



TRAVELS. Tourism, Recreation And Violence a European Level Study

## **Qualitative Report on nightlife in tourist resorts. Five insights on Southern European tourist destinations.**

- **Algarve, Portugal**
- **Larnaca – Ayia Napa, Cyprus,**
- **Malia (Crete) Greece**
- **Palma de Mallorca, Spain**
- **Venice, Italy**

(April 2009)



TRAVELS. Tourism, Recreation And Violence a European Level Study

## Qualitative Report – Algarve, Portugal

### 1. Introduction.

The **Algarve region** is certainly Portugal's **most popular tourism destination**; it's like a **post-card picture** attracting families, couples and golfers to its fabulous beaches, picturesque and cosy villages, quality hotels and first-class golf facilities.

For those in search of a lively holiday with plenty of **nightlife**, head for the main resort of **Albufeira**, with its' vibrant strip full of bars, clubs and English-style restaurants, or if you're looking for the best beaches in the Algarve, then try Praia da Oura [Albufeira], Açoteias or Praia de Falésia [Vilamoura]. (<http://www.algarvetouristguide.com/>)

With an area of 4,995Km<sup>2</sup> and a resident population of 395,218 inhabitants, spread throughout 16 municipalities, the Algarve is located at Europe's westernmost tip, in the south of Portugal. It has an average population density of roughly 80 inhabitants per Km. In the Summer the population in Algarve can rise to more than one million people.

The Algarve, with its regional capital of Faro, is made by 16 municipalities: Alcoutim, Aljezur, Albufeira, Castro Marim, Faro, Loulé, Lagos, Lagoa, Monchique, Olhão, Portimão, São Brás de Alportel, Silves, Tavira, Vila do Bispo and Vila Real de Santo António.



Each municipality is endowed with its own important tourist attractions, further enhanced by the natural beauty of this region. In a setting that is divided between coast, hills and plains, there is every opportunity for a diverse range of activities, with all the necessary facilities always close to hand.

Each municipality encapsulates its own historical depth, revealed by a rich cultural heritage that serves to ensure the Algarve not only remains Portugal's own most popular destination, but also contributes the greatest share of the earnings generated by the national tourism m<sup>2</sup> and an entirely Atlantic coastline that measures roughly 150Km in length.

The Algarve is the southernmost region of Portugal and it's one of Europe's favourite holiday destinations well known for glorious year round sunshine and excellent sandy beaches.



TRAVELS. Tourism, Recreation And Violence a European Level Study

Although an integral part of Portugal, the southernmost province is geographically distinct in character from the rest of the country, and its people have always been regarded as distinct as well.

It is subdivided into three main areas, each of which contains some extraordinarily beautiful landscapes:

- **The coastal area** is where most of the region's economic activity is concentrated. In terms of landscape, the Algarve coast is very diversified, varying between abrupt and jagged coastlines, extensive sandy beaches, inlets formed by lagoons, marshland areas and various formations of sand dunes.;
- **The "Barrocal" area** marks the transition between the coast and the mountains, consisting of limestone and schist. This area is also known as the "beira-serra" (literally the mountain edge) and is where most of the agricultural produce of the Algarve originates from;
- **The hills** occupy 50% of the territory

The climate of the Algarve is milder and more equable than elsewhere in the country not only because of its southerly position and proximity to Africa, but because of a protective chain of hills along its northern boundary and the influences of the sea.

In the east, the Algarve's boundary with Spain is marked by the Guadiana River. The southern as well as the western shores are washed by the Atlantic. The climate is of the Mediterranean type typified by long warm summers with most of the rain falling during the mild winters.

The combination of climate and clean, strikingly beautiful shores, means that the Algarve is tailor-made for **tourism**. The sunshine and the beaches are the biggest draw, but increased interest in recent years in cultural and countryside holidays plus the building of a string of superb golf courses has developed tourism into an all-year-round business. In terms of economics, tourism and associated services are by far the number one earner and employer.



### TRAVELS. Tourism, Recreation And Violence a European Level Study



#### Tráfego Local - Passageiros e Carga por Origem Destino

Aeroporto de Faro

2007

	Passageiros			Carga		
	2007	2006	%	2007	2006	%
Austria	5.230	5.597	-6.6%	0.4	0.0	869.2%
Belgium	131.055	122.926	6.6%	1.4	5.5	-75.1%
Bulgaria	15	0		0.0		
Cyprus	5	2	150.0%	0.0	0.0	0.0%
Czech Republic	3.594	1.105	225.2%	0.0	0.0	0.0%
Denmark	41.336	37.900	9.1%	0.0	0.0	0.0%
Estonia	3.561	2.635	35.1%	0.0	0.0	0.0%
Finland	19.713	23.517	-16.2%	0.0	0.0	0.0%
France	19.191	20.951	-8.9%	19.5	19.0	-33.8%
Germany	544.489	559.430	-2.1%	209.5	136.0	54.1%
Greece						0.0%
Hungary	0	2	-100.0%		0.0	0.0%
Ireland	483.705	427.732	13.1%	1.1	5.5	-80.7%
Italy	3.063	6.674	-53.8%	0.0	0.0	0.0%
Luxembourg	7.101	7.458	-4.8%	0.0	0.6	-100.0%
Malta	0	1	-100.0%	0.0	0.0	0.0%
Netherlands	418.041	414.148	0.9%	14.1	23.0	-38.4%
Poland	20.633	16.686	23.7%	0.0	0.0	0.0%
Portugal	193.133	195.938	-1.4%	190.6	193.1	-1.3%
Slovakia	0	0		0.0		
Spain and Canary Islands	150.571	93.607	60.9%	13.0	7.2	80.6%
Sweden	23.251	21.151	9.9%	0.0	0.0	196.2%
United Kingdom	3.223.631	2.967.233	8.6%	233.8	210.5	11.0%
União Europeia	3.322.281	4.353.111	7.3%	977.3	601.4	12.7%
Apres	199	203	-2.0%	0.0	0.0	0.0%
Continente	192.644	195.419	-1.4%	190.6	193.1	-1.3%
Madeira	290	316	-8.2%	0.0	0.0	0.0%
Portugal	193.133	195.938	-1.4%	190.6	193.1	-1.3%
Não UE	67.084	58.788	14.1%	0.2	0.0	0.0%
Total Europa	5.389.375	5.011.899	7.5%	678.1	601.4	12.8%
Schengen *	1.636.409	1.579.506	3.6%	443.2	384.5	15.1%
UE Não Schengen	3.735.200	3.415.423	9.4%	234.9	216.5	8.5%
África	613	850	-27.3%	16.4	344.3	-95.2%
América Central e Caraíbas	11	4	175.0%	0.0	0.0	0.0%
América do Norte	17.009	19.939	-14.7%	10.5	6.8	53.9%
América do Sul	2	204	-99.0%	0.0	0.0	0.0%
Médio Oriente	10	2	400.0%	0.0	0.0	0.0%
Países Terceiros	17.645	20.999	-16.0%	26.3	351.1	-92.3%
Total Local	5.407.020	5.032.898	7.4%	705.0	952.5	-26.0%

\* A Islândia e a Noruega estão consideradas simultaneamente nos Países Países Schengen e nos Países Não UE, embora no Total Local sejam contabilizadas apenas uma vez; Portugal por sua vez, está incluído simultaneamente na União Europeia e nos Países Schengen.

Table 1 – Local Air Traffic to Faro from EU destinations in 2007.

Until recently, the “holiday home construction industry”, restaurants and hotels were a big employer and a major factor in the economy. But it suffered badly because of the European recession and the introduction of tighter controls to stop over-development, which had been getting totally out-of-hand.

**So tourism is nowadays what it's really all about.** Order has been restored since the unruly, gold-rush days of the 1980's, when no part of the Algarve's proud heritage and no stretch of its glorious coastline seemed immune to developers on the rampage with their backhanders and their bulldozers.

The bricks and mortar brigades, aided and abetted by the seemingly insatiable demands of mass-tourism, wreaked havoc along the Algarve's southern coastline until it was realized that they were destroying the very qualities that tourists were seeking.

According to the AHETA (Algarve’s Association on Hotels and Empreendorism) Report on tourism data referring to 2009:



TRAVELS. Tourism, Recreation And Violence a European Level Study

“The area of Monte Gordo noted the average occupancy rate higher Algarve (76.1%), followed by Albufeira (55.3%) and Vilamoura / Quarteira (53%).

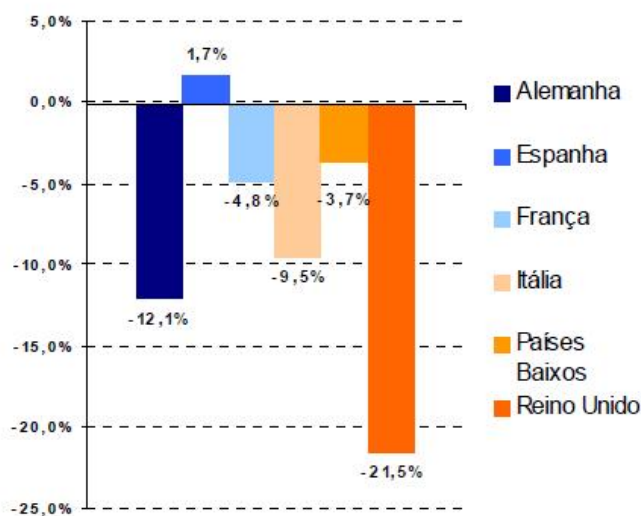
Moreover, the hotels and apartment 3 Star reported occupancy rates higher scores (59.7%), followed by 4-star (54.1%).

The domestic tourists were more numerous, reaching a relative weight of 38.2% of the total, followed by Britain with 24.9%, but nights spent on the British have continued to dominate with 32.9%, followed by the Portuguese 26.6%.”

But it is also underlined some decrease on the number of tourists and the number of days per stay:

“The average stay declined further in 2009, in line, moreover, what has been happening in recent years, having stood at 5.3 days per person, which is low enough to admit a holiday destination as the Algarve.”

Figura 2. Dormidas, por principais mercados - taxa de variação homóloga mensal



Actividade Turística – Agosto de 2009

**Table 2** – Decrease on number of tourists sleeping in Algarve in August 2009.

“[in Faro’s Airport]The total passenger movement reached in 2009, 5,072,704 people, ie a reduction of 382 202 (-7%).The UK, despite having contributed to more than 50 percent of registered declines, continued to represent over 59% of the total movement of passengers at Faro Airport in 2009”

One of the most important motives to explain the declining of the number of tourists is:

“In the case of the Algarve, added the fact that our core market supplier of tourists (United Kingdom) is confronted not only with so-called global crisis, but also with its own internal



TRAVELS. Tourism, Recreation And Violence a European Level Study

crisis, reflected in higher depreciation of the pound against the euro, which withdrew competitiveness to our destination, on the one hand, and made it more attractive in price and purchasing power of tourists, the other countries.”

The most important sector of activity is the tertiary sector (retail and services), resulting from the region's main economic activity - tourism. This subsector of activity is so important in the Algarve that it accounts, both directly and indirectly, for roughly 60% of total employment and 66% of the regional GDP.

It should be stressed that the Algarve receives roughly 5 million tourists per year. There is now a heightened awareness that preservation of the region's environment and ecology are not only compatible with sound, tourism-based economical development, but essential to it.

In a study made in Algarve by the Observatory of Algarve in 2004, trying to define a **Tourist Profile** were collected 5040 questionnaires from 10 different nationalities: Spain, United Kingdom, Germany, France, Netherlands, Italy, USA, Belgium, Denmark and Sweden.

The main results were that the typical tourist that visits Portugal is: English, German or Spanish. Is a male between 25-34 and 45-54 years.

4,9% of the sample have a second house and 1,6% have time-sharing. The reasons why they choose Portugal for vacations are: Weather; Hospitality; Good image of the country; Safety and Good cost-benefit relation.

<http://www.observatoriodoalgarve.com/cna>

"Quality" is the catchword as strenuous efforts are made throughout the Algarve tourist industry to improve standards of facilities and service, and to give good value for money in a highly competitive business field.

## 2. Methodology.

Venues assessment: A total of 7 venues were assessed, using the Karen's tool and with notes from the key-informants during the summer of 2009.

Key informants (number and status):

<i>Police staff</i>	<i>Health care staff</i>	<i>Night staff<sup>1</sup></i>	<i>Embassy/consulate personnel</i>	<i>Local authorities</i>	<i>Neighbor organizations</i>
1	5	4	0	0	0

<sup>1</sup> *This includes waiters, Djs, go-go dancers, doormans and club owners.*

Mass media analysis:

1 Newspapers review: 11 news found in local newspaper from the national and local newspapers. Screening period: June-December 2009. Focus of the screening: news related to violence, safety and quality of life in Algarve.

2 Internet search (following protocol, common to all partners):



TRAVELS. Tourism, Recreation And Violence a European Level Study

Has been performed in: "google" and "youtube" in the first quarter of the year 2010.

Key-words that have been used: holidays + Algarve; party + Algarve; nightlife + Algarve; sex + holidays + Algarve; violence + holidays + Algarve. This search has been reproduced in both searching engines, and limited to the first ten results retrieved, in each group of keywords.

### 3. The context

Regarding the nightlife in Algarve we found that some say *"While it might not be as 'cool' as Ibiza or the Balearics, it's certainly lively. Albufeira is where you'll probably go if your idea of night life is to stay out until the early hours"* (<http://www.golfalgarve.com/algarve-shopping/clubbing.aspx>).

#### Albufeira – Description



As a result of the tide of tourism, this "once upon a time" fishing village has expanded since the 1960s into a major holiday resort and now has over 15,000 permanent residents. As the sun sets the centre of the town changes its character. A plentiful collection of bars, restaurants and clubs start to fill-up with people, until they spill over into the narrow streets. A fine selection of good beaches extend east and west from the town. *Praia de Balaia, Praia de Castelo, Praia de Falésia, Praia de Galé, de Olhos d'Água, Praia de Maria Luisa, and Praia de São Rafael*, being the principal ones. A new Marina has been completed on the west side of the town and offers a different and attractive aspect.



TRAVELS. Tourism, Recreation And Violence a European Level Study

### Vilamoura – Description



Nighttime is fun time in Vilamoura, where bars, discos and live entertainment venues abound. Vilamoura's international Casino is the haunt of celebrities, offering nightly dinner shows in addition to gambling tables, slot machines and bingo rooms.

Kadoc is a disco on Estrada de Vilamoura has been around for a while. It's mammoth, the biggest club on the Algarve actually, and can accommodate up to 7000 on its five big dance floors. Other perks here include an open air terrace. It's usually open all night, finally closing at 7am. It is the only disco in Algarve that own's a bus to drive clubbers from the city center to the disco and around tryp, several times during the night.

Also Blackjack Disco Club situated within the Vilamoura Casino complex, open nightly from June to September. This one pulls in a slightly older crowd - more expensive here.

