

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

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IREFREA – European Institute of Studies on Prevention



## CLUB HEALTH - MEDIA INFLUENCE ON NIGHTLIFE

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TRAVELS : Tourism, Recreation And Violence a European Level Study

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# TRAVELS – project presentation

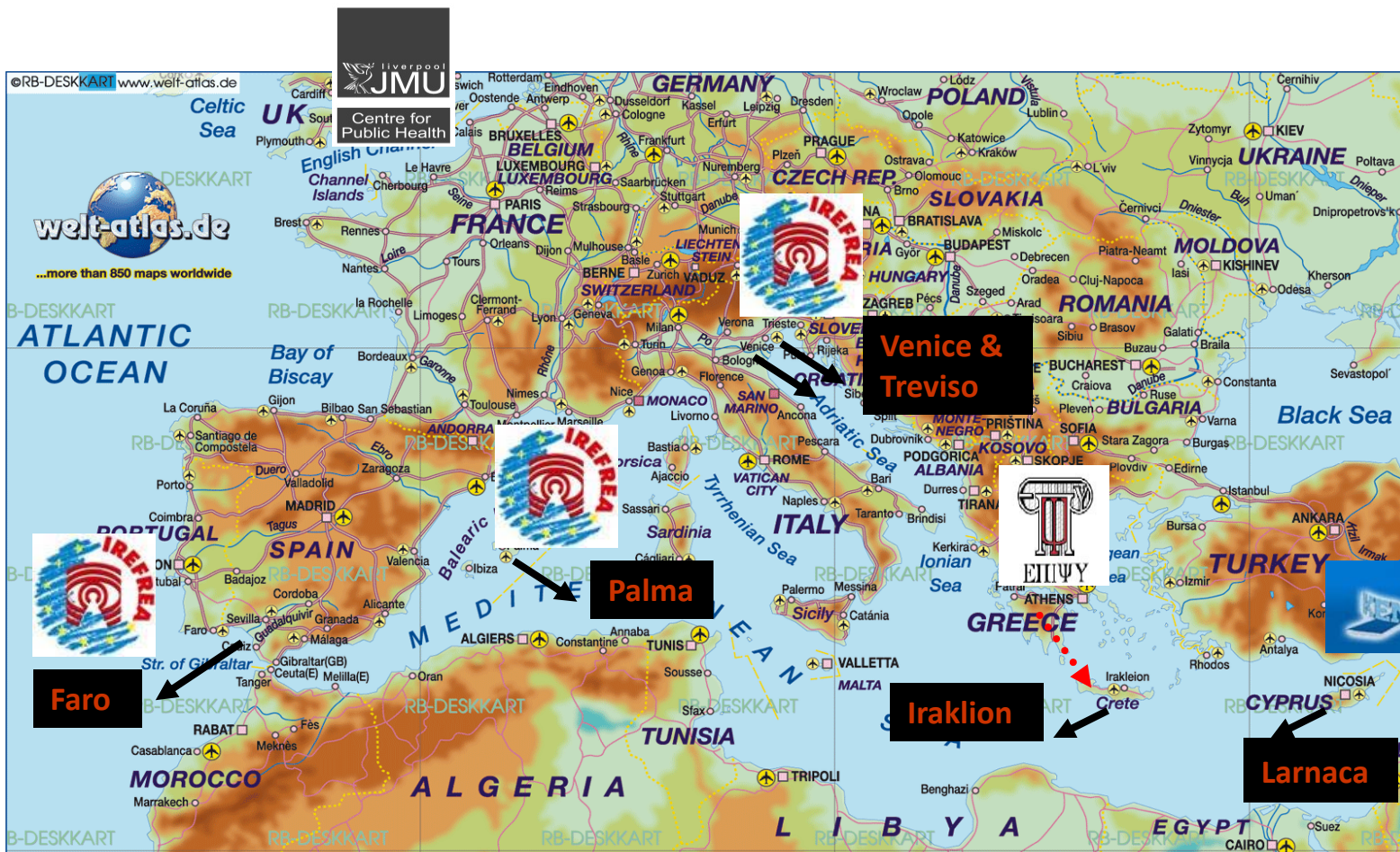
TRAVELS has its origins in a former project ***Assessing and Preventing Violence in National and International Recreational Settings for Young People (2008-09)***, in which the behaviour of 3.003 English, German and Spanish tourists on holidays in the Balearic Islands was analyzed and compared (findings available at website [www.irefrea.org](http://www.irefrea.org) )

