

# Talk at the Top

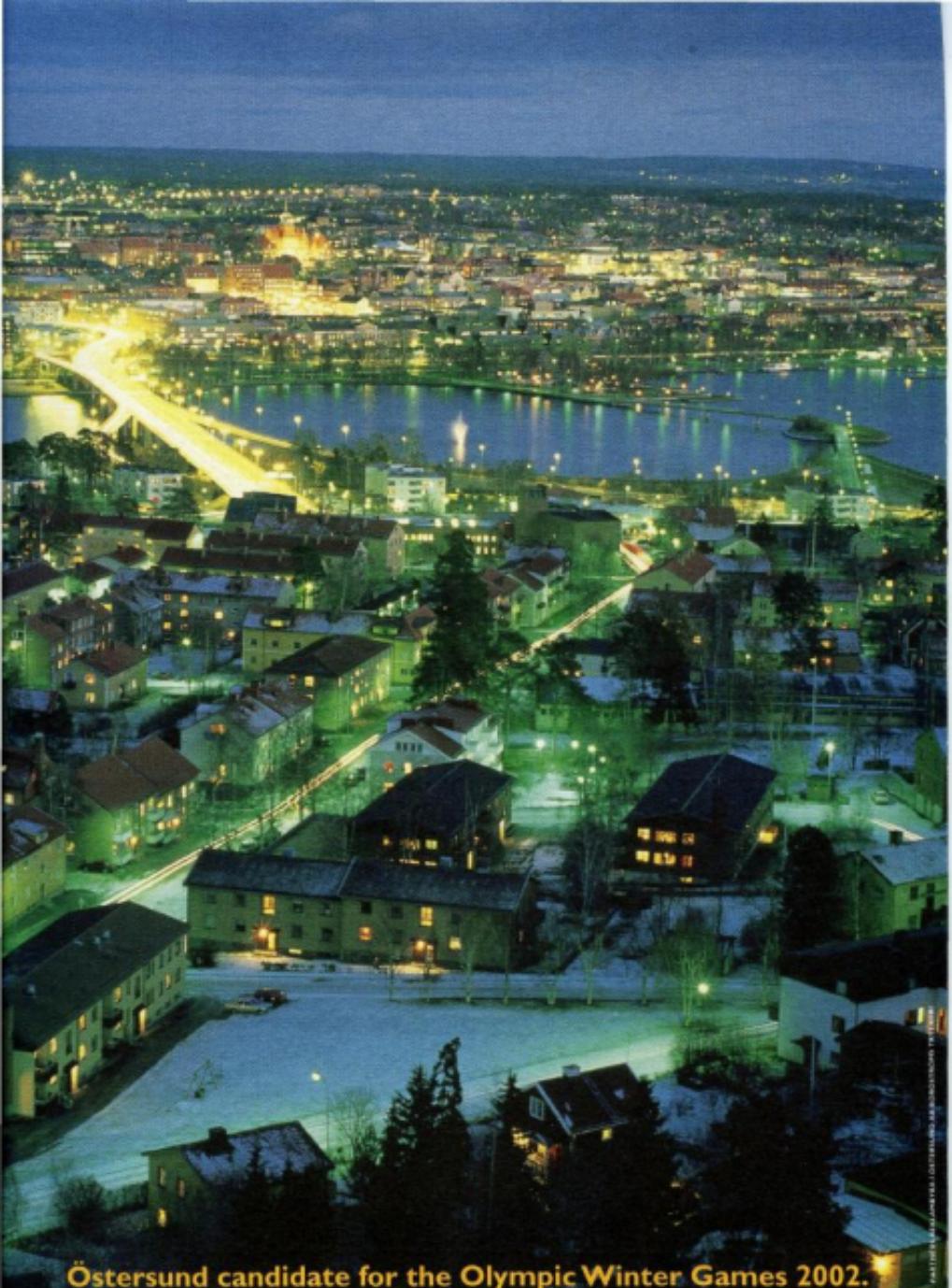
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Security and Risks in Travel and Tourism  
Östersund, Sweden, 9–11 June, 1995



ARCTIC CIRCLE

ÖSTERSUND



**Östersund candidate for the Olympic Winter Games 2002.**

PRESSINFORMATION

RESOR RISKER

**Institutionen för Turismvetenskap, Mitthögskolan, Östersund, initierar ett globalt forsknings- och dokumentationsnätverk kring trygghet och säkerhet vid resor.**

Turismen som näring utvecklas globalt med hög tillväxt och bedömes redan vara den nya, ledande "industrin", inte enbart inom tjänstesektorn utan inom överskådlig tid inom all industri och handel.

De allt större reseproduktionsvolymerna har emellertid en skuggsida, vilken blir mer och mer aktuell samtidigt som kunskaperna kring den är begränsade; allt fler olyckor eller olyckstillbud, på land, till sjöss eller i luften inträffar. Dessa händelser, ibland så små att de överhuvudtaget inte rapporteras, ibland så grava att de är föremål för nationell och internationell sorg, drabbar såväl fritids- som affärssresenärer.

I förbindelse med detta känner allt fler resenärer, befogat eller även obefogat, en ångest - en subjektiv rädsla - för att personligen råka illa ut under en resa, oavsett om det gäller naturkatastrofer, terroristdåd, överfall, stölder, bedrägerier eller sjukdomar.

Institutionen för Turismvetenskap vid Mitthögskolan i Östersund har därför tagit initiativet till att bjuda in till världens första, globalt orienterade reseriskkonferens, **Talk at the Top**, som äger rum i Östersund den 9 - 11 juni, 1995. Ledande riskforskare, internationell och nationella organisationer samt företrädere för resenäringen träffas för att med gemensamma krafter inom ramen för konferensens eget nätverk ta fram en plan för globalt samarbete inom områdena riskdokumentation och riskforskning inom en tvåårsperiod.