Having defined the 2 main areas of young tourism in Algarve, we tried to centre our data collection with the key informants (stakeholders and partners) in these places, as follows:

Health Department - Four nurses from the Emergency Rooms of the two main hospitals in Algarve: Faro and Barlavento. One coordinator from the National Institute on Drugs and Drug Abuse – Regional Branch of Algarve

Staff from the recreational industry – Two barman's, one club owner, one public relations.

Security Agents – One security staff.

Police Department - Contact with the Regional Police coordination but still waiting for a written report.

Initially we established a formal contact with the key informants, by written letter, or e-mail followed by a personal contact.

#### **4. Risks that emerge from the context and aspects that facilitate them.**

Portugal has a relatively low rate of violent crime; however, petty crimes is a reality in some areas. Ordinary citizens may become targets of pickpockets and purse snatchers at crowded popular tourist sites, restaurants, or on public transportation in the largest cities, in particular within Lisbon and Porto metropolitan area and Algarve.

While thieves may operate anywhere, the largest number of reports of theft received by the authorities usually are from the heavily populated areas and major tourist destinations.





## TRAVELS. Tourism, Recreation And Violence a European Level Study

There are no reports of organized crime or gangs, however, as a major centre of international tourism and located in a corner of Europe close to the North of Africa, the region has been noted by the growing number of cases related with violence (since October 2009) and drug traffic.

Although the tourism in Algarve is mainly “sold” for families, many times we can find references as the Algarve as a destination that fits to “young people but to families too. Everyone may find something interesting to do”.

We know there is an increasing number of accidents and incidents during the summer, involving the national and foreign tourists in Algarve. From our interviews we can see that young people don't come to Algarve looking for violence, or alcohol or drug consumption. Neither violence is something usual in nightlife in Algarve.

But, when it happens it is always associated with alcohol or drugs consumption.

The increasing numbers of violence/crime in Algarve are associated with assaults during day time to some houses and tourists residents in Algarve (cf. Publications).

This information, confirmed in a conversation with the Police Department, refers that this accidents and incidents are associated with alcohol consumption and drug use, involving small groups of young people.

Not confirming the violence between different nationalities, situations of violence are often referred between groups of British tourists. We can define as risk factors to these situations: the big amount of cafes, bars and discos and their concentration in a small space, combining a large number of people in the same place; cheap alcohol; the limit age for consumption (16 years old in Portugal).

Also it is stated that the violence occurs in both sex. Only the type of violence is different: verbal violence is more associated to women and physical violence is more associated to men. (PY1)

It is not relevant the sexual violence in nightlife in Algarve. We can also check this information with the health department key informants

### 5. The promotion of the city (image) for the young tourists.

In Portugal we don't see any major summer campaign advertising Algarve, as we can see for other Portuguese regions (like Azores and Madeira). Even in Summer time national campaigns advertising the Algarve region doesn't exist. For Portuguese people it is the tradition to go to Algarve in summer between 15<sup>th</sup> June and 31<sup>st</sup> of August. Concerning the British people (see study above) we also know that the main percentage of the English coming to Algarve has a second house, or some residences in time-sharing (since the 80's).

# ALLGARVE



 **Freedom, Security and Justice** TRAVELS. Tourism, Recreation And Violence a European Level Study

The only international campaign, launched in 2007 and that persists until today is the “Algarve” campaign. This campaign generated some controversy in Portugal, because of the component “all” connected to the “al-garve”.

The only type of campaigns that exists is related to some parties that will occur in the Algarve in summertime (Sasha Summer sessions, and other). So there aren’t any direct publications regarding the beaches, nightlife or sports. Some beer companies also have some advertisements related to the beach, but not directly the Algarve.



In the local advertisements, we often see as main arguments used to attract tourists: the reference to beaches, warm weather, good prices, famous parties and DJs.

## 6. Awareness and actions to promote changes

After the contact with the National Institute on Drugs and Drug Abuse, and the two main local NGO’s MAPS (Movimento de Apoio à Problemática da SIDA - Movement to Support AIDS Issues) and Associação GATO (Gabinete de apoio a toxicod dependentes) there aren’t any programs of prevention or harm reduction running in nightlife in Algarve.

The only activity being developed in Algarve linked to prevention and harm reduction is the intervention by MAPS in summertime in some beaches in Algarve with a small caravan that do some prevention work in AIDS issues, but only in Portuguese.

What we know regarding prevention strategies to reduce community and social risk factors is the reinforcement of the police forces do during the summer in the most popular cities.



TRAVELS. Tourism, Recreation And Violence a European Level Study

## 7. Main conclusions

Although the tourism in Algarve is mainly “sold” for families, many times we can find references as the Algarve as a destination that fits to “young people but to families too. Everyone may find something interesting to do”.

There is a lack of specific joint actions or interventions between the venues and the local official departments.

Inexistence of preventive or harm-reduction measures (drug abuse, violence, AIDS) inside and outside the venues.

From our interviews we can see that young people don’t come to Algarve looking for violence, or alcohol or drug consumption. Neither violence is something usual in nightlife in Algarve.

But, when it happens it is always associated with alcohol or drugs consumption.

The increasing numbers of violence/crime in Algarve are associated with assaults during day time to some houses and tourist’s residents in Algarve (cf. Publications).

This information, confirmed in a conversation with the Police Department, refers that this accidents and incidents are associated with alcohol consumption and drug use, involving small groups of young people.



TRAVELS. Tourism, Recreation And Violence a European Level Study

## Final report on Cyprus, Iarnaca-ayia napa

### 1. Introduction

**Cyprus** (Greek: Κύπρος, *Kýpros*, IPA: [ˈcipros]); officially the Republic of Cyprus is a [Eurasian island country](#) in the [Eastern Mediterranean](#), south of [Turkey](#) and west of [Syria](#) and [Lebanon](#). It is the [third largest island](#) in the [Mediterranean Sea](#) and one of its most popular tourist destinations.<sup>[8]</sup> An [advanced, high-income economy](#) with a very high [Human Development Index](#), the Republic of Cyprus was a founding member of the [Non-Aligned Movement](#) until it joined the [European Union](#) on 1 May 2004.

According to the latest [IMF](#) estimates, its [per capita GDP](#) (adjusted for [purchasing power](#)) at \$28,381 is just above the average of the European Union. In 2008 the Gross Domestic Product of Republic of Cyprus is US\$24.9 billion. **Tourism**, financial services, and real estate are the most important sectors of the country's GDP, which **composition by sector is**: agriculture: 8.6%, industry: 22.5%. The detailed structure of the GDP shows: [Services and tourism \(2008\)](#): 78.6% of GDP. Trade, restaurants, and hotels 19.8%; transport 7.0%; finance, real estate, and business 28.5%; government, education, and health 19.6%; and community and other services 4.5%.

### CYPRUS ON THE MAP OF EASTERN MEDITERRANEAN - ISLAND OF CYPRUS - REPUBLIC OF CYPRUS

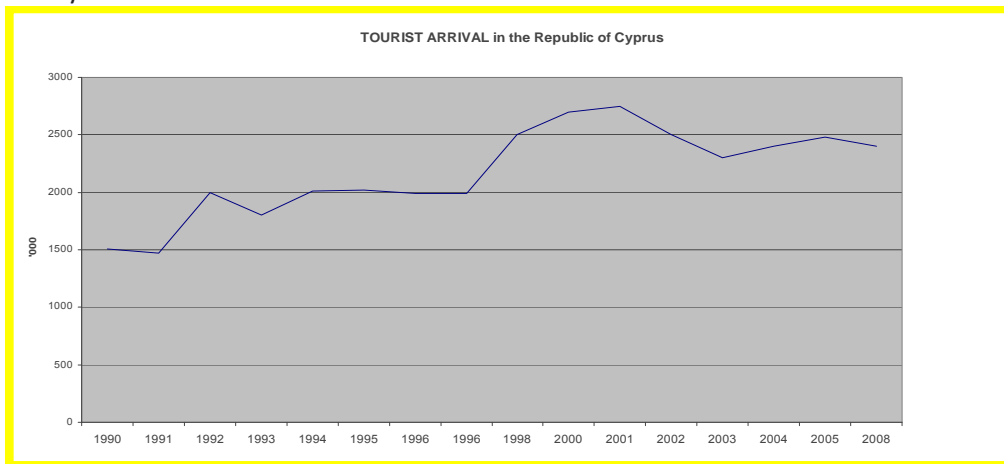


Tourism has been always been an important part of the Cyprus economy and a source of the National and family budget in Cyprus. The island has witnessed a massive growth in tourism over the years. During the last decades however, certain changes in the map of the most preferable tourist locations have taken place. Before the Turkish invasion and island's division, the most prominent tourist locations were on the North and North-East – currently under Turkish occupation. After 1974 the places as Kirenia, Famagusta and others lost their significance and importance. Instead, the resorts as Agia Napa, Paralimni, Protaras, Larnaca, Limassol, Pafos (some of them developed on the “empty place”) increased their importance as tourist destinations. In the mean time, the increased mobility of Europeans led to the new picks in the tourist industry, and currently, tourism appears as one of the most important incomes to the budget of the Republic of Cyprus. In addition: a certain number of foreign workers are employed in the touristic industry.



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

The dynamics of the branch can be seen in the table below.



The total number of tourists, visited Cyprus in 2008 is 2.403.750 people. Since 1973, The British tourists keep the leading position in these statistics. Some 1.242.655 tourist visited the Island in 2008. The visitors from Greece are the second largest group: 133.015 people. The Germans are slightly less: 132.058. However, it has been decided to observe the group of German tourist for the project purpose.

The most preferable destination for the British tourist is Pafos area (South-West) – 49.2% of the visitors from the UK. The South-West coast (Larnaca-Agia Napa-Paralimni) was a place of choice for respectively 7.2%, 9.2% and 19.1% of the Britains. As for the tourists from Germany, 28.2% of them spent their vacation on the South-West coast (Pafos), while the South-East was chosen as follows: Larnaca – 14.6%, Agia Napa – 26.3%, and Paralimni – 8.6%.

**ΠΙΝΑΚΑΣ 31.- ΠΟΣΟΤΗΤΑ ΚΑΤΑΝΟΜΗ (ΟΡΙΖΟΝΤΙΑ) ΠΕΡΙΗΓΗΤΩΝ ΚΑΤΑ ΧΩΡΑ ΕΣΤΗΡΩΣΗΣ ΔΙΑΜΟΝΗΣ (ΚΥΠΡΙΕΣ ΧΩΡΕΣ) ΚΑΙ ΤΟΠΟΘΕΣΙΑ ΔΙΑΜΟΝΗΣ ΕΤΗΝ ΚΥΠΡΟΥ 2008**  
**TABLE 31.- PERCENTAGE DISTRIBUTION (ROW) OF TOURISTS BY COUNTRY OF USUAL RESIDENCE (MAIN COUNTRIES) AND LOCATION OF STAY IN CYPRUS, 2008**

Χώρα συνήθους διαμονής	Σύνολο	Παραλίμνι	Αγ. Νάπα	Λάρνακα	Λεμεσός	Πάφος	Πόλις	Λευκωσία	Θέρμετρα στο Βουνό	Άλλα	Σε Δύο	Σε Τρεις ή Περισσότερες	Country of us residence
	Total	Paralimni	Ag. Napa	Larnaka	Lemesos	Pafos	Polis	Lefkosia	Hill Resorts	Other	Any 2	Any 3 or More	
<b>ΣΥΝΟΛΟ</b>	<b>2.403.750</b>	<b>15,7</b>	<b>16,6</b>	<b>9,4</b>	<b>13,2</b>	<b>33,5</b>	<b>1,0</b>	<b>5,7</b>	<b>0,2</b>	<b>2,5</b>	<b>1,6</b>	<b>0,6</b>	<b>TOTAL</b>
<b>ΕΥΡΩΠΗ</b>	<b>2.267.501</b>	<b>16,6</b>	<b>17,1</b>	<b>8,6</b>	<b>12,5</b>	<b>34,9</b>	<b>1,0</b>	<b>4,9</b>	<b>0,2</b>	<b>2,3</b>	<b>1,3</b>	<b>0,5</b>	<b>EUROPE</b>
<b>ΣΧΙΣΕΙΣ Ε.Ε.</b>	<b>1.965.354</b>	<b>17,2</b>	<b>16,2</b>	<b>8,8</b>	<b>12,5</b>	<b>36,2</b>	<b>1,1</b>	<b>5,2</b>	<b>0,2</b>	<b>2,6</b>	<b>1,4</b>	<b>0,5</b>	<b>E.U. COUNTRY</b>
Αυστρία	26.620	9,5	32,7	13,9	14,1	17,7	1,5	2,6	0,2	1,9	1,8	2,0	Austria
Γαλλία	36.099	10,8	4,9	11,0	23,0	25,1	1,1	9,6	0,2	2,9	5,5	6,2	France
Γερμανία	132.058	8,6	26,3	14,6	11,1	28,2	1,8	2,7	0,3	2,9	2,2	1,5	Germany
Ελλάδα	133.015	1,9	1,3	13,1	27,4	7,8	0,6	40,9	0,3	2,8	3,4	0,5	Greece
Ην. Βασίλειο	1.242.655	19,1	9,2	7,2	8,2	49,2	1,1	1,8	0,2	3,0	0,8	0,1	United Kingdom
Ιταλία	16.859	10,4	24,4	9,2	14,3	10,9	2,4	14,6	0,1	2,4	7,4	3,8	Italy
124.948	39,8	48,1	6,3	1,8	1,6	0,2	0,9	0,0	0,4	0,7	0,2	0,2	Sweden
Φινλανδία	32.333	20,5	28,6	6,7	17,0	23,7	0,2	1,3	0,0	0,3	1,1	0,6	Finland
Ολλανδία	26.302	3,5	14,5	7,3	9,9	49,2	2,3	2,5	0,2	3,5	2,6	3,3	Netherlands
Βέλγιο	26.368	2,3	3,3	4,8	11,7	65,3	0,4	6,9	0,3	1,3	1,9	0,6	Belgium
Δανία	38.216	24,5	38,4	6,1	2,7	21,3	4,6	1,3	0,0	0,1	1,0	0,0	Denmark
Ιρλανδία	23.632	11,2	30,2	8,9	14,9	28,4	1,3	2,1	0,0	2,0	0,7	0,2	Ireland
Πολωνία	20.358	7,0	21,3	12,0	16,8	28,9	0,4	8,7	0,4	0,0	3,4	1,2	Poland
Άλλες Χώρες Ε.Ε.	85.891	8,5	14,5	20,5	20,9	17,7	0,8	10,9	0,3	1,2	3,2	1,6	Other E.U. Cou
<b>ΆΛΙΕΣ ΕΥΡΩΠ.</b>	<b>302.147</b>	<b>12,3</b>	<b>36,2</b>	<b>7,1</b>	<b>25,2</b>	<b>13,8</b>	<b>0,4</b>	<b>2,8</b>	<b>0,0</b>	<b>0,8</b>	<b>0,8</b>	<b>0,4</b>	<b>OTHER EUROPEAN</b>
Ελβετία	38.560	11,0	61,4	5,2	6,5	7,6	0,7	2,3	0,4	1,9	1,0	2,1	Switzerland
Νορβηγία	63.470	41,9	46,1	4,7	1,7	4,1	0,2	0,5	0,0	0,2	0,6	0,0	Norway
Ρωσία	180.926	3,0	29,7	7,3	3,7	19,4	0,4	2,8	0,0	0,7	0,8	0,2	Russia
Άλλες	19.191	5,6	14,3	16,5	42,4	5,8	1,0	10,9	0,0	1,4	1,7	0,3	Other
<b>ΑΦΡΙΚΗ</b>	<b>12.336</b>	<b>0,0</b>	<b>8,1</b>	<b>17,8</b>	<b>23,1</b>	<b>14,2</b>	<b>2,0</b>	<b>22,8</b>	<b>0,5</b>	<b>5,3</b>	<b>7,2</b>	<b>1,5</b>	<b>AFRICA</b>
Αίγυπτος	4.351	0,0	7,8	20,3	26,3	9,1	1,5	19,0	0,9	6,1	5,2	3,9	Egypt
<b>ΑΜΕΡΙΚΗ</b>	<b>27.784</b>	<b>1,6</b>	<b>2,8</b>	<b>18,3</b>	<b>28,0</b>	<b>9,2</b>	<b>0,4</b>	<b>26,8</b>	<b>0,0</b>	<b>6,2</b>	<b>8,1</b>	<b>1,9</b>	<b>AMERICA</b>
Ην. Πολιτείες	21.117	1,6	2,9	17,5	25,3	8,9	0,6	26,0	0,0	6,1	9,0	2,1	United States
<b>ΑΣΙΑ</b>	<b>83.650</b>	<b>1,8</b>	<b>11,8</b>	<b>23,8</b>	<b>25,8</b>	<b>9,1</b>	<b>1,0</b>	<b>16,2</b>	<b>1,0</b>	<b>3,4</b>	<b>4,1</b>	<b>2,3</b>	<b>ASIA</b>
Χόρρες Κόλπου	24.366	2,0	4,2	27,7	26,7	16,4	0,5	9,0	0,5	5,6	5,5	1,9	Gulf Countries
Ισραήλ	32.034	1,9	20,7	24,9	7,3	1,9	2,3	1,5	2,1	3,2	2,8	2,4	Israel
Λιβανόν	14.192	0,8	11,7	25,5	27,2	3,8	0,2	22,9	0,5	1,7	4,1	1,5	Lebanon
Συρία	1.392	0,0	12,2	33,8	11,1	1,5	34,2	0,0	0,0	0,0	3,1	4,1	Syria
<b>ΟΚΕΑΝΙΑ</b>	<b>12.200</b>	<b>2,3</b>	<b>4,5</b>	<b>22,3</b>	<b>18,8</b>	<b>12,9</b>	<b>0,8</b>	<b>17,6</b>	<b>1,0</b>	<b>6,5</b>	<b>9,4</b>	<b>6,8</b>	<b>OCEANIA</b>
Αυστραλία	11.506	1,3	5,1	22,1	18,9	13,7	0,9	17,3	0,6	6,2	9,6	7,3	Australia
<b>ΔΕ ΑΠΑΘΗΚΕ</b>	<b>276</b>	<b>0,0</b>	<b>30,9</b>	<b>0,0</b>	<b>0,0</b>	<b>69,1</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>NOT STATED</b>



