General impressions from internet search

VENICE\_ITALY

When looking for **general information about holidays in Venice**, the image provided, by travel agencies, tour-operators and visiting tourists, **is very healthy**, showing a wide range of possibilities of activities to be done, **showing good weather, historical buildings, water, beaches, boats, and gastronomy and cultural activities (such as theatre shows, classic music concerts, jazz music concerts, etc.)**. Also when performing the search **with the keywords *party* and *nightlife* in Venice**, the results show a **very good image of the city**. Finally, when looking for the **keyword sex**, the google search reach many links with **scientific, historical and medical articles, sensitizing about the risks and problems** related to alcohol and assault. With the words **Violence** and Venice a lot of online newspapers and press agencies show the general world situation, **without referring news about Venice**.

**The engine results are very coherent with the qualitative research outputs.**



# General impressions from internet search

## MALIA\_GREECE:

All the results from the internet search performed, either in google or in youtube, present **nightlife as the main activity in Malia**. Only the google search about holidays in Malia present a place that has **alternative possibilities** such as the beach, water sports, the old traditional town, water park, go-karting, horse-riding, excursions to the nearby villages etc. but **nightlife still remains as one of the main attractions**. There weren't many differences in the results between google and youtube due to the fact that most of the videos in youtube were uploaded by agencies and tour operators and less by tourists themselves as it was expected. There were big differences when the link was **press or TV news**. These articles/videos presented only the bad image of Malia. On the contrary, **tour operators presented an image of Malia where tourists can party all day with direct and indirect images of easy sex opportunities and easy alcohol access**. Finally, when looking for the keyword violence, the google search retrieved many links of forums, with discussion about how safe Malia are between tourists who are thinking of visiting Malia or sending members of their families there on holidays and people who spent their summer there, but in the youtube engine, no links were found with this keyword. There weren't any images of drug use neither in google nor in youtube.

**Generally, the image if Malia presented is bad. Malia are linked with nightlife and excessive alcohol consumption which leads to risks in health.**

# General impressions from internet search

## AYIA NAPA\_CYPRUS:

When looking for **general information about holidays in Ayia Napa**, without other keywords, the image given, either by tour-operators as by visiting tourists, **is party orientated for young people, but still shows a wide range of possibilities of activities to be done**, showing good weather, beaches, mountains, sports, water-sports, even gastronomy or cultural activities showing holiday opportunities for all age groups **including families**. On the contrary, when performing the search **with the keywords party and nightlife in Ayia Napa**, the results retrieved show an unpleasant or unhealthy image of the town. In general terms, there is great evidence pointing out the **alcohol use, the easy access to sex opportunities, and the lack of control in behaving in the night scene**. When looking for the keywords **sex and Ayia Napa**, we found less sexual content than when searching for **Party Ayia Napa.**, when looking for the keyword **violence**, the Google search retrieved many links with newspaper articles, sensitizing about the risks and problems related to alcohol during holidays, and in the youtube engine, one link was found with this keyword but it didn't feature any violence.

So, the **general image sold when looking for "holidays in Ayia Napa"** is quite **positive and healthy though still targeted as a party holiday, even by promoters and by users**, but when looking for specific items, like party, nightlife, sex many links with sexual contents combined with substance use showed up. Especially contents promoted by the young tourists are rather unhealthy.

# Main local problems

## FARO\_PORTUGAL:

- relatively **low rate of violent crime**;
- thefts of pickpockets at crowded popular tourist destinations
- Not organized crime, but increasing drug dealing (Africa-Europe)
- Tourists do not come looking for violence in Algarve region; violence is not something usual in Algarves nightlife.
- But when it happens it is always associated with alcohol or drugs consumption.
- Violence has to do with houses assaults and tourist residences.
- Risk factors for violence in nightlife:
  - the big concentration of cafes, bars & discos in a small space with large number of people in the same place;
  - Cheap alcohol;
  - the limit age for consumption (16 years old in Portugal).
- Verbal violence more associated to woman, physical violence more to men.
- Sexual violence is not relevant in the area