**TRAVELS** takes a step further by:

- Comparing young tourist behaviours in five Southern European tourist resorts
- Relating those behaviours to contextual factors



# TRAVELS – participating partners and resort locations



# TRAVELS – Quantitative Study

Total sample = 6,502					
	Palma (Spain)	Venice and Treviso (Italy)	Iraklion (Greece)	Larnaca (Cyprus)	Faro (Portugal)
British	702	764	777	736	734
German	715	720	301	764	289

- Mean age: British 21.5 years, German 23.3 years
- Mean length of stay: 9 days



# TRAVELS – Quantitative Study

- Short self administered anonymous questionnaire, **exploring**:
  - Alcohol and drug use at home and on holidays
  - **Reasons for choosing destination**
  - Perceptions on safety at home vs. on holidays
  - Other risk behaviours: violence, sexual harassment, injuries, risky sexuality, etc.
  - Special emphasis on the analysis of type of violence and its causes.

## % choosing to visit due to nightlife

	Palma (Spain)	Venice and Treviso (Italy)	Iraklion (Greece)	Larnaca (Cyprus)	Faro (Portugal)
British	80%	17%	88%	64%	30%
German	76%	6%	42%	62%	30%



# TRAVELS – Qualitative Study

- **Five local qualitative reports** where also produced by:
  - **Analysing mass media and advertising**
  - **Interviewing key informant**
  - **Assessing venues**
  - **Searching Internet**
  - **Using a standardised questionnaire on alcohol availability and local regulations and policies.**



# Nightlife venues assessment

	Underage youngsters in bars/pubs?	Underage youngsters in clubs/discos?	Under-age checkouts?	Opening hours regulation?	Closing time enforced?
<b>Faro</b> <i>(Portugal)</i>	Yes	Yes	Usually not	Yes	Yes , but enforcement just linked to noise complaints
<b>Palma</b> <i>(Spain)</i>	Yes	Yes, sometimes	Usually not	Yes	Sometimes
<b>Venice</b> <i>(Italy )</i>	Sometimes, in summer	No	No	Yes	Yes but enforcement just linked to noise complaints
<b>Iraklion</b> <i>(Greece)</i>	Yes	Yes	No	Yes	No
<b>Larnaca</b> <i>(Cyprus)</i>	Yes	Yes	Usually not	Yes	No



# TRAVELS – Qualitative Study

## Ease of access to alcohol

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





# TRAVELS – Qualitative Study

## Bar staff training and promotions

	Is staff trained?	Are there “all included” promotions?	If yes, do they promote cheap or free alcohol ?
<b>Faro</b> <i>(Portugal)</i>	Yes, all bar & disco staff	No	-
<b>Palma</b> <i>(Spain)</i>	Just in a few places	Yes	Yes
<b>Venice</b> <i>(Italy )</i>	Just in a few places	No	-
<b>Iraklion</b> <i>(Greece)</i>	Just in a few places	Yes	Yes
<b>Larnaca</b> <i>(Cyprus)</i>	Yes, but not in prevention	Yes	Yes



# TRAVELS – Qualitative Study

**Internet search: Google**  
**Websites promoting...**

	Nightlife	Alcohol use	Illegal drugs use	Violence	Healthy and positive aspects of location
<b>Faro</b> <i>(Portugal)</i>	6	2	0	0	8
<b>Palma</b> <i>(Spain)</i>	31	16	1	4 (scientific articles on violence)	15
<b>Venice</b> <i>(Italy )</i>	5	2	0	5 (not linked to Venice)	7
<b>Iraklion</b> <i>(Greece)</i>	22	26	2	12	9
<b>Larnaca</b> <i>(Cyprus)</i>	29	28	5	3 (Ongoing conflicts and war)	4



# TRAVELS – Qualitative Study

## Internet search: YouTube

Videos promoting...