TRAVELS. Tourism, Recreation And Violence a European Level Study

SOURCE: Statistical Department  
of Republic of Cyprus

### LARNACA-AYIA NAPA (<http://en.wikipedia.org/wiki/Larnaca>)

**Larnaca** is a city on the southern coast of Cyprus. It has a population of 140,000 (2010) and is the island's second largest commercial port and an important tourist resort. The island's largest airport, Larnaca International Airport is located on the outskirts of the city. To the north of the city lies the island's former oil refinery, which was reduced to a storage facility after the refinery itself was sold in 2008. To the south is the Larnaca International Airport. The city of Larnaca is well-known for its picturesque seafront which includes rows of palm trees (or finikoudes, in the Cypriot dialect). Larnaca Marina is one of the four official entry points, by sea, to Cyprus.

### AGIA NAPA RESORT ([http://en.wikipedia.org/wiki/Ayia\\_Napa](http://en.wikipedia.org/wiki/Ayia_Napa))

**Ayia Napa** is a [resort](#) at the far eastern end of the south coast of the island of [Cyprus](#), famous for its sandy beaches. In recent years, apart from being a family holiday destination, it has become a 'party capital' similar to [Ibiza](#), [Rimini](#) and [Mykonos](#). As of late, it has become particularly popular with UK [Grime](#), [House](#) and [Garage](#) artists/[MCs](#) for holidays and gigs in its clubs and other venues. Ayia Napa attracts a large number of [tourists](#) and features a number of sandy [beaches](#), on which watersports. All beaches in Ayia Napa have been awarded with the [EU blue flag](#) for their level of cleanliness and facilities offered. The most popular of these beaches is [Nissi beach](#), which is visited mainly by clubbers and young people at summer and gets very busy. Another of the beaches is the Harbour Beach, which is one of the longest beaches of Cyprus. Harbour Beach caters more for families and is a more relaxing beach.



*The Square*, central to the town, is filled with restaurants and night clubs, which are seen as the focal point of the Ayia Napa night-life.

Ayia Napa has changed its image somewhat over the years, from a fishing village to a clubbers' paradise and now has found its place as a multi - cultural town predominantly playing House, Electro, Tech, R&B, Garage & 70's & 80's, catering for all. This change happened when in 1995, a DJ from London's Kiss FM opened up a club in the town called the Kool Club. The Kool Club changed Ayia Napa's mainstream club style and brought the underground style of House music to the resort, and from then on all the other clubs tried to follow suit and bring over Guest DJs



TRAVELS. Tourism, Recreation And Violence a European Level Study

and events to try and compete. Over the years to come, Ayia Napa was called the clubbing capital of Europe, and DJ Nick Power gained the tag "Godfather of Ayia Napa" on a BBC TV documentary on the resort. A new cocktail was invented consisting of Vodka and Sprite mixed 50/50 going by the name "Pool-groggy" or its less known name "Swedish water". It's boosted most clubs cocktail-sales since it was introduced to the masses bumping out Vodka-Redbull and Sex on the beach. Various acts visiting the island include DJ Tiesto, Above & Beyond, Sander Kleinenberg, Ferry Corsten, John Digweed DJ Luck & MC Neat, Armand Van Helden and Boy Better Know amongst others. Ayia Napa is also a very popular summer destination for various footballers, past visitors including Rio Ferdinand, Frank Lampard, Sol Campbell, Andy Cole and many more. [Cape Greco](#) is a 10 minute drive from the centre of Ayia Napa, and is considered one of the most beautiful places on the island offering site seeing, cliff jumping and a variety of other activities.

## Methodology

**Literature review:** no sources found, no items found

**Venues assessment** (separately elaborated items: see Attachment 1).

Nineteen (**19**) locals visited and assessed

### 2. General information

LOCATION: LARNACA&AGIA NAPA ; SIZE: BIG-10, MEDIUM-7, SMALL-2; TYPE: DISCO-8, BAR-9, OTHERS-2; CLIENTS BY AGE: OVER 18-13, OVER 22-4, OVER 16-2; PROPORTION OF FOREIGN CLIENTS: SOME 85%-8, SOME 50%-5, SOME 10%-3, SOME 3%-2. (the proportion is shown in approximate way).

**Key informants** (all interviews presented separately on Attachment

Ten Interviewed key persons: 1). Medical doctor in emergency service, Larnaca, 52; 2). Emergency room male nurse; 3). Doctor in private health clinic, 53; 4). Barman in Larnaca, 25 years in the business; 5). Night club guard, 26; 6). Cabaret promoter-38; 7). Traffic policeman – Agia Napa; 8). Petty crimes policeman – Agia Napa; 9). Policeman in the crime division of Famagusta area police station; 10). Mr. Lucas, 36.

Clustering by professional background: Three medical professionals, three policemen, three workers in the nightlife venues, and Mr. Lucas.

**Information from mass-media sources.** Newspaper study (sources Details Presented – see Attachment 3) **NB!** Sources: The July & August of 2008 & 2009 edition of the newspapers "Filelefteros", "Simerini", "Maxi", "Xaravgi" - daily newspapers of national coverage has been studied. Forty nine articles in the four studied newspapers, reflecting the project objectives, have been found. Due to the small number of people and cases, only descriptive analysis could be relevant. In general, forty nine articles in the four studied newspapers, reflecting the project objectives, have been found. According to the people, who have been involved in the described cases, the sources can be divided as follows:



TRAVELS. Tourism, Recreation And Violence a European Level Study

- With participation of expatriates – 6 (2008) and 2 (2009)
- With participation of locals – 15 (2008) and 15 (2009)
- With participation of tourists – 2 (2008) and 5 (2009)

(Perhaps, the decreasing number of the cases with *expatriates* is related to factors, as changing formula of that group or increasing financial difficulties during 2009, but most probably, this process should be considered as “occasional”.)

Study on internet sources: Google sites and YouTube publications

Templates with outcomes

General ratings for the search by keywords

Keywords	Google Search	YouTube Search	Mean for that topic (by keyword)
<b>HOLIDAYS + Ayia Napa</b>	8	6	7
<b>PARTY + Ayia Napa</b>	5	2	3.5
<b>NIGHTLIFE +Ayia Napa</b>	4	3	3.5
<b>SEX + HOLIDAY + Ayia Napa</b>	4	2	3
<b>VIOLENCE + HOLIDAY + Ayia Napa</b>	4	2	3
<b>Mean for the searches by engines</b>	5	3	

### 3. Contexts

As a part of the project qualitative research, 19 venues (ten of big size, seven of medium and two small) in Agia Napa and Larnaca were studied. The observed venues were as follows: nine “bars”, eight “discos”, and two “others”. The access to the studied locals is easy from the financial point of view: usually, the entrance is free of charge or the ticket is of low price – some 10 Euros. The “capacity is frequency exceeded” in almost the half of the cases. It marks some relevance to the free access and low prices and liberal approach to the minors – 9 out of 19 locals do not apply any restrictions. The one with entrance fee of 35 Euros is known with whole night programme and special after midnight performance, which is performed usually by foreign actress. The venue is known as very attractive local. Certainly, that regime of entrance makes the venues attractive for both: foreign and local youngsters.

According to the study results, the staffs, employed at a busy season are enough (18 out of 19 studied venues).

More of the venues (14) provide condition for security (fire, emergency, door, light) and the majority of locals (12) employ glass collectors.

In all studied locals (19) the aesthetics of the clientele is described as “elegant”, what creates also some questions, while the standardize criteria does not exist and the conclusion depends on the personal preferences.

#### 4. Risks that emerge from the context and aspects that facilitate them. Drugs consumption, violence, risky sexual behaviour, driving, etc.

In the majority studied venues the staff is focused on possible drunk customers, but drugs and weapons are not among the staff’s priorities, the same, as skills for evaluation – only in one of the cases such activity has been mentioned, but the written programme hadn’t existed.





## TRAVELS. Tourism, Recreation And Violence a European Level Study

Half of the venues did not report any incidents in the last month. However in 6 cases some incidents have taken place during the same period and in three of the venues the information on this indicator was not provided. The study creates impression that the staff considers as incident only a case with low enforcement intervention.

As for the staff training, only in eight cases a training in health and safety, first aid, and conflict management reported relevant activities.

The toilets area should be certainly considered as a weak point of security, while only in one out of 19 studied venues that place is patrolled.

Taking into account the climatic specifics of the Agia Napa/Larnaca area, the lack of air conditioning/ventilation (5 cases) and chill-out area (10 venues) should be considered as a significant shortcoming and risk for health of the visitors. In a half of the venues (8-9) patrons are allowed to take glasses and bottles onto the dance floor, what increases the risk of injuries.

The biggest majority (16) of the studied venues is not associated with drug use. However, the reliability of this conclusion should be seen under question mark, because the information is coming predominantly from the staff.

As for the policy for preventing drinking-driving of drunken visitors, less than a half of locals declared such activities to be implemented. However, it is difficult to clarify the effectiveness of this policy on the level of the studied venues. The staff is not seriously informed about more general policy and measures on drinking-driving.

The information on presenting images of violation and aggression (9), sexual attraction (7), drinks advertisements (8), and the marketing with sexual attractions is verifying by the interviewers, thus, should be accepted as reliable one.

Indications of sexual activity are mentioned in six of studied venues. The attention should be attracted by the data on indications of "Violence and Aggression" on premises in more than half (11) of descriptions. Different ways of drink promotion can be seen in almost a half (9 out of 19), while non-alcoholic beverages were promoted just in one venue. This fact corresponds directly with the character of the main activity: drinking alcohol in 18 out of 19 studied locals. This behaviour is illustrated with the next fact: in all venues the half of visitors consumes more than four drinks (beverages?).

NOTE: Some misunderstanding can appear if compare the results coming from the question "Staff trained to deny drinks to individuals who are obviously intoxicated" – all the locals declared that the staff is not trained for that do not correspond fully with the answers to the question "Staff use strategies to manage admittance of drunk customers (always)" - Yes – 11, No – 8 (chapter "Access and admission security"). A key person – barman says: "It is my business to sell alcohol, thus when someone pays, I have to serve alcohol to him. We feel that we are well trained, but the tourists get into trouble when drunk".

There are 17 newspapers articles describing cases of violence. Mostly, in 14 cases, "local people" have been involved in cases of violence. The "tourist" mentioned in this section is a victim (Note B-ii).

Fourteen cases (tree in 2008 and 11 in 2009 edition), connected to alcohol and drug use, are



TRAVELS. Tourism, Recreation And Violence a European Level Study

described in the studied newspapers. Again: due to the small number of articles, the three-time increase in 2009 could not be considered as real evidence for real dynamic of that indicator. The “locals” are majority of the “players”.

Police arrests due to drug possession is a subject of 14 (12 – 2008; 2 – 2009) articles. One article refers to a tourist as an arrested person.

According to the key persons, a certain dynamic in the picture of violence can be seen during the last decade. Earlier (1980s) the local people were fighting against British soldiers. Recently, there is an increase in violent behaviour mostly due to the quality of the tourists arriving in Cyprus just to party. “Mainly, British tourists are involved in troubles. We have little concerns with German tourists. A few of local young people fight against tourists. Provocation (very simple reasons - “just over the eyes of young females”,) comes from both sides in equal proportion”. Many tourists come to Ayia Napa for alcohol and drugs. Usually, getting drunk, they get mad and violent. Often, the fight is between visiting British gangs: they settle their problems in Cyprus. The most serious disorders are result of drinking and driving. When stopped they get violent. The interviewed barman said: “The tourists get into trouble when drunk”. Doctor from the emergency: “We have a lot of young tourists and locals either drunk or in an unconscious state, related to drugs and alcohol. Most violence takes place early in the morning (3-4 am) when youngsters leave the clubs and they are either drunk or under the influence of drugs. Often we have cases of persons coming with injuries (cuts from glass bottles) after they have been in fights. These people are very dangerous. They broke everything and even attacked ER personnel. We might need more training to face problems with drugs. Mr. Lucas: “Tourists come seeking drugs, and local suppliers do provide for them; however they exploit them by selling it to them at very high prices. A large percentage of tourists, especially young ones, say they will not come back because drug prices are very high.

