

SPECIFIC RECOMMENDATIONS



- Tourist destinations are strong economic and cultural sources, social meeting points for youth arriving from diverse countries, as well as places expected to provide fun and well-being.

- Because of their specific features, those locations can sometimes be holding a social paradox: while security and health for both tourist visitors and local population must be guaranteed, authorities are worried about bringing to the public attention issues regarding violence and alcohol and drug consumption, because these concerns could seriously damage the image of those tourist destinations.

- Therefore, it becomes important to set up international quality standards that would have to be offered by the local agencies and requested by the tour-operators.

- Such actions -creating and sharing international quality standards- would depend on the establishment of an in depth and long lasting network, at local, national and international levels, involving tourist providers as well as recipient countries. All stakeholders, including those working at local levels (e.g. club and bar owners and staff, police, local authorities, health services), consulates, travel organisations, young tourists themselves, and national and international organisations, should assume responsibilities and duties in implementing and maintaining safe nightlife environments in international resorts. Apart from some concrete actions, suggested below, it is very important to keep in mind as a background reference this new philosophy of collaboration at the different levels. This should cover any concrete preventive action started, planned or promoted.

Administration:

Authorities have great responsibilities in terms of public health and security. Important actions such as controlling opening times in leisure venues, organising night public transportation, promoting law reinforcement, or calling for international quality standards that will stimulate the visit of tourists to the resorts should be carried out.

Authorities are in a great place to act as mediators between the different converging interests: tourists, industry, local residents, etc. So they should promote their role at local and international levels.

In general terms:

- Design common strategies between local police, national police, and private security staff in order to maximise human and technical resources.
- Show publicity surrounding the consequences of tourists' negative behavior including violence. Such as: being caught by police, having to undergo a quick trial (in 48 hours) foreseen by the Spanish law.
- Ensure public transport during nightlife.

Tour-operators:

- Create strategies for systematically controlling the contents of tourist advertisement in the mass-media: TV, radio, the Internet, newspapers, travel agency pamphlets, airport and street hoardings, etc., in order to report publicly non-ethical publicity and apply the corresponding sanctions.
 - For example: by creating a web page in which concrete rules are specified, and acceptable terms and types of publicity summarised.
 - Creating a permanent commission of experts to detect irregularities.
- Promote an international contest to reward, for example:
 - The best/ most healthy advertisement linked to tourist publicity; and
 - The advertisement that promotes the best image of a tourist destination; and
 - The most innovative advertisement in promoting a good image of a tourist destination.

- Avoid using sexual and/or violent content (e.g. inciting tourists to be violent or to show uninhibited behaviors), as well as symbols relating to alcohol and drug consumption in their publicity campaigns.
- Stress should be placed on avoiding all subliminal and indirect messages that promote an image of tourist resorts as a "place to have fun through breaking rules".
- Offer alternative activities, related to the resort's culture, including open air activities, sports playing, etc.

Local recreational nightlife industry:

Should be responsible for putting into practice international quality standards of best practices for their customers and the local residents. Therefore, they should work on prevention as dependable agents like other industry organizations in different European countries have been doing since they became aware that carrying on these politics works in their benefit.

Managers of nightlife industry:

- Apply a standardised protocol to ensure door staff are adequately screened.
- Create a support network for door staff to prevent burn-out syndrome (debriefing techniques; frequent staff rotation and longer breaks at the end of the season, etc.)
- Create and guarantee the minimum health conditions at the venues, such as plastic glasses, condoms in the toilets, hygienic conditions, adequate lightening, emergency exits well indicated and located, and maximum capacity per m2.
- Establish specific training for all night staff, commission specific tasks and responsibilities to waiters, door personnel, dancers, DJs, etc.
- Establish restrictions on opening hours for discotheques and especially for after parties. This has been shown to effectively reduce number and/or seriousness of hospital emergency cases.

- Set up sobriety checkpoints for staff working in nighttime venues.
- In activities for youngsters, such as parties (regionally referred to as galas de tarde) where the minimum age for entrance is 13, only non-alcoholic beverages should be on sale and alcohol drinks should be at all times out of the sight of teenagers.
- Establish specific context strategies to control overcrowding and group formation. In places where tourist concentrations are more likely to provoke violent outbreaks would require actions designed specifically for each context.
- Tap water should be supplied in the nightlife venues free of charge to all customers.
- According to different studies, higher alcohol prices have a preventive effect. For this reason there should be some control to avoid certain practices that use low alcohol prices as a marketing strategy. At the same time, prices for non-alcoholic beverages should be much less expensive than the alcoholic ones.