# Main local problems

## MALLORCA\_SPAIN:

- Main problems related to touristic nightlife, are noise, dirtiness, and health and security consequences for the own visitors.
- The most common incidents are alcoholic poisoning, injuries caused by fighting or as consequence of accidents, unprotected sex and thefts.
- Usually, alcohol is the most common substance that leads to problems, but drugs are also present in the night scenes;
- In some places, thefts linked to prostitution practiced on the street have increased
- Tourism in the islands is characterized by a strong seasonality. This means that police and sanitary services are overflowed during the summer
- The *botellón* phenomenon: *Botellón* means lots of young people drinking massively at the weekend nights on the street. It is frequent to see drunken people in there, also minors. The *botellón* has as main consequences the dirtiness and noise on the streets, but also accidents from the young people drinking, with sometimes alcohol poisoning and traffic crashes. Also, many incidents regarding violence have been recorded during this year 2009.
- This practice is common between young local population (more at the weekends, and along the Paseo Marítimo zone, in the center of Palma) but also among young tourists (all week long, specially at Arenal).
- Venues inciting people to drink “around the clock” with cheap alcohol prices; labels like “happy our” or “sex on the beach” are easy to find on the streets.



# Main local problems

## VENICE-ITALY:

- Numerous Venetian bars and clubs organise a so called “Spritz Time” and a “Happy Hour”, during which they sell alcohol at very convenient prices that mainly attract younger customers. Going out at night changes with the seasons: nevertheless, a typical night out in Venice would involve moving from one bar or pub to another, drinking alcohol until late in the evening.
- Finally, many bars and pubs that target tourists are generally “closed” environments whose managers do not appear to be very open to talking to health and prevention operators. Probably there is a sort of cultural diffidence from this counterpart that does not help the dialogue.



# Main local problems

## MALIA-GREECE:

- The major problems in Malia are the fights, vandalisms and robberies.
- The principal cause for the aggressive behaviour was considered to be excessive alcohol consumption.
- Also problems associated with the violations of the traffic regulations. Especially hiring quad bikes to tourists without a drivers' license and to those that had consumed big amounts of alcohol. Street accidents are very frequent.
- Two of the main illegal activities of the nightlife industry: loud noise coming from the venues and solicitation of tourists (travel agencies cooperate with certain venues to organise "all inclusive" happenings at very low prices).
- Competition between venues aiming to attract more people, lowering of alcohol prices.
- Police needs further reinforcement. The increase of the police patrols during the last year is considered to have caused a reduction, to some extent, of the violent incidents.
- Most violent incidents occur between July and August.
- The fights happen usually when the tourists have already consumed high amounts of alcohol.
- N<sup>o</sup> of the tourists who used the health services due to problems connected with the recreational nightlife is quite big. The most common health problems are the ones that have to do with excessive alcohol consumption: problems with the liver and the stomach as well as high blood pressure.
- Responsible for this kind of tourism in Malia are believed to be the travel agencies which promote the area as a place where laws are lost and everything is allowed.