Google: Ayia Napa is not recommended by the sites for people with small babies. Although two hits for illegal drug use were reported, it has to be mentioned that they do not come from images of direct use or drug dealing, but from images of intoxicated people and parties (trance raves) inferring to illegal drug use.

Ayia Napa for their party holidays because they assume that underage alcohol consumption is common. The unhealthy impression is aimed more at alcohol consumption and drunken behaviour. Many hits in Google were newspaper articles writing about violent events in Ayia Napa like gang fights with fatal outcomes giving the impression that drunken fights are common place on the resort. It appears that underage drinking takes place easily in Ayia Napa. Apart from hotel advertisements events such as a famous big beach party in Ayia Napa, with sex games, shaking bums, inferred illegal drug use (rave party). The parties were mostly drinking fuelled, resulting in drunken behaviour (playing pranks on each other etc) and nudity. The general image provided is not healthy impression at all. Most of the videos, even the home-made ones, or the advertisement videos/ flyers, infer to alcohol consumption or show young people drinking alcohol, or even being quite intoxicated, inside and outside the venues.

Many Google links to newspaper articles are including sex scandals involving footballers that happened in Ayia Napa and sex cruises taking place around the resort. These sites are giving the impression that many teenagers choose Some of them show also indirect sexual contents,



TRAVELS. Tourism, Recreation And Violence a European Level Study

day dirty dancing competition, seductive dancing or images showing that the sexual access (flirting) is one of the objectives of the young people when going out at night. This is usually shown in the context of drunken people. The keyword “Nightlife” didn’t bring up that many links leading to particularly unhealthy impressions regarding sex.

“Violence, Holiday, Ayia Napa”: The only video hit found was a home clip of a tourist filming his very drunk friend in a hotel room. There were no scenes of violence at all leaving the question open why it was a hit for the key word “violence”. Many hits were news paper articles writing about violent events in Ayia Napa like gang fights. Two question and answer forums questioning about the level of violence in Ayia Napa and the drinking age. It became apparent from the answer that underage drinking takes place easily in Ayia Napa. Further some travel guides were found providing information for tourists about the violence level in Cyprus suggesting that the Island is not place to go for tourists.

**5. The promotion of the city (image) for the young tourists. Which are the symbols and the image promoted for the city, and how this relates to the risks among young tourists?**

The majority of links show a nice image of the island, with many opportunities to enjoy, also for families. Some links to restaurants travel and hotel agencies target non party goers by promoting healthy activities for couples and family.

Ayia Napa is described as a naturally beautiful area with beautiful beaches and possibilities for water-sports, nice landscapes and archaeological sightseeing are shown. Nightlife is presented as a major attraction, emphasizing the role of a party holiday. *“Holidays in Ayia Napa are internationally famous: a European clubbing capital to rival Ibiza”* is a attractively sent message. The respective sites specifically aimed at twenty-something describes the location as *“World famous for its bars, beaches and clubs, Ayia Napa is a legendary 2wenty’s hotspot and we’re loving it, loving it, loving it”*. It is also evident that while Ayia Napa holidays are immensely popular with young clubbers they also attract families with small children. Families on holiday in Ayia Napa tend to gravitate to the quieter Nissi Beach. Children on holiday in Ayia Napa can enjoy mini golf, bowling, carting, the water park, special children’s activities and a vast array of family-orientated entertainment that includes magic shows and quiz nights.

Popular Ayia Napa holiday excursions include boat trips and the marine park. Many of the Google links refer to tourist companies presenting the party and outgoing opportunities of Ayia Napa. They recommend clubs, bars, and beach parties, providing information about beaches, alcohol parties and displayed pictures “to build appetite” for Nightlife of Girls in bikini contests, Nissi Beach parties, wet t-shirt competitions and more. The parties described in the sites are surrounded by alcohol use and sexual activities (bikini competitions etc). A great deal of sites found, display photo galleries with pictures of holiday-makers enjoying the party lifestyle provided by Ayia Napa. These photos show mainly young women lightly dressed or in bikinis giving the impression of “easy access to sexual behaviour”.

The majority of the links were online guides in which most of the links refer to Ayia Napa as *the* choice for party making holiday. One link specifically referred to the nightlife and entertainment being like no other in Ayia Napa, it has clubs that have music to suit everyone’s



TRAVELS. Tourism, Recreation And Violence a European Level Study

taste, it is not for the faint hearted, or anybody wanting a quiet holiday. Ayia Napa is always busy and packed with clubs and pubs stretching a mile long. The overview of the sites gives the impression that the nightlife scene is aimed at the big mass of tourists with no great differentiation between the target populations. Parents with children have options for “children-friendly” bars in which they are allowed to stay until 11 pm.

Some sites also had reviews from previous visitors. Two hits were focused on tourist attractions for quiet holidays (aimed for couples and families).

Further some travel guides were found providing information for tourists about the violence level in Cyprus. The general impression given is that Cyprus is not a violent or risky place to go for tourists. Based on the content of the newspaper articles, Ayia Napa appears to be an unhealthy destination for holiday.

Further two links were travel guides where Ayia Napa is described as the Mediterranean’s answer to Ibiza and continues to be the favoured resort of those coming to Cyprus in pursuit of the traditional package holiday pleasures of sun, sea and sex “all washed down with copious quantities of alcohol”.

The majority of the links were advertisements for hotels giving a healthy impression of beaches, nature, fitness, healthy food and surroundings; all that is needed to spend a very healthy relaxing holiday.

**6. Awareness and actions to promote changes. Is there a public debate about these issues between authorities and industry? Which preventive or harm reduction measures are been undertaken? What does the industry? What do the social entities?**

Because of increased drug and crime culture in Ayia Napa, local police have been trying without much success to restore the resort’s reputation as a family location

The majority of the studied venues (at least 13) have certain accord with the police stations for managing the conflicts. In eight-nine cases there is some collaboration with other locals for preventing problems. However, those activities are mainly on the level of improvisations. Sex-risk reduction programmes do not exist.

Drug harm reduction programmes are reported by two venues and implemented sporadically by local drug prevention organizations. Time to time, as campaigns, some activities are demonstrated by the National and local authorities. However and in general, alcohol and drug prevention is not among the leading priorities of the resort centres. Some of the experts in substance abuse refer to the National Drug Strategy (2008-2012). National Strategy on Alcohol is still under preliminary discussion.

There are no available specialized and comprehensive National and local programmes for violence prevention applicable at the recreation places.

Most probably, the industry does not pay too much attention to the needs of violence and other programmes for prevention. Well known fact is that the free access, low prices, and liberal approach to the minors (9 out of 19 locals do not apply any restrictions) does not work for decreasing of violence. In the majority of venues the staff is focused on the alcohol (drunk customers), but drugs and weapons are not among the staff’s priorities, the same, as skills



## TRAVELS. Tourism, Recreation And Violence a European Level Study

Some interviewees refer to insensible liberal policy towards the people, breaking the rules: “The most serious disorders are result of drinking and driving. A lot of them drive while under the influence of alcohol. Many drivers when stopped, both numbers the same (tourists and Cypriots), get violent. Courts mainly give them fines.”

Doctors from Emergencr Rooms: “The training we have, as doctors is enough to help us give effective care to persons with injuries from fights, we might need more training to face problems with drugs”.

The area mostly affected is the Ayia Napa resort and much less Larnaca and vicinity. Local police cooperate with other European countries police especially on issues having to do with drug possession, counterfeiting money and credit card fraud. Other criminal acts are not a major problem.

### 7. **Main conclusions** (in form of brief sentences with the main contents).

- The applied research methodology and techniques are relevant to the project objectives, which have been settled earlier. The methodology produced outcomes, which in general cover the expectations and project requirements. Still, it is not quite clear, if the outcomes/results would be enough computable. A preliminary exercise for local team representatives seemed to be useful and possibly, would contribute to the research quality.
- The touristic industry in Cyprus contributes a lot to the formation of the National GDP.
- The resort of Agia Napa is strongly promoted as an advanced and promising location for young people tourism and recreation.
- A lot and various attraction and night life entertainments are at young tourist disposal.
- The structure and main characteristics of the young tourists has been significantly changed during the last years: late 1990s and the first decade of 2000s.
- The behaviours of the young tourists changed and become more aggressive and violent. As a certain specific, the war between some foreign gangs, taking place in the resort, should be pointed out.
- The alcohol and drug consumption increases. The same as for the sex issues. There is practically open promotion of these behaviours.
- No real control in the studied venues.
- Usually, the installations for prevention of overheating are good working (important from the point of view of the climate).
- Injuries and drinking-driving are common.
- Medical professionals and venues staff need additional training.
- The low enforcement service cooperates with other structures mainly in a cases of more serious crime.
- The interviewees refer to insensible liberal policy towards the people, breaking the rules.



## TRAVELS. Tourism, Recreation And Violence a European Level Study

- In the majority of venues the staff is focused on the alcohol (drunk customers), but drugs and weapons are not among the staff's priorities, the same, as for the skills.
- The studied newspapers do not consider the problema as a leading priority.
- Internet (Google and YouTube) presents a lot of sites on Agia Napa. The majority directly ar indirectly promote the touristic and entertainment locations. A lot of sites promote in direct or indirect way alcohol, drugs, and sexual experience.
- No copenhensive and working National and local strategy and programmes for alcohol, drug and violence prevention.



TRAVELS. Tourism, Recreation And Violence a European Level Study

## QUALITATIVE REPORT OF MALIA (CRETE) GREECE

### 1. Introduction

Malia is a coastal town and a municipality in the island of Crete, in Greece. It is located at a distance of 34 km east of Heraklion, the Cretan capital city. Its population is 3.722 inhabitants (in 2001). Malia is a holiday resort best known for its nightlife and significant archeological site. Tourism and commerce are the main economic activities in the town where are located a large number of hotels, restaurants, gift shops, bars and nightclubs. Malia has become in the last fifteen years one of the most popular tourist locations of Crete. It is considered as one of the leading spots for nightlife in Europe and it is mainly visited by young British tourists.

The most recent statistical data available from the National Statistical Service of Greece are for the year 2007. Crete was the most popular destination in Greece with 1.097.953 tourists visiting the island. 414.261 of them visited the prefecture of Heraklion, where Malia is located, and around the same visited the prefecture of Chania, which makes them the two most popular holiday destinations in the island. During 2007, the British visitors represented a 21, 4% of all the visitors in Heraklion and the German a 40%.

Reaching Malia is quite easy during the day since regular bus service operate from the city of Heraklion, where the main airport with the most foreign flight arrivals is located. Regarding access to the area at night, it is not quite satisfactory since the buses stop their running early in the evening. After that time, the only means by which someone can move are taxis.

The image of the town of Malia is quite different between day and night. During the day it can be described as a tourist town with a somewhat dense traffic of cars, motorcycles, quad bikes and pedestrians. The young tourists come out of their hotels at lunch time, since almost all of them had stayed up until early in the morning at bars and nightclubs. From the main street of Malia, tourists head themselves towards the beach road. Along this street there is a concentration of a lot of cafes, fast food restaurants and many closed bars and clubs which open at night. Heading down this road, tourists reach a point where they can chose, from three different paths, to reach the beach. On these three roads are located most of the hotels of the city, some of them located right in the beginning of the beach shore. As a result, the beach is full with the hotels' deckchairs.

At night the image of the town is changing. Local residents on the streets are very few. The beach road gets crowded with tourists who go in and out of the bars, clubs and fast-food restaurants. Young tourists attract other's attention either by their clothing or by their behavior. Some of them are dressed in Halloween costumes and some of them are semi-naked. They are also walking in groups, some times wearing the same clothes or uniforms. Some of them are holding bottles or glasses with alcoholic drinks. Although at night the street is allowed only for pedestrians, motorcycles and quad bikes are passing through the crowd with drivers that have consumed excessive amounts of alcohol. Very loud music is coming from the outside speakers used by some of the venues and from the open-air night clubs.



TRAVELS. Tourism, Recreation And Violence a European Level Study

Seasonality seems to affect the area since almost all venues are open for a certain period (end of May – beginning of September) while during the rest of the year they remain closed.

Parking spaces are quite limited and they are situated at some distance, mainly above the main road, since the street where all the venues are concentrated is crowded and not accessible to the cars. The main mode of transport for tourists is the quad bikes.

As for the pollution of the area, there is garbage, bottles and glasses thrown along the road especially at night when the majority of tourists are walking around. The city, however, takes care of the cleaning of the streets early in the morning and thus the area is clean during the day time.

## 2. Methodology

Publications: 46 articles were collected from 3 newspapers. Publications on scientific journals have not been found in the Greek literature.

Key informants: 9 interviews were carried out in order to assess opinions and attitudes regarding the main aspects of the recreational nightlife. Key informants were people who due to their professions had a close knowledge of the problems associated to the tourism and the nightlife.

Venues assessment: Observations by members of the research team were conducted in 9 venues (clubs and bars) in Malia using the KAREN questionnaire.

Advertising and marketing analysis: An internet search was conducted through google and the youtube by using the following key words : holidays + Malia, party + Malia, nightlife + Malia, sex + holidays + Malia, violence + holidays + Malia. The first 10 results were analyzed.

Preventive programs: Information was sought from various sources on whether the preventive programs are implemented in Malia. Such programmes seem not to exist in the area.

## 3. The contexts

During the qualitative research, observations were carried out in 9 venues (6 clubs and 3 bars). As noted above, most venues are concentrated along the Malia beach road. Entrance is free to all venues. The cost of buying one drink is 5€ and the clientele gets one more drink and in some cases two drinks for free (known as “2-1” or “3-1”). They are also offered free shots. In some venues, there were some girls, provocatively dressed, prompting the clientele to buy shots (“the shooter girls”).





 **Freedom, Security and Justice**

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



Despite signs that prohibit entrance to persons under 18 years old, minors faced no problems entering the venues. In the majority of the venues there were not door-keepers to control the entrance of under-aged people, drunk people or people carrying drinks or weapons. Only some clubs of high capacity had door-keepers who primarily dealt with customers who weren't dressed properly or carried bottles or glasses of drinks. They had mostly the role of public relations. In half of the clubs there were advertisements promoting alcoholic and non-alcoholic drinks.

The capacity of the venues was not exceeded. The majority of the venues employed sufficient staff. In only some cases there were not enough people to collect the used glasses. Only the staff of a few venues was trained in first-aid help.

The majority of venues did not have the means to control the noise in order not to disturb the surrounding areas. Only in a few cases venues had two doors and a lobby to avoid that the loud music disturbs the area outside the venues. Some of them were operating in an open space while others had both an indoor and an outdoor space. In some cases there were loud speakers outside the venues too. The volume of the music lowered only when the police made patrols in the area.