Door staff:

- Deny entrance to persons who have previously been involved in any violent incident in the venue.
- Willingly undertake sobriety check points.
- Training for all door staff providing:
 - A minimum of foreign language knowledge (English, German, etc) to avoid language misunderstandings.
 - Conflict resolution skills.
 - De-escalation training (also for waiters and other staff).
 - Specific medical/first aid training (heat stroke, heart attack, paranoid behavior, overdose, etc.)
- Specific information about the risks and overdose effects of most frequently consumed party drugs.

tourism & violence in nightlife

More information in:
<http://contenido2.irefrea.org/>

The study

Recent decades have seen increases in the use of recreational drugs in many countries, in particular amongst young people. Such drug use is strongly associated with nightlife. This association between nightlife, clubbing and recreational drug use is also a consistent factor across many countries. With the availability of low-cost air travel having increased dramatically over the last few decades, young people are now able to spend more of their recreational lives abroad. The international reputation of nightlife in cities and resorts is a major factor in destination choice, and consequently many are specifically marketed at young travellers as international nightlife resorts. Such settings attract individuals from within nations and from around the world whose principal reasons for travel are clubbing and other nightlife pastimes, usually under the influence of alcohol and increasingly while consuming recreational drugs.

The result is millions of young people choosing to visit international destinations specifically for their vibrant nightlife. Historical narratives suggest that such settings contribute to the international spread of recreational drug use although few empirical studies have confronted this issue. In consequence, this becomes a relevant public health topic which needs to be addressed specifically.

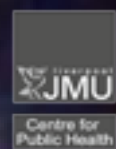
For many years the Balearic Islands (Spain) have been a popular destination for international and national (i.e. Spanish) tourism. Majorca, the largest of the islands, receives over 9 million tourists annually, in particular from Germany (36.5% of tourist arrivals) and the UK (24.1%) but also from mainland Spain (20.5%). Therefore, the islands receive individuals from countries with different profiles of drug use and expose them to a variety of nightlife settings, creating a natural experiment in drug consumption.

Violence in nightlife-focused tourist areas goes under-reported. Both recreational industry and local authorities are afraid of this kind of publicity since it can damage their image; however, localities with an important nightlife often find their resources stretched (health services, security and justice agencies, property damaged) because of violence. Despite all of this, there is a scarcity of research on violence occurring in international holiday resorts.



Freedom, Security and Justice

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Other studies related to this subject can be found in the web pages of the responsible institutions:

IREFREA: www.irefrea.org

Liverpool John Moores University (LJMU): <http://www.cph.org.uk/>

SPI FORSCHUNG GGMBH: <http://www.spi-research.de/a>

In order to assess these questions 3,003 young tourists (aged 16-35) from Germany, United Kingdom and Spain visiting the Balearic Islands were surveyed during the summer of 2007, in the departure areas of Ibiza and Mallorca airports. Also, semi-structured interviews were conducted with key-informants to evaluate the local situation and major problems.

The study identifies how, depending on destination and nationally, up to one in five individuals may try a new drug for the first time while on holiday. Changes in frequency of use for the three most commonly used substances (cannabis, ecstasy and cocaine) were explored; for all drugs, frequency of use increased during the holiday period. For example, whilst 80% of ecstasy users reported using the drug less than once a week when at home, during their holiday 80% reported using at least twice per week.

Nightlife was identified by young respondents as the main reason for visiting the tourist location.

Tourists reported having being frequently drunk during their holidays, reaching frequencies of drunkenness up to 5 days per week, depending on their nationality and destination.

About 4.4% of interviewed tourists reported having been involved in a fight during their holidays. Levels of violence were significantly lower in Ibiza than in Mallorca.

Nevertheless, percentages for witnessed violence were quite higher: around 36% of tourists reported having seen fights at some point during their stay in Mallorca, and around 29% having seen them in Ibiza.

We highlight how many international nightlife settings will have both a high concentration of recreational drug users and a substantial number of naive users combining recreational drugs with high levels of alcohol consumption.



Key points from the survey (quantitative approach)

3,003 young tourists (German, British and Spanish) between 16 and 35 years old were surveyed in Palma and Ibiza airports while checking-in for departure. The survey enquired, amongst others, on drug consumption (at home and abroad), reasons for choosing destination, violence behaviour, sexual behaviour, and perception on safety (home vs. visiting place).

The most popular **reason for visiting both Islands** was nightlife, followed by the weather.

Nightlife participation: the majority of British (82.1%) and German (71.1%) holidaymakers to Mallorca reported visiting bars or nightclubs on five or more nights per week during their holiday, compared to just 29.6% of the Spanish holidaymakers. In Ibiza, however, almost half (47.0%) of Spanish holidaymakers visited bars or nightclubs five or more nights per week, similar to German participants (46.5%) yet lower than British holidaymakers (82.5%).

Substance use: In both Mallorca and Ibiza, tourists drink and consume or abuse illegal drugs more often than at home. Some youngsters have even use drugs for the first time while on vacation. With regard to drunkenness and illicit drugs consumption, there are notable differences in norms of conduct, consumption styles and consequences on the risk behaviours according to nationality and destination. Therefore, we conclude there should be certain sensitivity in the preventive dynamics that should take into consideration cultural differences as well as local strategies to attract tourists.