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



# TRAVELS – Faro (Algarve) - Portugal

## Internet search

- **General information search** shows a postcard image. A special place, safe and quiet, family oriented, where sports (such as golf) can be practiced and cultural activities are available
- **Difficult to find images related to nightlife and/or violence.**
- **Even some tour operators state in their websites that people with ‘violent profiles’ are not welcomed there.**
- **Advertisement portrays the area as one of the safer destinations in Europe.**

## Qualitative Study

- **Low crime rate:** Pickpockets in crowded locations; not organize crime although drug dealing seems to be increasing. Lately there has been an increase in house and tourist residence robberies.
- **Safe Nightlife:** Although violence is low, when it upraises is always associated to alcohol and/or drug use. Verbal violence is associated to women while physical is associated to men. Sexual violence is not relevant in the area.
- **Potential risk factors:**
  - ✓ High concentration of venues in small areas.
  - ✓ Crowdedness inside venues
  - ✓ Cheap alcohol
  - ✓ Youngsters access to alcohol (allowed to drink at 16 years of age)



# TRAVELS – Palma (Mallorca) - Spain

## Internet search

- General information search:
  - ✓ Healthy image showing beautiful landscapes and beaches
  - ✓ Wide range of activities to engage on (sports, cultural, sightseeing...)
- Party and nightlife search portrays a very bad image (tour operators / youngsters) as an easy place to:
  - ✓ Drink alcohol non-stop and at cheap prices
  - ✓ Enjoy lots of sex opportunities
  - ✓ Act with careless behaviour
  - A place where anything goes!
- Sex and Mallorca search retrieved also very negative information including pubs and bars promoting life sex for clients inside the venue.
- Violence did not retrieve links related to nightlife and/or alcohol and drug use. No links to videos were found in YouTube either

## Qualitative Study

- Main problems related to nightlife
  - ✓ Noise and dirtiness that affect to the whole population.
  - ✓ Thefts linked to prostitution on the street have also been cause of complaints.
- Most common accidents related to alcohol and/or drug use in nightlife are:
  - ✓ Alcohol poisoning
  - ✓ Injuries caused by fighting or accidents
  - ✓ Unprotected sex

→ Accidents have a great impact on hospital emergency rooms whose capacity is over exceeded by demand (summertime/weekends)
- Botellón: Happening of young people gathering on the street to binge drinking is spreading among tourist too. This practice common among local youngsters over the weekend is practiced everyday by young tourist specially at El Arenal (Palma beach)



# TRAVELS – Lanarca (Ayia Napa) - Cyprus

## Internet search

### ▪General information search:

- ✓ Party oriented and for young people (tour operators as well as youngsters)
- ✓ Although also shows beautiful landscapes, good weather, sport and cultural activities as well as gastronomy for all age groups .

### ▪Party and nightlife search portrays an unpleasant and unhealthy image (tour operators /youngsters) of the area on:

- ✓ Alcohol use and abuse
- ✓ Easy access to sex encounters
- ✓ And lack of behavioural control

### ▪Sex and Ayia Napa didn't retrieve much information.

### ▪Violence retrieved links to news on the papers sensitizing on alcohol related risks and problems in nightlife.

→Although no images of drug use were found, drug use can be inferred from the videos showing images of parties and raves

## Qualitative Study

### ▪Main problems related to nightlife

- ✓ High levels of violence that affect local and tourist population
- ✓ Under-age drinking

### ▪Most common accidents related to alcohol and/or drug use in nightlife are:

- ✓ Alcohol poisoning
- ✓ Injuries caused by fighting or accidents
- ✓ Car accidents



# TRAVELS – Venice - Italy

## Internet search

- General information search:
  - ✓ Healthy image.
  - ✓ Wide range of cultural activities to be carried out in the old city (from sightseeing to music concerts and gastronomy) as well as to enjoy beaches and summer sports in the surrounding areas.
- Party and nightlife search shows also an outstanding image where you can find film festivals, theatre performances and a variety of music concerts (from jazz to classical music)
- Sex just relates to medical articles.
- Violence retrieved links to current world events.

## Qualitative Study

Although recreational nightlife does not seem to have a big impact on the city life there are some potential risks:

- More bars and clubs have established “spritz time” and “happy hours” to attract younger customers
- Many bars and clubs that target young tourists work as “closed” environments that do not follow the recommendations of health and prevention agents.



# TRAVELS – Malia - Greece

## Internet search

- General information search:
  - ✓ Nightlife (Google and YouTube) is the main activity in Malia.
  - ✓ In the Media (written press and TV) the imaged portrait of Malia is a bad one.
- Party and nightlife search retrieved tour operators websites presenting the area as a 24 hour-party resort
  - ✓ Alcohol use and abuse
  - ✓ Easy access to sex encounters
  - ✓ And lack of behavioural control
- Violence retrieved links to forum on how safe/unsafe was Malia's nightlife according to tourists experiences.