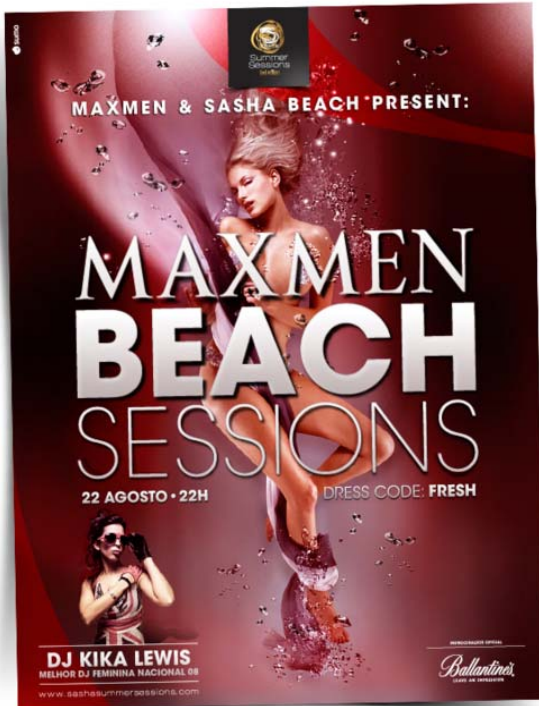
# Main local problems

## AYIA NAPA\_CYPRUS:

- Bar staff focus on management of possible drunk costumers, but ignore other drug use and/or carrying of weapons. They consider incidents only that cases whre low enforcement takes part.
- Staff is trained in health and safety, but only in few cases.
- Toilets area inside venues should be considered as weak points of security.
- In some venues, clients can take glass glasses and bottles (risk of injuries).
- Drunken driving.
- Bad image with ads promoting aggression (9), sexual attraction (7) and drinks advertisements (8).
- Non alcoholic drinks promoted only in 1 venue from 19 analyzed.
- In all venues the half of visitors consumes more than four drinks.
- Violence involves normally local people, these season tourist was victim.
- Some news (14 cases period 08-09) report alcohol & drug use but the “locals” are majority of the “players”.
- Internet goolge results from Ayia Napa, do not show images of direct use or drug dealing, but from images of intoxicated people (alcohol) and parties (trance raves) inferring to illegal drug use.
- Drunken fights at Ayia Napa are common.
- Underage alcohol use.



# Dynamics are quite similar in many locations..

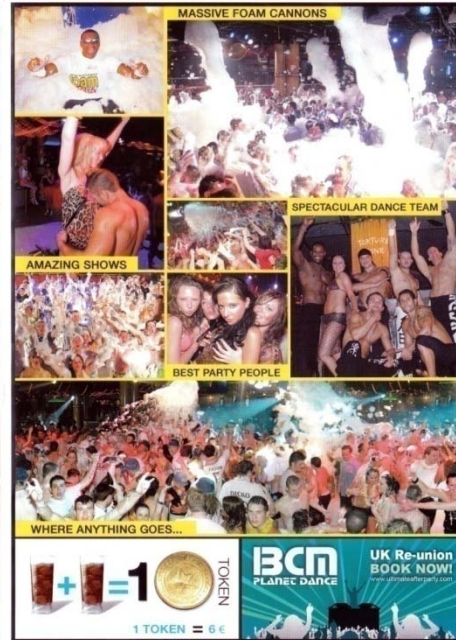
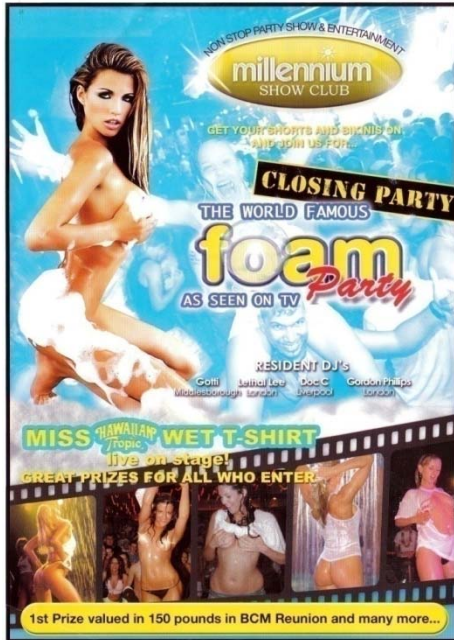


PORTUGAL



GREECE

# Dynamics are quite similar in many locations..



MALLORCA, SPAIN



MALIA, GREECE



# Some initiatives....

## POLICE DIRECTORATE HERAKLION

### DEAR VISITORS

- ❖ Don't drink & drive, respect others on the road.
- ❖ Don't drink too much alcohol or take other illegal substances.
- ❖ Don't be aggressive & avoid clothing or behaviour which could be offensive to others.
- ❖ Respect the rights of other citizens & visitors.
- ❖ Respect the laws of your host country & the customs of the local community.
- ❖ Bad behaviour could result in your arrest, detention & a fine.