About half of the nightclubs did not meet the safety conditions in accordance with the regulations (emergency exits, fire extinguishing system etc.). The ventilation and air-conditioning was sufficient in all the venues (it should be noted that some of them were open-air venues). Only in one high capacity club the ventilation system was inadequate, but this was mainly due to the excessive use of the smoke producing machine.

In the majority of the cases the hygiene in the toilettes was inadequate and in only a few cases there was a person controlling and taking care throughout the working hours of the venues of the cleanliness in the toilets.



## TRAVELS. Tourism, Recreation And Violence a European Level Study

In case of a conflict or a fight, the police was not informed. Instead, the staff took care to take the fight out of the venue so that the police can intervene there and to avoid penalties or to enforce the closure of the venue.

The majority of the clientele didn't seem to care much about its appearance. As mentioned above, groups of tourists were dressed all in the same way or they were dressed in Halloween costumes.

Inside the venues there were no signs of violence or aggressive behavior. These took place mainly on the streets. In contrast, the consumption of alcoholic drinks, dancing and flirting was the characteristic behavior of the customers. There were no signs of sexual activity inside the venues.

Less than half of the costumers drunk 4 or more drinks before leaving a venue. Generally, young tourists visited more than one venue during the night, drinking the two drinks that were offered in the price of one in each of them.

Most tourists who visited Malia were staying close to the area where all the venues were concentrated. They were moving either by foot or by quad bikes. Access from other areas took place by buses, the operation of which stopped early in the evening (22.00 was the last service from Heraklion). The only mean of transportation after this hour was by taxi.

#### **4. Risks that emerge from the context and aspects that facilitate them**

Personal interviews were conducted with 9 key informants in order to investigate their opinions and views regarding the nightlife entertainment by tourists in Malia. The interviewees were closely involved with the nightlife industry due to their professional status. These key informants were:

- a policeman
- an official of the municipal police
- a security guard of a hotel
- a public relations manager of a health centre
- a bus driver
- a taxi driver
- a nightclub owner
- a barman
- a city councillor (also permanent resident in the area)

According to the reports of the interviewees the major problems in Malia are the fights and the vandalisms. The principal cause for the aggressive behaviour was considered be excessive alcohol consumption. The persons involved in these kind of incidents were reported to be almost exclusively the young British. An increase of black tourists was noted also in the last years who although they are not drinking much alcohol they are very aggressive and violent.

Among the major problems in the area were reported to be those associated with the violations of the traffic regulations. Especially hiring quad bikes to tourists without a drivers'



## TRAVELS. Tourism, Recreation And Violence a European Level Study

license and to those that had consumed big amounts of alcohol cause serious problems in the area. Street accidents are very frequent.

Two of the main illegal activities of the nightlife industry are the loud noise coming from the venues and the solicitation of tourists. Travel agencies cooperate with certain venues to organise “all inclusive” happenings at very low prices. They also organize “bar crawls” where tourists are guided to different venues where they drink alcohol at very low cost.



The majority of the key informants believed that the main cause of delinquent behaviour was the excessive alcohol consumption, especially that of bad quality. Interviewees share the opinion that there exists a strong relation between bad quality alcoholic drinks and health problems. The General Chemical State Laboratory where we sought information on this issue responded that there is no research looking at the consequences of the quality of alcohol on the health and behaviour of the consumers.

In Malia there is cooperation between the owners of the nightclubs and bars about the prices of the drinks and the offers to the tourists. This agreement, however, is often broken. The competition between the venues aiming to attract more people and increase their profit results in the lowering of alcohol prices and in the offering of more free drinks to the clientele.

According to the police officers the most common acts of delinquent behaviour are robberies, fights, violation of traffic regulations and road accidents and less so acts such as sexual abuse, sexual intercourse in public places and the offenses of public indecency. There exist also some more modern types of crimes, such as forgery, stealing ATMs etc.

The police has the means to cope with the problems created by the tourism but it 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 compared with the previous years.

The period that the most violent incidents occur is between the beginning of July and the middle of August, where the number of tourists is the higher. According to the interviewees, there was a reduction in the tourist movement in 2009 as compared to the previous years. The most serious delinquent behaviors are committed between 23.00 and 3.00 for the robberies



## TRAVELS. Tourism, Recreation And Violence a European Level Study

and between 1.30 and 6.00 for the fights, when the tourists have already consumed high amounts of alcohol.

Observations by the members of our research team found that a cooperation between the security guards of different venues and hotels was taking place. The security guards were making signals to each other through a flash light whenever the police was approaching. In this way the staff of the venues was alerted in order to lower the volume of the music. A key informant reported that the police was aware of this strategy and it was considered as a sign of respect to the official authorities who would also prefer to avoid to implement penalties to the managers of the venues.

The number 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 such as problems with the liver and the stomach as well as high blood pressure. There are also injuries from fights and traffic accidents. Health services are adequately equipped to cope with these problems.

Some among the key informants think that the levels of delinquent behaviour are not that high and that these acts are to be expected where 7.000-8.000 individuals are gathered in one place for the nightlife and for the consumption of alcoholic drinks. Illegal drugs don't seem to be a problem in the area according to the views of the key informants who report that it is mostly the alcohol consumption that leads to delinquent behaviour.

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 loose and everything is allowed. They promote the area as the place to party, where some one can drink alcohol without any limitations.

According to key persons' opinions, to change the situation it is necessary that the travel agencies stop to promote the nightlife industry of the area. The nightlife industry must also collaborate with the police in order to find ways to solve the problems created by the recreational nightlife. Also the tourists themselves should be more responsible. Securities should be placed in every venue. Cooperation should also be established between the venues and the setting of agreements between them to stop selling bad quality drinks.

Below are described some incidents of delinquent or aggressive behaviour observed during the qualitative research in Malia:

- A car tried to cross the beach road during the night when all the venues were open and the street was full of people. Some tourists surrounded the car and started shaking it, shouting and calling bad names. They caused serious damage to the car. One of them climbed on the top of the car and lowered his pants.
- A black woman tried to cross the beach road with a quad bike during the night, but some male tourists stopped her and harassed her.
- At sometimes there were unconscious people in the street due to excessive alcohol consumption, mostly late at night.
- Ambulances were called quite often at the area to take the injured tourists to the health centres.
- Many tourists who got lost from their friends, couldn't remember their way back to their hotel because they had drunk a lot of alcohol. A key informant from the



TRAVELS. Tourism, Recreation And Violence a European Level Study

local police told us, many tourists who couldn't remember where their hotel was, slept either outside on the street or on the beach or they were entering the houses of the inhabitants who were calling the police to take them out the next morning.

- The arguments and harassments were quite common, especially on the streets.
- Sexual intercourse was taking place between tourists on the sun beds at the beach and also in a deserted land near the area where all the venues were located.

### 5. The promotion of the city (image) for the young tourists.

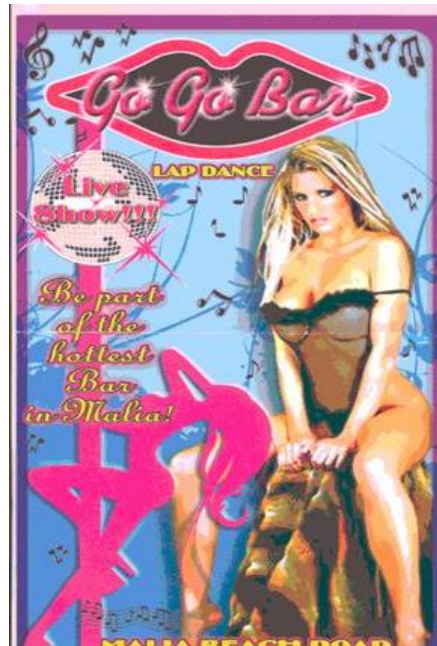
On the beach road of Malia there flyers were handed out to the tourists promoting venues. The flyers were advertising the name of the venue and its location. They also included photographs of tourists having good time or they were advertising a party (for example, "foam" parties with no dress limitations).





 **Freedom, Security and Justice**

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



Results from the internet search that was carried out, both in google and in youtube, show the nightlife as the main activity in Malia. Only the google search about *holidays in Malia* present the place as offering alternative possibilities to nightlife, such as the beach, water sports, the old traditional town, the water park, go-karting, horse-riding, excursions to the nearby villages etc.. However, 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 so by tourists themselves. There were big differences when the links were with the press or the 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 and this was documented by direct and indirect pictures of easy sex opportunities and easy alcohol access.

When looking at the keyword *violence*, the google search retrieved many links to forums, where discussions were carried about the safety of Malia in the case that tourists make plans of visiting the area or of having members of their families visit the place or having their summer holidays there. In the youtube engine however, no links were found with this keyword. There weren't any images of drug use neither in google nor in youtube. In general, the projected image of Malia is a bad one. Malia are linked with nightlife and excessive alcohol consumption that creates risks for the health.

Information relative to the topic of the present research was sought in scientific texts and in newspapers and magazines. Scientific publications on problems arising from the nightlife were not found. Articles were found from three newspapers, two of them of a wide circulation (20 articles) and a local one (26 articles). These articles were by choice the more recent ones, precisely those published between 2008 and 2009. All of them are reporting events that took place in Malia or they include Malia in wider reports on tourism in Greece.



*Freedom, Security and Justice*

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

Regarding the characteristics of the people that the articles refer to, they are tourists, mainly young British of both sexes, or local residents who were involved in the incidents or official authorities. The main items of focus in these articles were : the excessive alcohol consumption by young tourists, the behavior of tourists during their holidays, the delinquent behavior of tourists, the rapes, the violations of traffic regulations, the illegal rent of quad bikes, the prosecutions and arrests, the injuries, the reactions and protests of local residents on the problems faced by this kind of tourism, the activities of the police, of the prosecutor and of the official authorities, the actions and measures taken to tackle the problems, the solicitation of tourists and the industry-driven tourism, the control by authorities of violations regarding the operation of the venues, the problems of entrepreneurs and workers in the nightlife industry, the way the area is promoted in order to attract young visitors, the way foreign media project the tourism in resorts like Malia, the advertising campaign conducted by the authorities of Great Britain as for the way the citizens of their country should behave when traveling abroad on holidays and finally how the economic crisis has affected tourism and the decline of tourist movement as compared to previous years.

All articles reflect the bad image of the tourism in the area and particularly the events that are linked to the nightlife and to the excessive alcohol consumption. Moreover, the articles stress the need for measures to improve the situation, to prevent incidents of violence or aggressive behavior and to protect the health of young tourists.

## **6. Awareness and actions to promote changes**

No prevention programmes are implemented in the area to face the excessive alcohol consumption, drug use and associated risks. There was only a leaflet by the police at the entrance of the venues by which the tourists were advised not to drive if they have been drinking, not to consume an excessive amount of alcoholic drinks, not to use drugs, not to be aggressive, not to wear clothes or behave in a ways that may offend others and that they should respect the laws, the rights of the local residents and of tourists, and also the customs of the local community.

### **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**

## **7. Main conclusions**



## TRAVELS. Tourism, Recreation And Violence a European Level Study

During the last year, the increase of police patrols in the area of Malia has resulted to the decrease of delinquent behaviour by tourists. This might also be attributed to the decrease of the foreign arrivals in the island.

There is no cooperation between the police, the local authorities and the nightlife industry. Collaboration between these parts would probably bring better outcomes in this specific kind of tourism.

The staff of the venues should be trained, not only for providing first aid but also on how to manage with drunken costumers and with fights and quarrels takings place inside the venues. The cooperation with the police is necessary.

The main reason for tourists visiting Malia is the nightlife. The area should be promoted in other ways and not as a place where someone can go for the possibilities offered to drink excessive amounts of alcohol. Other healthier activities should be promoted.

Preventive programs should be planned and implemented with the aim to motivate foreign tourists towards alternative to alcohol use recreational activities and/or towards safer use of alcohol.





TRAVELS. Tourism, Recreation And Violence a European Level Study

## Spain, Palma de Mallorca

### 8. Introduction.

Tourism is one of the principal economic resources from Spain. With 5,2 millions of tourists visiting the country during 2009 (IET, Frontur, 2009) the Balearic Islands is one of the most popular destinations, together with the Canary Islands and Catalonia region. In 2009, Mallorca, the major of the Balearic Islands, received a total of 11.609.161 visitors, from which German and British tourists were the most frequent visiting nationalities.

During 2009, there has been a significant decrease in the tourist arrivals, either by plane as by boat, affecting national and international visits as well. Compared to 2008, a 9.5% less of foreign visitors came to the islands, and a 16.9% less of Spanish visitors. This makes a decreasing average of around an 11% in general terms for this year.

Nevertheless, hotel occupation has been as an average over the 50%; and in the peak season (August) hotel accommodation was between 90 and 99%.

During 2009, the German visitors represented a 30.9% of all the visitors in the Balearic Islands, and the British a 26.8%.

If we attend to the age distribution it s remarkable that, more than a quarter of British and German tourists are beneath 25 years (see **table I**).

**Table I: Age distribution of German and British visitors during 2009.**

<i>Nationality</i> <i>age groups</i>	<i>&lt; 25 years</i>	<i>From 25 to 44</i>	<i>From 45 to 64</i>	<i>+ 64 years</i>
<i>British</i>	27.3%	34.8%	28.9%	9.1%
<i>German</i>	22.8%	35.3%	32.4%	9.5%

*Source: INESTUR, Dades informatives 2009, el turisme a les Illes Balears*

Since the 60's Spain and specifically Mallorca, has been considered a very popular tourist destination, because of its good weather, access to beaches and sea, and low prices. Since that period, Mallorca has been developing a mass-tourism offer, with big hotels very close to the sea line and with "all inclusive" offers, by means of very low prices. Nowadays this is changing, with many resorts and agencies trying to promote another kind of tourism, more focused in the quality, linked to nature and sports, as for example the agriturisms and the golf resorts; nevertheless, the dominant offer continues to be the one based on massive tourism, and this is linked to a systematic promotion of nightlife as a main lure, and the access to low alcohol prices and to sex opportunities with it, especially for the youngsters.

If we have a look at the main touristic areas in Mallorca, we would see that they are all distributed along the coast, with three main points with important nightlife: Palma (which is the capital of the Balearic Islands); and two major touristic locations: Magalluf and Arenal. Apart from this, there are other smaller places at the East and North sides of the island.

In the next paragraphs, we will present a brief description of the zones from Palma, Arenal (which belongs also to Palma district, but it is outside the city) and Magalluf. In the city of Palma, there exist three big clearly differentiated nightlife zones: The Paseo Marítimo, Gomila



TRAVELS. Tourism, Recreation And Violence a European Level Study

and Arenal. The Paseo maritime and Gomila, are places mainly for local people, with a minor presence of tourist visits.

The Paseo Marítimo is a big Avenue in front of the sea that crosses Palma bay. This place is characterized by having a kind of chick venues, offering different music styles, but usually not low alcohol prices. There are not offers like “happy hours” or big alcohol cans sold. At many of the locals, you have to pay entrance, around 12 Euros, and this includes one or two drinks. These venues are addresses to different public ages, depending on the zone of the Avenue. At the other site of the avenue (which holds six parallel lanes), close to the sea, young people meet to practice the *botellón* (phenomenon of young people drinking massively at night on the street).