## Qualitative Study

- Main problems related to nightlife
    - ✓ Fights, vandalism and robberies due to excessive alcohol consumption
    - ✓ Traffic problems and accidents (quads and scooters rent to tourist without a drivers license)
    - ✓ Noise (level of music coming from the venues and voices of people on the streets)
    - ✓ Venues competing for tourist by offering "all included" parties or alcohol prices at very low prices
  - Most common accidents related to alcohol and/or drug use in nightlife are:
    - ✓ Alcohol poisoning
    - ✓ Injuries caused by fighting or accidents
    - ✓ Traffic accidents
- Travel agencies are blamed to be the cause of these problems.
- Police is overcome by the surrounding activity. Although patrols have been increased they are not able to control the situation (most violent incidents occur during July and August)
- Increased number of party-goers using Emergency Departments due to excessive alcohol consumption





# TRAVELS – Different places, same advertisement.



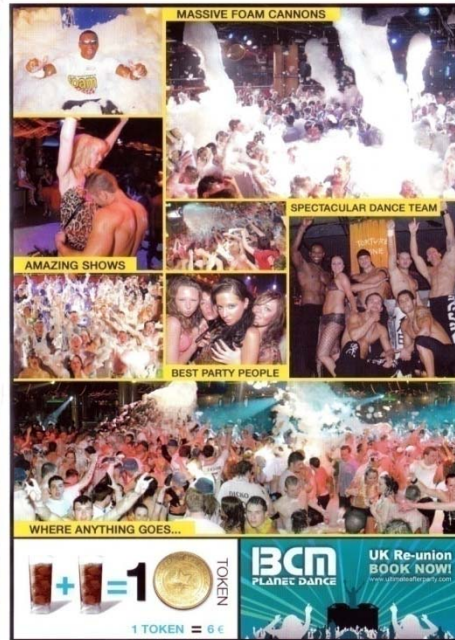
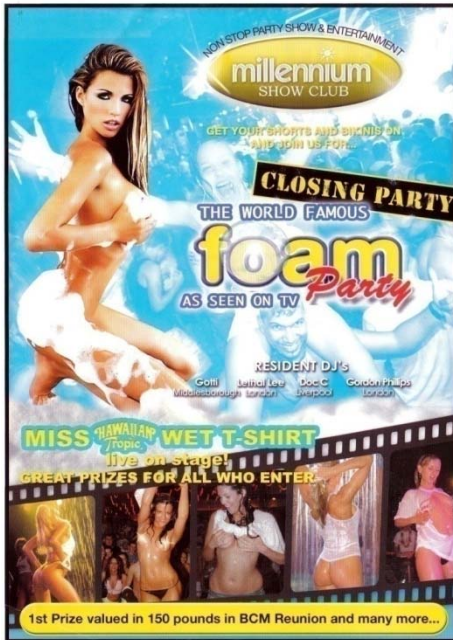
PORTUGAL



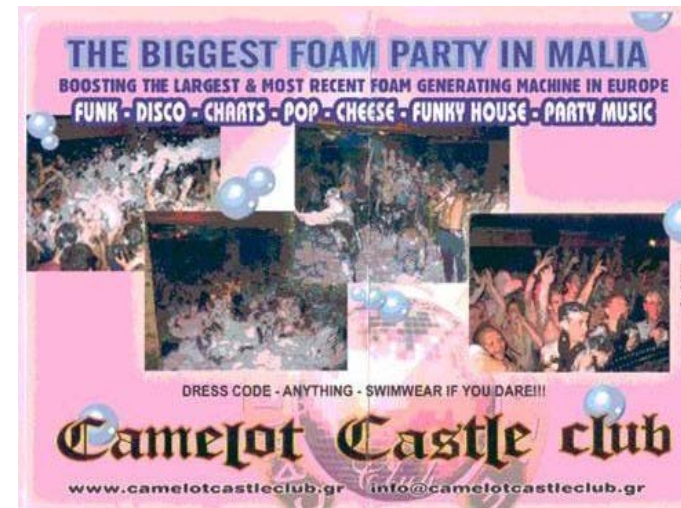
GREECE



# TRAVELS – Different places, same advertisement.



MALLORCA



GREECE



# TRAVELS – **What can be done?**

- **Tourist destinations are important economic and cultural sources, places expected to provide fun and well-being**
- **Because of their specific features these locations can sometimes hold a social paradox: while security and health must be guaranteed authorities worry about bringing public attention to issues related to violence and alcohol and drug consumption since they can damage the image of the destinations**
- **Therefore, international quality standards should be set up with the participation of all related stakeholders at local, national and international level, through the establishment of long and lasting coalitions**



# Thank you!

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 **Freedom, Security and Justice**



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