REMEMBER YOU ARE HERE TO ENJOY YOUR HOLIDAY -  
KNOW YOUR LIMITS & DON'T LOSE CONTROL

MALIA, GREECE



Freedom, Security and Justice



# Some initiatives....

## Mallorca (Calvià):

Other local alcohol awareness campaigns, addressed to youngsters (focused in nightlife):

**“Think twice before taking this trip”**

**“You don’t have to be sick to want to get well”**

<http://bendinatcomenius.blogspot.com/>

Initiatives supported by Life Learning Program: Comenius 2008/2010

MALLORCA, SPAIN





# But isolated actions, are insufficient...

## Τουριστική μαφία στον σεξοτουρισμό

### *Touristic mafia in sex-tourism*

*Cheap drinks, uncontrolled violence and sex*  
*The article begins with an incident of 17 British drunken tourists who were arrested because they were dressed as Catholic nuns and they were walking in Malia beach road with sexy underwear and other erotic accessories. Another incident is mentioned where a British tourist broke the window of a shop with his quad bike and the owner kept him hostage until his friends pay the damage. The police intervened in order to let him free. Generally the article focuses on the rapes, the fights and the violence in the area. There are references about the illegal activities of the nightlife industry (bar crawl, industry-driven tourism) and the number of the bars and clubs operating in the area .*

**MALIA**

**One british tourist dies at hospital because of having been beaten on the head in a fight at night among drunken people**

*Muere en el hospital el turista británico que recibió una paliza en Magaluf; la víctima, de 45 años, estaba en coma tras ser golpeado en la cabeza*

**3 sep 2009**

**MALLORCA**



# What could we do to manage with it?

## Venues

- Bar staff and management training programs
  - Responsible alcohol serving programs
  - De-escalation training
  - First aid training
  - General coordination plan for staff (who is responsible for what in case of emergency)
- House policies
  - Exhibit posters or signs inside the venues with the norms, not only referring to the legal norms.
- Regulating of the opening hours (f.e. case of rave parties in Ibiza).
- Venue density.
- Physical conditions: lightening inside and around the venues, facilitation of places to seat down –avoiding “vertical drinking”- , good ventilaltion, easy access to tap water; no alcohol promotions like “happy hours”, etc..



# What could we do to manage with it?

- Tourist campaigns to promote a safe and health image from the destinations.
- Efficient coordination of night venues with Emergency rooms, medical and first-aid services.
- Licensing, law enforcement and Underage control.
- Drink-Driving programmes
- Policing; collaboration with the industry.
- Alternative programmes.



# Where is the key point of it?

Each of these actions need to be assumed by different agents: venues owners, venues staff, local authorities, police, sanitary council, tour-operators, etc.

If the actions are being performed isolated, results will be also “isolated”.

**We need to promote integral long lasting coalitions with all the stakeholders involved, not only to a local level, but also in coordination with anti-drugs and sanitary authorities in the countries of origin.**



# Other interactive and international initiatives...

## HNT Healthy Nightlife Toolbox:

Web page promoting evaluated nightlife prevention activities against alcohol, drug use and related harms:





## Healthy Nightlife Toolbox

**The Healthy Nightlife Toolbox (HNT) is an international initiative that focuses on the reduction of harm from alcohol and drug use among young people.**

Alcohol and drug use come with health and safety problems. A relatively large amount of all alcohol and drug use takes place in recreational settings. This is why nightlife is an important setting for prevention. The Healthy Nightlife Toolbox is a website that has been designed for local, regional and national policy makers and prevention workers, to help reduce harm from alcohol and drug use in nightlife settings. The core of the online Toolbox is formed by three databases (evaluated interventions, literature, and details of experts within the field) and a Handbook providing guidance on creating a healthy and safe nightlife.

### interventions

Details of evaluated healthy nightlife interventions

### literature

A searchable database of reviewed academic literature on healthy nightlife interventions.

### handbook

Guidelines, tips and advice to help develop alcohol and drug prevention in nightlife settings.

### experts

Contact details of experts working within the healthy nightlife field in the EU.

### news

Updates on new publications and events on nightlife health.

### contribute

Send us details of interventions, new literature or news items



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# Thank for your attention!

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