Gomila is a zone near the Paseo Marítimo. Ten years ago, it was the most popular area for young people when going out, but today it is a decadent zone, with pubs and discos addressed to three groups: gays, latin people and heavys. Dirtiness and gang fighting on the street are the major problems there. Some venues sell cheap alcohol, also to under aged. It is frequent to see drunken people on the street. It is also a zone where drug use is common. The homosexual zone is less problematic regarding violence, but shows also high levels of drug use. Afters are forbidden by law, but Gomila is one of the areas where some still exist. They open sporadically; some are forced to close by police, but open again some months later, and so on. These are places with high drug use and drug selling.

Arenal. This is a zone outside from the center of Palma, although belonging to the city district. It is a kilometer long tourist resort, organized along the beach where the hotels are in first see line. Arenal is a tourist resort created in the middle 60, and oriented for mass tourism. The offer there is based on cheap prices, beach, sun, fun, alcohol and sex. Tourists behave there like they would never dare at their own origin countries. This resort is mainly a German tourist ghetto, with a minority of Dutch visitors. It offers around 30.000 hotel beds. Arenal is strongly affected by the seasonality, remaining opened in the winter only 50% of the hotels, bars, restaurants and other services.

Calvià is an area in the West of the Island of Mallorca. The main tourist resorts in there are Magalluf (mainly English) Portals Nous (diverse, with high economical status), Santa Ponsa (mainly Irish and Scottish) and Peguera (mainly German).

All the areas, apart from Portals Nous, are severely affected by seasonality. Only a 20% of the services (bars, restaurants, pubs, etc) remain opened during the winter.

Seasonality is also linked to the age of visitors; in april/may and September/October visitors are between 30 and 50 years, and come frequently with their families; and from june to August, the average age is between 18 and 30 years. So, we have different visiting profiles depending on the months.

In these areas, it is not frequent to see the practice of the *botellón*, as alcohol prices are so low, that tourists do not need to do it. Although this, especially in Magalluf, there are big stores, selling very cheap and bad quality alcohol, with the bottles on the streets, in the way of selling of souvenir shops.

Tourists visiting Magaluf are mainly English, young, with low economic resources, and their motivations are sun, sex, and alcohol. Like it happens in Arenal with the German tourists, venues labeling is in English, and with messages inviting to get cheap drink and promoting sex.



TRAVELS. Tourism, Recreation And Violence a European Level Study

For example, it is very frequent to see big screens in the pubs or bars, with sports and/ or sex images. In this season, stag and hen nights, sold as “trip packages” have been very popular.

Many venues do have DJs that invite clients, playing around, to take the clothes off, and alcohol is often part of the games.

## 9. Methodology

Literature review: 71 articles, searched mainly through pub med, and published the great majority of it in peer reviewed journals; also factsheets from entities like the WHO organization, the NIDA and other health prevention organizations.

Venues assessment: A total of 47 venues were assessed, using the Karen’s tool and with notes from the key-informants during the summer of 2009.

Key informants (number and status):

<i>Police staff</i>	<i>Health care staff</i>	<i>Night staff<sup>1</sup></i>	<i>Embassy/consulate personnel</i>	<i>Local authorities</i>	<i>Neighbor organizations</i>
4	8	14	4	6	5

<sup>1</sup> *This includes waiters, Djs, go-go dancers, doormans and club owners.*

Mass media analysis:

1 Newspapers review: 12 news found in local newspaper from the Balearic Islands; Papers that have been screened: *Ultima Hora, Diario de Mallorca, El Mundo-El día de Baleares*. Screening period: June-December 2009. Focus of the screening: news related to fights or other violent events between drunken tourists; sexual assaults; injuries due to intoxication; emergency cases due to intoxication (alcohol and/or other drugs).

2 Internet search (following protocol, common to all partners):

Has been performed in the searching engines: “goolge” and “youtube” in the first quarter of the year 2010.

Key-words that have been used: holidays + Mallorca; party + Mallorca; nightlife + Mallorca; sex + holidays + Mallorca; violence + holidays + Mallorca. This search has been reproduced in both searching engines, and limited to the first ten results retrieved, in each group of keywords.

## 10. The context.

In order to explore the conditions of the nightlife context, a venue assessment has been carried out. A total of 47 venues were assessed, in the Balearic Islands during 2009. The scope was even broader than foreseen, as venues were not only located in Mallorca, but also in the other islands. Nevertheless, as the quantitative survey was performed in the airport of Mallorca, we tried to focus mainly on the mallorcan venues, which represent around the 60% of the total sample.

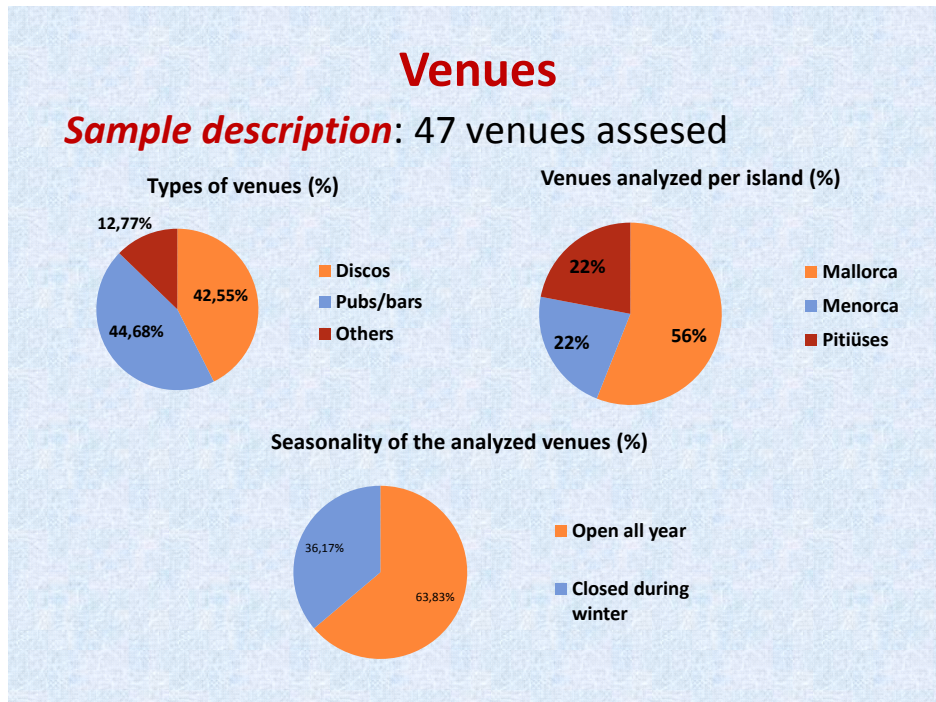


TRAVELS. Tourism, Recreation And Violence a European Level Study

In general terms, around half of the venues were pubs or bars, and around 40% were discos, so it was quite balanced the type of venue analyzed.

Regarding seasonality, around 63% of them were opened all year and the rest closed during winter (see **Graph I**)

**Graph I:** Sample breakdown by island, type of venue and opening time.



Regarding the entrance: the most common is that door-keepers do not control the entrance of under-aged people; bouncers are often more appreciated as “public relations” instead of what they really are supposed to do. They look for the drug dealers, blocking their entrance. It is quite easy to detect them, as drug dealers are almost always the same people. In some places, there are metal detectors, and bags are revised before entering (not a common practice, only in 4 venues).

Regarding staff training, only 8 venues informed that their door-staff was trained, but it was impossible to access the materials, neither the training program.

In the majority of venues, the entrance below 18 is forbidden, but researchers found that in at least 34% of the cases, minors came into the venues without problems.

Only in 21% of the venues, being drunk was considered a reason for not being admitted. In the rest, this factor was not relevant for allowing the entrance.

In the majority of places, people practice “vertical drinking” as only a few places (the bigger ones) do have chill-out rooms with seats.

Locals are overcrowded in half of the cases, with 68% having difficulties to move at the dance floor, at the peak hours.



TRAVELS. Tourism, Recreation And Violence a European Level Study

Regarding noise, in 66% of the visited places, music was so loud that it wasn't possible to chat. In some places, there are machines to measure the dBs, but there are often intentionally broken, to avoid having to stop the music.

Only in half of the places there exists someone trained in first aid help, and only in 16 venues (from the 47 visited) staff was trained about how to act in case of fire. In ten venues, there was any system installed to detect fire.

Summarizing, security and health conditions are getting better and systems are improving, but in some of the venues measures are still very precarious.

*A particular case: violent venues*

Although it is not at all the most frequent, some venues show violent images, and in some of them violent incidents were registered by the observers.

From the 47 venues assessed, 4 show violent images (or inciting to violence) and in 6, fighting was directly observed. Two of those venues where people were fighting were also places showing violent images, so it could have some relation. It is also relevant to point that in those places where violent images were shown and violence occurred, people were drunk in 50% of the cases, and in 80% in the other local. In both places there were clear clues of drug use inside the bathrooms.

#### **11. Risks that emerge from the context and aspects that facilitate them.**

After having interviewed neighbors, club owners, recreational nightlife industry representatives, industry sanitary staff and representative from local authorities, there is agreement on some points:

The main problems related to touristic nightlife, are noise, dirtiness, and health and security consequences for the own visitors. Regarding this issue, the most common incidents are alcoholic poisoning, injuries caused by fighting or as consequence of accidents, unprotected sex and thefts.

There is a general feeling that mass touristic areas, like Arenal or Magalluf have been neglected in the last years:

*"During the last years, the area has become very degraded and this is responsibility of authorities, owners, workers and clients. We have been not able to take care of Magalluf. I have witnessed how four girls leapt on a tourist, boot him on the floor, and took away all his belongings".* Source: interview in Revista Mallorca, turisme i oci, 10 (2009)

Usually, alcohol in the most common substance that leads to problems, but drugs are also present in the night scenes:

*"The real drug dealers are the public relations. They can get you guided alcoholic tours, they really manage to do it. Many of them contact tourists at their hotels from Magalluf and Palmanova. They offer organized trips along Punta Ballena bars, well poured with alcohol, and if the guest needs something else, like drugs or whores, they get it for them".* Source: representative of ACOTUR (Mallorcan Turistic Trade Association)

In some places, thefts linked to prostitution practiced on the street have increased:



Freedom, Security and Justice

TRAVELS. Tourism, Recreation And Violence a European Level Study

*“Insecurity has increased lately, especially regarding pickpockets and prostitution with the intention of stealing. This happens especially in Santa Ponsa and Magalluf (...) The installation of cameras is working well as deterrence system. We registered less thefts, since it has been installed”*Source: Representative of the Major from Calvià.

Tourism in the islands is characterized by a strong seasonality. This means that police and sanitary services are overflowed during the summer due to the high population increase they have to support. In sanitary services, one common thing is the spending of the “after day pill”:

*“Sometimes, the same couple arrives to the sanitary center twice or more times during their holidays, asking for the pill of the day after. They use it instead of using other contraceptive methods, so they are exposed to STS. And this happens because they get drunk”.* Source: Nurse of the health service center from Arenal.

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. Many key informants (neighbors and police) informed also about small drug dealing on the street. 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, or traffic crashes, when crossing drunk the big avenue. 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).

Regarding the zone of Arenal, the main problems in the area are argues, fighting, stealing of personal belongings and sexual assaults (these, in a minor percentage) due to the drunkenness on the tourists. Arenal has very cheap alcohol offers during the day, and also during the night, and it is common to see people drinking liters of Sangria in the beach, at 12.00 Am. Prostitution is also a problem on the streets, sexual practices on the beach a night, dirtiness and noise, and many health problems from the ones intoxicated (mainly with alcohol). Due to the seasonality, police and health services are exceeded in summer, having to assist to a population 3 times larger than in the winter. Local venues are big promoters of this pattern of tourism behavior. All the bars, pubs, discos, show signs in German language, inciting to drink “around the clock”, and always linked to sexual messages and very cheap alcohol prices. Labels like “happy our” or “sex on the beach” are easy to find on the streets.

A specific phenomenon from this area, are the so called “trileros”. These are professional thefts, usually immigrants, but not always, who hook tourists by offering them easy money earning in a game of chance. They act in groups on the streets, and are very well known by the police in this area.

In Magalluf, levels of alcohol intake are very high. Recently, the British Health Minister informed that the mean of alcohol intake during holidays for a tourist is about nine measures per day. The beach is a place frequently used for sexual intercourses, alcohol and drugs intake. Magalluf do not have official *afters* but there are many pubs that close at 4 am and open again at 6 am, so that they work like *afters* do.

*Happy hours* is also a frequent practice. Like in other areas (Arenal), 2 alcohol drinks are sold for the price of one, or there is a “drink as much as you can” for the same price among specific hours. Table dance venues have become recently very popular.



TRAVELS. Tourism, Recreation And Violence a European Level Study

## 12. The promotion of the city (image) for the young tourists.

If we attend to the local ads, whether they are from pubs, bars, discos, hotels or other services, all promote in the same line. It doesn't matter if they addressed to German or English population, the messages are always the same: cheap alcohol, easy access to sex opportunities, and the idea that "everything is allowed" during their holidays. Alcohol is sold in the streets, like souvenir shops, even during the day,



and youngsters drink on the streets or on the beach (even by day) like this picture shows: from a big can, and with long straws.

Many discos hand out leaflets, with obvious sex publicity, and cheap alcohol offers.

Regarding tour-operators activity, not all the tour-operators sell an image from Mallorca as "cheap place" where to get drunk, rest in the sun, have easy sex opportunities and go to the disco. But from those that do it, we can say that:

- This kind of offer still exists, for the German and also the English population.
- Target group of these offers are mostly young people (below 30 years)
- The use of sexual images or symbolic sexual meaning is often used, but we found no explicit neither implicit violence incitation.

Regarding the systematic internet search performed with keywords, 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 *violence*, related to Mallorca, the general image (specially promoted by the young tourists) is very poor and bad.



Freedom, Security and Justice

TRAVELS. Tourism, Recreation And Violence a European Level Study

### 13. Awareness and actions to promote changes

There exists a regional law (Balearic Islands) since 2005 in which it is said that:

- *Public authorities are supposed to collaborate with recreational industry in order to promote health and safety measures for the clients.*
- *Staff must be trained to attend emergencies from drug abuse*
- *Specific measures to reduce risks due to drug use, must be promoted*
- *All this, should be a joint responsibility, from public authorities and private recreational industry owners; therefore, measures and initiatives must be collaborative.*

Source: Llei 4/2005 de 29 d'abril, sobre drogodependencies i altres addiccions a les Illes Balears.