For many substances, **levels of use on holiday**, particularly in Ibiza, **were higher than levels of use at home**. This shows that a proportion of holidaymakers were using drugs for the first time during their holiday.

For all drugs, frequency of use increased during the holiday period. For example, whilst 80% of ecstasy users reported using the drug less than once a week when at home, during their holiday 80% reported using at least twice per week. Over 40% of ecstasy users reported using the drug five or more days per week during their holiday.

Perceptions on safety: British and German holidaymakers believed it was easier to get drugs in the holiday location than it was at home. The survey also asked participants to compare different aspects while abroad (visited tourist location) and at home; the general feeling was that in

the Balearic Islands: venues at night were more crowded, the staff were less trained and more tolerant with drunkenness, alcohol prices were lower, there were more underage drinkers, and door supervisors were less aggressive. On the whole, over **60% of holidaymakers** of all nationalities **believed that nightlife environments** in their holiday location **were better managed than nightlife environments at home**.

Violence: prevalence of tourists that reported having been involved in a fight during their holidays was: 6.2% in Mallorca and 2.8% in Ibiza (4.4% mean of both islands). **In Ibiza levels of violence appeared to be lower.** This reinforces the idea of contextual and cultural differences.

Fighting was most prevalent among younger people, and men were significantly more likely to be involved in violence in both Mallorca and Ibiza



MAIN FINDINGS FROM KEY INTERVIEWEES. (Qualitative Approach)

The main reasons that key informants (including police, health staff, nightlife industry managers and personnel) believe incite the emergence of violence among tourists visiting the Balearic islands are:

- Abuse of alcohol
- Low risk perception of getting punished if they "break rules"
- Intake of illegal drugs (less frequent than alcohol intoxication)
- Small illegal drug dealing
- Overcrowding of nightlife venues
- Poor training of private security / door staff in venues
- Underage users in nightclubs and similar recreational venues
- Competition between men for sexual partners
- World football matches like The Champions' League, etc.

The most frequent incidents are:

- Fights between male groups, without presence of weapons
- Fights between men to obtain sexual partner
- Fights under the influence of alcohol (mainly) and other drugs
- Thefts to tourists under the influence of alcohol or drugs
- Sexual harassment of people under the influence of alcohol or drugs (mainly GHB)

Fights in general occur:

- Between men
- Between the youngest people
- Between 4:00 am and 13:00 pm, the later the worse ("after party" scene)
- Most frequently, one or more of the persons involved are under the influence of alcohol (and, although less commonly, drugs).

GENERAL POLICY RECOMMENDATIONS:

Synergic working:

Violence in holiday resorts requires multi-agency networking, within locations and internationally, to exchange intelligence on how violence can be managed in particular settings, as well as the contributions of each nationality when engaging in international nightlife tourism; in particular, this network should include data on:

- **Regional epidemiological information on tourist behaviours: alcohol and drug use, violent behaviours, reasons for choosing a destination (why tourists feel attracted to a resort).**
- **Preventive programmes being carried out and their effects on local and visiting populations.**
- **New ideas for preventive measures and interventions which could be carried out at local, national and international level, engaging countries which have a constant tourist flow among them (e.g. Germany, England, Spain).**

Más información en:
<http://content.d21n.net/eng/>

Data presented in this study highlights the relationship between alcohol and substance misuse, environmental and cultural issues (nationality, reasons to choose a holiday destination) and levels of violence. We recommend policies to set up international quality standards to promote health and security conditions for tourists as well as local residents.

The environment is a major risk factor. Prevention should include environmental measures (transportation, lighting, venue design and management, etc), as well as staff training and health interventions aimed at tackling risk behaviours.

There is scarce information available to analyse the risks that specifically affect nightlife behaviours. In addition, some countries show little interest in creating and disseminating information on the subject. We recommend promoting research to create evidence on alcohol use, other drugs consumption, and risk behaviours related to nightlife.

Tackling the drug problems that multinational communities present in international settings requires concerted coordination beyond most prevention and harm reduction organisations. Therefore, incoming tourist countries must assume their responsibility regarding the conditions holidaymakers find and create cooperation protocols for all the institutions involved (particularly policymakers, police, health agencies, recreational industry professionals, etc.)

Measures that are merely informative, or that just attempt to make young people accountable, may help but are insufficient. Approaches should not only seek to implement prevention and harm minimisation measures for nightlife tourists, but also explore what such settings have learnt from managing hundreds of thousands of binge drinkers and drug users all socialising within a relatively contained environment.

Results suggest that prevention and harm minimisation work in international nightlife settings is urgently required - to protect the health of those on holiday and to reduce the international spread of youth drug cultures.