Regarding local preventive initiatives in Mallorca, we found that in Calvià, the Town Council of Calvià decided to install some cameras along the most conflictive avenues and points. The second on board from the Major, informs that this has worked properly, as a deterrence measure, and that pockets thefts decreased since this is installed (Magaluff & Santa Ponsa)

Regarding media campaigns, we found only one general preventive campaign against violence and alcohol: “*No podemos seguir mirando a otro lado*” which means, “We cannot keep looking away any more”. This multimedia campaign starts with images from young people in the disco, getting drunk, fighting, feeling bad after drinking, etc. Also raising awareness related to the traffic crashes. The campaign is not specifically addressed to young people, but is one of the target groups, together with their families.

(source: PADIB, 2009; <http://www.alcohol-info.es/>).

Other local alcohol awareness campaigns, addressed to youngsters (focused in nightlife) were carried out by high school students in Calvià: “Think twice before taking this trip” and “You don’t have to be sick to want to get well”, which deal with the topic of alcohol abuse during night (also by tourists) and its consequences. This initiative is supported by Life Learning Program: Comenius 2008/2010.

(source: <http://bendinatcomenius.blogspot.com/>).

#### Main conclusions

Regarding law and regulation aspects and after having consulted sources our impression is that the bases for a good nightlife management and health prevention are settled. The problem is that, in real life, there is no (or very poor) coalition and cooperation between local authorities and nightlife industry.

Another point (especially in Mallorca) is the lack of specific joint actions or programs that could be carried out together with the industry. Practical technical criteria must be produced, in order to guide the law application.

Probably, a specific regulation regarding night staff training should be issued. Irefrea is working on the production and promotion of a local quality staff training program.

Also, some regulation about the cheap alcohol offers, and the symbolism used in the ads (sex, violence) is required.





TRAVELS. Tourism, Recreation And Violence a European Level Study

The other problem is that, for example, there are good media campaigns in Mallorca, but only addressed to local population, so tourists are missing it. Maybe a section from these programs specifically addressed to tourists would be interesting.

Regarding the venues analysis, it is clear that recreational nightlife is one of the most important reasons for attracting visitors as also for local population. Recreational areas are quite different depending on the population hosted. In Mallorca we have the phenomenon of “nationality ghettos” (German, English). 47 venues have been assessed along the Balearic Islands. The general impression is that, although many security and health measures are already being implemented, it is clearly still insufficient.

One of our key informants from Calvià (Mallorca) said that:

*“Neither venue owners nor Town Council think about a Healthy Recraetional Program, because it wouldn’t be profitable, taking into account the tourist population that arrives to Calvià -and this is a problem running around in circles-”*

The key question then, the new challenge, is how to motivate industry to get a real engagement in prevention, how to create long lasting coalitions that would lead to the implementation of perdurable programs (not only punctual campaigns). And also, how to involve tour-operators and touristic staff in general in this process.



TRAVELS. Tourism, Recreation And Violence a European Level Study

## Venice, Italy Qualitative Report

- 1. Introduction.** Describe the city as international tourist destination. The importance of nightlife in the touristic areas. Main nationalities of visitors, young visitors (data from 2009, if possible).

### *Nightlife, entertainment and risks*

Studies and researches show that Italy is a low-risk country for foreign tourists spending their holidays here. This trend is confirmed by official statistics that do not report any particular problems associated to tourism and that, on the contrary, highlight that holidays in Italy are mainly characterised by environmentally-friendly and healthy lifestyles (in recent years, the number of farm holidays, in direct contact with nature, have doubled, especially in the Veneto region, that is a leader for number of arrivals and overnight stays in the territory). (Istat Report and Regional Statistical Office Report)<sup>1</sup>.

Although the official figures do not record any particular problems in this sector, there are nevertheless high risks associated to the increasingly widespread use of drugs, especially in nightlife venues. The National Strategy against Pathological Dependency states the aim of enhancing prevention programmes in nightlife venues, especially in regions that host the highest numbers of young tourists (2009 Yearly Report on Drug Dependency in Italy)<sup>2</sup>. The aim of most prevention programmes, implemented by regions to satisfy this aim, is to cut the consumption of substances by youngsters in nightlife scenarios. Indeed, the strategies adopted in 2008 attempted to face the problem from the point of view of reducing both demand and offer.

The review of both national and regional official statistical reports shows that, amongst the risks associated to nightlife and entertainment, the most frequently incurred in Italy is the involvement in road accidents as a result of driving under the influence of alcohol and other substances. As a result, it is crucial to consider two issues: for a start, the number of road accidents has diminished over the years, thanks to the campaigns implemented at national, regional and local level against driving under the influence, promoting awareness of the problem and road safety initiatives (between 2000 and 2008 there was a 14.6% decrease in number of road accidents, a 13.7% decrease in injuries and 33% in deaths, although the number of circulating cars has increased by 17% in the same period: see [www.istat.it](http://www.istat.it)). Secondly, with reference to the topic of this research, the potential risk of being involved in a road accidents is relatively small for tourists visiting Italy, as they mainly use public transport.

### *Tourism in Veneto*

---

<sup>1</sup> National Statistical Office ISTAT (2010), *Noi Italia. Le statistiche per capire il paese in cui viviamo*, [www.istat.it](http://www.istat.it)

Sistema statistico della Regione Veneto (2009), *Rapporto Statistico 2009. Il Veneto si racconta, il Veneto si confronta*, Venice 2009. Available on line at: <http://statistica.regione.veneto.it/>  
Statistiche Flash, *Flussi turistici in Veneto*, Years: 2006, 2007, 2008. Available on line at: <http://statistica.regione.veneto.it/>

<sup>2</sup> Presidency of the Council of Ministers, Department for Anti-Drug Policies (2009), *Relazione Annuale sullo stato delle tossicodipendenze in Italia*, Rome 2009. Available on line at: [www.governo.it](http://www.governo.it)



TRAVELS. Tourism, Recreation And Violence a European Level Study

The Regional Statistical System for Veneto Region publishes a yearly statistical report on tourist flows in all its Provincial Districts. The Reports for 2006 to 2009 (years 2005 – 2008) show that the Veneto is the Italian region that welcomes the highest number of tourists.

Most of the foreign tourists who choose to spend their holidays in the Veneto come from Germany (especially in the mountainous areas, although many also choose seaside resorts and cities of art). In 2008, removing the Italians (accounting for 28% of arrivals in the region), the Germans account for 12.04% of yearly arrivals in the region, followed by US citizens, (7.74% of arrivals), the French (6.06% of arrivals), Austrians (5.73 %) and the British (4.84%).<sup>3</sup>

The city that welcomes the highest tourist flow in Veneto region is Venice. With respect to the national Italian average Venice, welcoming about 60 millions of tourists in a year, is second only to Rome for the tourist flow. After Venice, there is Florence.

In spite of the very high tourist flow during the year, there is no mention, in the reports issued by the Regional Statistical System, of any problems associated to tourism in the Veneto (Statistiche Flash, 2007, 2008, 2009).

- 2. Methodology.** Here it must be described what has been done: Literature review: which kind of sources consulted, how many items found (full reference); venues assessment: how much venues assessed; key informants: number and professional status of the interviewed; mass media and marketing: which media analyzed, period, resources.

### Literature review

*Literature Review and Review of national and regional statistical reports on tourism.*

We have considered the high quality and quantity of statistical reports at national and regional level, in order to study the situation considering the tourists flows during the years: 2006, 2007, 2008 (2009 non published yet). We have read the reports dedicated to tourism in Italy and Veneto region (please see the literature references in the first chapter and at the end of the writing).

We have read also some interesting literature from sociologists and relevant observers, highlighting the nightlife context as context at risk for young Italian people. Although the context is problematic, it is possible to make prevention involving actively the youngsters in social actions that increase the protective factors and social share. These actions use the peer education methodology with very interesting results. (Baraldi, 2002; Croce, Vassura 2008; EMCDDA, 2006; Milanese, 2007. Mirandola, Baldassari, 2006).

*Review of National and Local Daily Newspapers*

For the purpose of this research, one national (Il Gazzettino) and one local newspaper were taken into consideration (La Nuova).

On the issues of: "Nightlife", "Health" and "Safety", in the year 2009 these newspapers mainly report road accidents caused by driving under the influence of alcohol and other substances,

---

<sup>3</sup> Statistiche Flash, *Flussi turistici in Veneto*, Years: 2006, 2007, 2008. Available on line at: <http://statistica.regione.veneto.it/>



*Freedom, Security and Justice*

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

mainly occurring during the weekend when there are more cars on the road (mostly youngsters who have spent the night in discos and nightclubs driving under the influence of alcohol and other substances). As was highlighted above, these reports mainly involve young Italians or foreigners living in Italy for work or study, never foreign tourists.

The news on the fact that substances are more readily available on the Venetian illegal market and the broader involvement of youngsters in problems relating to the use and abuse of illegal substances mainly focuses on Italians.

A different story altogether is gathered when it comes to the use and abuse of legal substances like alcohol. It is a known fact that tourists consume alcohol on an everyday basis in Venice, especially in the evening and night. Venice offers a broad choice of bars, clubs and pubs that sell alcohol at bargain prices and that are open all day and most of the night.

A topic that often comes out in newspapers relates to the health problems associated to the use and abuse of alcohol and substances amongst youngsters (binge drinking or mixing different substances). Nevertheless, this topic only rarely involves tourists. In 2009, the newspapers we reviewed only mentioned three cases of tourists who had consumed excessive amounts of alcohol and had suffered problems as a consequence: a drunken young British man who fell in a canal in the night; a young woman who fell from a hotel window; a young American who fell in an alcohol induced coma as a result of binge drinking with friends.

### *Conclusions*

Young tourists holidaying in Venice appear to be exposed to very few risks indeed, as a result of the protection offered by the city's specific context and also because they are only rarely out for experiences involving risks or dangers.

### **Venues assessed**

For the qualitative phase of the T.R.A.V.E.L.S. project we took into consideration and assessed 10 venues:

- ⇒ 3 nightspots managed by Aurora Street (Aurora Beach, Aurora Caffè, Palazzo Aurora)
- ⇒ 1 open-air location for major events for youngsters (Isola di San Servolo)
- ⇒ 1 Venetian nightclub (Venice Jazz Club)
- ⇒ 1 disco pub on the Venetian mainland: Teatro alla Giustizia (TAG)
- ⇒ 1 pub on the Venetian mainland: "Al Vapore"
- ⇒ 1 summer music festival on the Venetian mainland "Estate Village"
- ⇒ 1 disco pub at Jesolo Lido, Venice's beach (the disco pub "Terrazza Mare")
- ⇒ 1 disco pub in Mestre Marghera (the disco pub: Molocinque").

Our assessment shows that most places highlight the beauty of their venue, which is highlighted and advertised to attract as many local clients and tourists as possible. Except for just a few places that appeared to be insecure for a number of tangible and intangible reasons



TRAVELS. Tourism, Recreation And Violence a European Level Study

(in fact, the owners of these places did not accept to be interviewed), the assessed Venetian night time venues tried to ensure the personal safety of their clients, preventing risks by training their bar and security staff and by working together with other venues.

Finally, it was interesting to note that many owners monitor the circulation of illegal substances in their venues, while in others (that were not assessed as they were not open to being interviewed) the consumption of cannabis or cocaine is very widespread. In any case, it must be highlighted that tourists are not very exposed to the risks of drug consumption as the local market of illegal substances tends to be very closed and does not openly attempt to sell to tourists.

### Key informants

The conclusions stated in the previous chapter also emerge from the interviews carried out for this study with some key informants: potential risks associated to holidays in the Veneto seem to be very low, especially for foreign tourists who choose Venice as their destination.

Interviewees included 6 key informant:

- the Head of Office for the Prevention of Deviances and for Social Policies of the Veneto Region;
- the Head of the Damage Reduction Service in the Social Policies Office of the Municipality of Venice and a Peer Operator involved in a prevention project implemented by the Municipality in nightclubs;
- the Head of the Operational Unit for Emergencies of the Civil Hospital of Venice;
- the Head of the Police Unit of Venice;
- the Events Manager of a company that manages three well-known nightclubs in Venice and all major events held in Venice;
- the Manager of a Club in Venice.

These interviews show that the Venetian entertainment industry is adequately aware of health and social problems associated to the city's nightlife. With just some rare exceptions, the managers of clubs and discos independently adopt risk prevention and/or damage reduction strategies to the benefit of their clients; they are quite aware of the importance of training their staff (bar tenders, waiters and security staff) and tend to adhere to the prevention and training programmes implemented by local authorities.

Within this context, the risk for youngsters on holiday in Venice associated to nightlife entertainment is still rather low. Consider for example the number of young tourists admitted to Venice Hospital through its Emergencies Department: in 2008 they accounted for just 0.03 % of all yearly admittances. The data reported in figures records only 10 emergency access cases from tourists on 32.000 annual cases managed by the Venice Hospital Emergency service.

The explanation for the low risk levels for tourists, according to key informants, is the protective environment constituted by Venice, which is indeed the reason why many choose to spend their holiday in the city. Venice's attractions are its artistic beauties and historical heritage, and its general consideration as a romantic city. The city of Venice is not generally



TRAVELS. Tourism, Recreation And Violence a European Level Study

associated to risks, dangerous adventures, the use and abuse of substances. Young tourists in Venice, on the other hand, do not visit the city for this type of experience, and as a consequence do not run any risks.

The Venetian context is protective for the young tourists. As confirmed by the key informants interviewed, there is an interesting supply of preventive programs by the social and health authorities at national, regional and local level. Besides, the most important nightlife industry representatives have interest to feed the debate, bringing – from their side – their point of view (money loss) but also adhering to the preventive programmes when these are practicable for them. When they don't like the proposed programmes, they try to have their autonomous harm reduction programmes.

The crimes committed in Venice during the nightlife are very few. They represent a inexistent percentage if compared with the flow of 60 millions of tourists in a year.

According to the Police Head of Venice, the pick pocketing offences are less than 400 in a year. They are concentrated in the Carnival holidays period (February) and in the Redentore Holidays in July.

Also the serious crimes, such as the sexual assaults (less than 10 in the last 10 years) or the fights related to the nightlife (about 20 in a year), are very few in compared with the tourist flow.

According to the information supplied by the Emergencies Department of Venice Hospital, young tourists only access its services for small injuries not involving any serious health consequences.

In sum, Venice is associated to a mainly cultural experience, offering recreational activities to tourists in the strict sense: its nightlife scenario is safe and the preparedness and competence of the staff employed on night shifts contributes to the security of the clients of nightlife venues and discos.

### **Marketing and advertising**

The following were reviewed:

→ a monthly magazine in the Italian language advertising events and associated to the website “**2night magazine**” ([www.2night.it](http://www.2night.it)). The magazine provides a description and careful assessment of the nightlife venues of the Veneto, with an ample section dedicated to Venice and its surroundings. More specifically, it advertises:

- nightlife venues (with interviews to bar tenders and mangers);
- the drinks available, amongst which the *spritz* is the most advertised (“Spritz Life” advertises events organised in different venues in the Veneto), followed by Corona Extra, Mojito Gold and Bacardi Mojito; special attention is dedicated to cocktails. Drinking responsibly is often mentioned and advertised.
- food (fashion, brands)
- cars
- cinema (new releases).



TRAVELS. Tourism, Recreation And Violence a European Level Study

→ adverts for cultural events in national and local daily **newspapers**, mainly shows during special occurrences such as Venetian Carnival parties, festivities like the *Redentore*, the Historical Regatta, the International Film Festival and the Biennial. Only rarely do we find adverts for alcoholic beverages in newspapers, most adverts are for nightlife venues (but mostly, as mentioned, during special festivities or occurrences).

→ “**2venice**” magazine in both Italian and English, tuned mainly to tourists. It includes the following contents: guide to Venice, hidden Venice, places to visit, exhibitions, events (Venice Jazz Festival, International Venice Film Festival, Venice Redentore Celebration, concerts), Veneto beaches and seaside venues, hotels, nightlife (most popular nightlife venues), shopping, map of Venice.

→ some blogs on Venezia, shared on “Myspace”, dedicated to cultural events (the events held for the Biennial, the Cinema Festival), personal experiences not necessarily on nightlife, football.

→ various websites on youth and tourism.

In the considered magazines, there does not seem to be a strong focus on advertising alcohol. Articles and interviews to venue owners or famous deejays often include an invitation to “Drink Responsibly”.

### 3. **The contexts.** Description of the nightlife areas and the venues. Emphasize general aspects and positive aspects why tourists choose to visit them.

Venice is a quiet town in the evening and offers very little in the way of nightlife. For tourists and local people, Venetian nightlife offers mainly cafe/bars and pubs and small clubs.

One of the most amazing things about Venice is the vast difference between day and night. During the day the streets are lined with tourists. After a certain hour, the city just kind of shuts down, and it is at night that I think you'll see the real Venice. Most tourists tend to stay at hotels off of the island itself, so by dusk the population has greatly reduced. I found this the most enjoyable time to walk around the city. There's a certain mystery to the dimly lit alleyways that I've never experienced anywhere else and that I found utterly charming.

But for those who love the nightlife, actually it isn't as prevalent as it is in other European cities. There was one club in the city centre. Club Piccolo offers a DJ and dancing until the early hours of the morning. It isn't until midnight that the place really gets going. There, the drinks are extremely expensive. But the dancing is a good time.

Although Venice boasts an old and prominent university, clubs and discos barely enjoy their 15 minutes of popularity before changing hands or closing down (some are only open in the summer months). Young Venetians tend to go to the Lido or mainland Mestre. For just plain hanging out in the late afternoon and early evening, popular squares that serve as meeting points include: such as the “Campo” (squares) in Venice Centre: Campo San Bartolomeo, at the foot of the Rialto Bridge, and nearby Campo San Luca; you'll see Venetians of all ages milling about engaged in animated conversation, particularly from 5pm until dinnertime. In late-night hours, for low prices and low pretension, young Venetians prefer the Campo Santa Margherita, a huge open campo. Look for the popular Green Pub, Bareto Rosso and Bar Salus.



TRAVELS. Tourism, Recreation And Violence a European Level Study

If you really need that disco fix, you're best off at Piccolo Mondo, Dorsoduro 1056, near the Accademia. Billed as a disco/pub, it serves sandwiches during lunch to the sounds of America's latest dance music, offers a happy hour in the late afternoon in winter, and often features live music. But the only reason you'd want to come is if you want a disco night (**summer only**); the club is frequented mostly by curious foreigners and the young to not-so-young Venetians who seek them out. It's open daily from 10pm to 4am in summer, and 10am to 4pm and 5 to 8pm in winter.

**4. Risks that emerge from the context and aspects that facilitate them.** Drugs consumption, violence, risky sexual behavior, driving, etc.

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" and environments whose managers are do not appear to be very open to talking to health and prevention operators.

**5. The promotion of the city (image) for the young tourists.** Which are the symbols and the image promoted for the city, and how this relates to the risks among young tourists.

Nightlife in Venice is varied. Heavy on the traditional concert halls and opera houses, when it comes to something a little less staid, the options are a bit more limited compared to many cities in Italy.

Venice is a relatively quiet town in the early evenings: couples take an evening stroll and the city's maze of streets echo to the sound of chatter and laughter. Locals and visitors sit in piazzas sipping coffee or a glass of wine as the setting sun melts into the waterways.

The city has a long tradition of classical music and there's always a concert going on somewhere in the town. Several churches also host classical music concerts from prestigious local and international artists. Tickets for these events can be bought from the church box offices and can be booked in advance to avoid disappointment.

But, as if in response to the charge that Venice had no late-night bars or gigging venues of note, a few places have opened up in the student-orientated Dorsoduro in the last couple of years. Here, the Campo Santa Margherita has recently become the place where Venice's young and beautiful gather, and it has a few trendy cafés and sophisticated bars.

Another area that draws in the younger, livelier crowds is in Cannaregio, alongside the Fondamenta della Misericordia. Other popular haunts among the locals, meanwhile, include Campo San Bartolomeo at the foot of the Rialto Bridge and nearby Campo San Luca.

But owing to problems with noise pollution, Venice is not terribly well catered for by clubs and wild, late-night bars. Most young people tend to head for Mestre where there's more space and less restriction on noise. Other than that, the locals break for Jesolo or nearby Padua on the weekends for a big night out.





TRAVELS. Tourism, Recreation And Violence a European Level Study

And the fact that its young people have to head elsewhere in a mass drunken exodus every Friday and Saturday night is the defining feature of the city's nightlife. Venice just isn't geared up to be a party town, it's far too well-mannered to really let loose.

And why should it be? A place as stunningly beautiful, stately, ancient and serene as Venice doesn't have to try to be anything other than what it is.

- 6. Awareness and actions to promote changes.** Is there a public debate about these issues between authorities and industry? Which preventive or harm reduction measures are been undertaken? What does the industry? and what do the social entities?

The awareness and the debate about safety nights are high. The Law concerning nightlife in Italy, but in particular in Veneto region (that, we would like to remember, is the region that hosts the biggest number of tourists in a year), is strict and in 2007 it has become stricter. A big debate at national and regional level, concerning in particular road safety, fed by the high number of road accidents due to alcohol and drug use amongst youngsters, has brought the government to publish and to enforce strict law for the alcohol selling in the night (it closes at 2.00 a.m.) and the early closure of disco and nightclubs (they have to close at 3.00 a.m.). For details please see below.

### 6.1. Prevention programmes and projects

*Preventive measures. Formal and informal rules and regulations associated to nightlife*

City Council (Comune di Venezia): Regulations governing opening and closing times of nighttimes establishments in accordance with their specific activity was approved in 2002 (OR. 84/2002, Ordinanza del 22/03/2002).

City Council (Comune di Venezia): New regulations governing sale of alcohol. Prohibition of takeaway alcohol sale after 9.00 p.m. (OR/2006/306; Ordinanza del 3/07/2006).

According to a recent regional law, the pubs are not allowed to serve alcoholic beverages after the 2.00 a.m. and discos close at 3.00 a.m. Besides, the live music in pubs and open spaces is allowed until 11.00 p.m.

During some periods of the year (December, January) and some events or festivals, there are different limitations to the opening and closing times of nightlife venues.

Minors under 18 years are prevented from entering discos and night venues, with the exception of "particular evenings" (such as the student parties). But they could enter some circuits such as the discos for minors (age selective discos), in which the risks related to substances consumption and sexual habits are however high.

At the national level, the Union of Dance Hall Operators (SILB) has its own more strict regulations concerning in particular the night venues staff training.

A Decree issued by the Ministry of the Interior on 6<sup>th</sup> October 2009 on the prerequisites for enrolment in the official lists of Security Staff for places of leisure and entertainment enables more controls to be performed in nightlife venues.



TRAVELS. Tourism, Recreation And Violence a European Level Study

### *Local Prevention Campaigns and Projects*

Risk prevention and damage reduction programmes, drawn up and implemented by local authorities and mainly tuned to youngsters who hang out at the discos and nightlife venues of Venice and its mainland include:

- Progetto DiscoPro sponsored by Istituto Superiore di Sanità (National Health Commission) with the collaboration of the Association of Disco and Nightclub Owners. This project was welcomed and broadly supported by the Social Policies Division of the Veneto Region. The DiscoPro project aims at raising awareness and training nightlife venue owners and staff: dedicated training sessions were organised to raise awareness on the issue of preventing the consumption of substances amongst young people. The aim of the project was also to train public and third-sector health officers and encourage the implementation of low-threshold prevention projects for the youngsters in the nightlife scenario in the Veneto.
- “Tips and Tricks” Project (2006-2009) by the Risk prevention and damage reduction Service of the Municipality of Venice. Tips and Tricks aims at cutting the risks associated to the abuse of alcohol and other substances by youngsters in nightlife recreational contexts; it also aims at encouraging the prevention of STDs by distributing free means of prevention, including condoms. This project uses the innovative peer support method to drive the message, i.e. promoting health and reducing health and social damage, in a new, creative and effective manner. Venue owners are asked to contribute by hosting stands in their premises with information material on the project (e.g. leaflets on substances, condoms,...). Peer operators supervise the stand and are easily recognisable. The project is directly implemented on the field by Peer Operators, who moderate between the adults promoting the project who are responsible for the service and the youths in the nightclubs. The “Tips & Tricks” project was implemented in the facilities managed by Aurora Street in Venice, during major events organised by Aurora s.r.l., and during open-air events, rave parties, concerts and other events organised in Venice, using the mobile information unit (basically a camper-cum-information desk).
- 2005-2008: Prevention program NonSoloExtasy (NSE), the principal prevention program in Mestre. Objective: reducing risky behaviours among youngsters during the leisure time activities. Target group: 13-35 years; Strategic target group: school students. Activities: construction of leisure time laboratories, primary prevention, creation of aggregation centre for young people, psychotherapy, counselling. Project financed by Veneto Region.
- “Peer, Drive Clean” a road safety education project implemented in four Provincial Districts of the Veneto Region by the Social Enterprise Villa Renata (in cooperation with IREFREA Italy). The project aims at increasing awareness amongst young road beginners, through the peer education methodology. The project received financing through a Call launched by the Office for Health and Consumer safety, and is co-financed by the Veneto Region.
- “Pensa alla vita... Guida con la testa” (Roughly translated: Your life comes first...think before driving) promoted by the local police of Jesolo and A.N.V.U..



*Freedom, Security and Justice*

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

- In 2006: Campaign “Caution driving. Zero alcohol, an entire life.” organized by Polstrada and SILB at “Molocinque”.
- In 2006: Courses of Civil Protection at Marghera organized for young people; especially course of first aid (Project “Con-tatto”).

### *National Campaigns*

Numerous awareness campaigns and projects have been approved and implemented at national level. Simplifying, the main campaigns include:

- “**Operazione Naso Rosso**”, sponsored by the Italian Ministry of Youth, aimed at: promoting awareness and training projects for nightlife venue owners and staff; promoting innovative road safety education projects amongst youths.
- “**Basta un Attimo**”, a campaign to raise awareness and train nightlife venue staff and promote road safety amongst youngsters. A Master’s Degree was organised in the framework of this campaign to train Hostesses and Stewards to act as go-between and provide support for youngsters in recreational contexts, to avoid drunkenness. The Master’s Degree was set up by the University of Padua.
- National road safety campaigns: “**Guido con Prudenza**” sponsored by the National Police, with the support of the Association of Events Organisers and Dancing Rooms (SILB), and the National Association of Insurers. The campaign is aimed at promoting the ‘designated driver’: youths take turns staying sober to drive their friends home after a night out. **ICARUS Project** aims at increasing awareness to road safety issue amongst young students and beginners.
- “**L’amore è**” focuses on sex education and safe sex and is promoted by the Italian Association of Gynaecology and Midwifery (SIGO): its deliverables include a pocket-size guide for young travellers called “Travelsex”. The project was promoted in several Italian cities: for Venice, it was promoted through the Ca’ Foscari University of Venice’s Student Tourism Centre (Centro Turistico Studentesco).

### **7. Main Conclusions** (in form of brief sentences with the main contents)

The explanation for the low statistics for risks run by tourists in Venice is as follows: according to most of the key informants we interviewed, the protection offered by a holiday in Venice is at least partly the reason why tourists choose this city for their holidays. Venice’s attraction for tourists lies in its recognition as a “city of art” and a “historical city”, and in its being viewed as a romantic city. The city of Venice is not associated to images of risk, dangerous adventures and the consumption of alcohol and drugs. It is also true that youngsters holidaying in Venice are not looking for this type of experience: as a result they do not run any particular risks.

A more in-depth interpretation of quantitative and qualitative results provided by this research leads to some interesting conclusions on the fundamental role of an attentive and well-supported social and cultural environment. The managers of the places of the Venetian nightlife have proven to be very professional and shown great awareness of the issue of the health and safety of their clients: by offering their collaboration and working actively with



TRAVELS. Tourism, Recreation And Violence a European Level Study

health operators and professionals they have contributed to the development of a protected and healthy recreational scenario.

Concluding: a culturally elevated environment that attracts tourists for recreational holidays, in the strict sense, where key players in the world of entertainment and the institutional parties in charge of public health and safety contribute with their specific expertise, can produce an environment that offers protection to the young tourists on holiday here, who want to enjoy the city's nightlife.

### Reference Literature

Baraldi, C. (2002). "Il disagio e le azioni a rischio tra i giovani". In Baraldi, C., Rossi, E. (a cura di) (2002), *La prevenzione delle azioni giovanili a rischio*. Milano: Franco Angeli

Croce, M, Vassura, M (2008). "I quattro assi della prevenzione. Dall'inflazione del disagio giovanile al minimalismo preventivo". In: *Animazione Sociale*. Agosto/Settembre 2008, pp. 21-36

E.M.C.D.D.A. (2006). Selected issue 3: *Developments in drug use within recreational settings*. In Annual Report, [www.emcdda.europa.eu](http://www.emcdda.europa.eu)

Milanesi, G. (2007). *Educare in una società secolarizzata e complessa*. disponibile su: <http://www.pgsitalia.org/writable/download/910608.pdf>

Mirandola, M., Baldassari D. (a cura di) (2006). *I giovani in Veneto*, Regione del Veneto, Verona: Cierre Edizioni

National Statistical Office (ISTAT) (2009), *I viaggi in Italia e all'estero nel 2006*, Rome 2009

National Statistical Office (ISTAT) (2010), *Noi Italia. Le statistiche per capire il paese in cui viviamo*, available on line at: [www.istat.it](http://www.istat.it)

Presidency of the Council of Ministers, Department for Anti-Drug Policies (2009), *Relazione Annuale sullo stato delle tossicodipendenze in Italia*, Rome 2009. Available on line at: [www.governo.it](http://www.governo.it)

Statistical System of the Veneto Region (2009), *Rapporto Statistico 2009. Il Veneto si racconta, il Veneto si confronta*, Venice 2009. Available on line at: <http://statistica.regione.veneto.it/>

Statistiche Flash, *Flussi turistici in Veneto*, Years: 2006, 2007, 2008. Available on line at: <http://statistica.regione.veneto.it/>