I anslutning till konferensen annonseras starten för ett svenska dokumentationscenter i Östersund, som ett av flera internationellt samverkande organ, som kunskaps- och forskningsbaser för ett tryggare och säkrare resande.

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Vidare information kan erhållas genom:

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## **PROGRAM - TALK AT THE TOP**

**Friday June 9**

- 09:00           **Registration - Hotel Gamla Teatern**
- 10:00           **Gathering in the Assembly Hall, Hotel Gamla Teatern**
- 10:30           **Opening/Introduction**
- Gun-Britt Mårtensson**, Mayor, City of Östersund, Sweden.
- Kari Marklund**, Chancellor, Mid Sweden University.
- Lars Nyberg**, Head of Department, Department of Tourism Studies, Mid Sweden University, **Bengt Sahlberg**, Professor, Head of Research, Department of Tourism Studies, Mid Sweden University.
- Henryk Handszuh**, Chief, Quality of Tourism Services, World Tourism Organization, Spain.
- Claes Almér**, Head of Conference, Mid Sweden University.
- 11:30           **Overview**
- Abraham Pizam**, Professor of Tourism Management, Department of Hospitality Management, University of Central Florida, USA.
- 12:00           **Lunch - Hotel Gamla Teatern**
- 13:00           **First Plenary Session**
- Tourism Safety in a Changing Environment. **Paul Wilkinson**, Professor of International Relations, Head of School of History and International Relations, University of St. Andrews, UK, and Safety Advisor World Travel and Tourism Council, (WTTC), Belgium.
- 13:30           Meeting the Needs for Global Comprehensive Travel Risk Data. **Rolf D. Freitag**, Executive Director of the European Travel Intelligence Center (ETIC) and Managing Director of IPK, Munich, Germany.

- 14:00 Chernobyl Effects on Domestic and Inbound Tourism in Sweden - A Time Series Analysis. **Lars Hultkrantz**, Professor of Economics, University of Umeå, Sweden. **Christina Olsson**, Researcher, University of Umeå, Sweden.
- 14:30 Refreshments
- 15:00 Second Plenary Session
- Case Presentations.
- Resident and Visitor Safety and Security in Waikiki. **Christina Kemmer**, Executive Director, Office of Waikiki Development , Hawaii, USA.
- Terrorism - A Challenge to Tourism. **Salah Wahab**, Professor, President, Tourism Plan, Egypt.
- Wars, Tourism and the "Middle East" Factor. **Yoel Mansfeld**, Dr, Department of Geography, University of Haifa, Israel.
- The Regional Aspects of Security and Risks in Travel and Tourism in Changing Russia (Sochi Resort Area). **Sergei Voskoboynikov**, First Vice Rector, Sochi Institute for Tourism and Recreation, Russia.
- Safety and Risk in Tourism: The Case of Winter Sport Resorts. **Klaus Weiermair**, Professor, University of Innsbruck, Austria. **Ruth Gasser**, Assistant Professor, University of Innsbruck, Austria.
- 17:30 Message from
- Greg Farmer**, The Under Secretary for Travel and Tourism, United States Department of Commerce, USA.
- 17:45 Summing up
- Abraham Pizam**, Professor of Tourism Management, Department of Hospitality Management, University of Central Florida, USA.
- 20:00 Dinner  
In the Town Hall.

## Saturday June 10

08:30

### Four Parallel Sessions

Group discussions. (Including refreshments)  
Paper presentations.

#### Group 1: Research Issues

Moderator: Professor Jafar Safari.

Crisis Management and the Hospitality Industry: A Theoretical Approach. **Guilherme Santana**, Ph. D. Researcher, University of Surrey, UK.

#### Group 2: Information Networks and Documentation

Moderator: Dr Bengt Olsen.

Travel Advice: Security or Politics? **Richard Sharpley**, Senior Lecturer Travel and Tourism, University of Luton, UK. **Julia Sharpley**, Lecturer Travel and Tourism, University of Hertfordshire, UK.

#### Group 3: Role of Media

Moderator: Mr Lars Nyberg

Open debate on the possible influence of media reports on tourist destination choice.

#### Group 4: Quality Assurance Needs

Moderator: Mr. Henryk Handszuh.

Crime and Florida's Tourists. **Richard Hollinger**, Associate Professor, University of Florida, USA. **Susan Schiebler**, MSc, University of Florida, USA.

13:00

### Lunch - Hotel Gamla Teatern

15:00	<b>Third Plenary Session</b>
	<b>Summaries of group discussions.</b>
16:00	<b>Medical Risks and Risk Behaviour.</b>
	<b>Per-Anders Mårdh</b> , Professor of Clinical Bacteriology, University of Uppsala, Sweden.
	<b>Henryk Handszuh</b> , Chief, Quality of Tourism Services, World Tourism Organization, Spain.
16:45	<b>Refreshments</b>
19:00-24.00	<b>Midnight Sun Dinner, Åre Resort.</b>

## **Sunday June 11**

10:00	<b>Conference Declaration</b>
	<b>Announcement of the Establishment of a Travel Safety and Security Documentation Center in Östersund.</b>
12:00	<b>Lunch-Restaurant Hov at Jamtli Open Air Museum</b>
14:00	<b>Visit at the brand new County Museum</b>

# *Invitations*

Talk at the Top  
The Impact of  
Mega Events

July 7-8 • 1997

The international  
University  
Relay Run

July 9-12 • 1997

Mid Sweden University  
and  
Swedish Institute for Regional Research  
Östersund • Sweden



# Talk at the Top

## The Impact of Mega Events

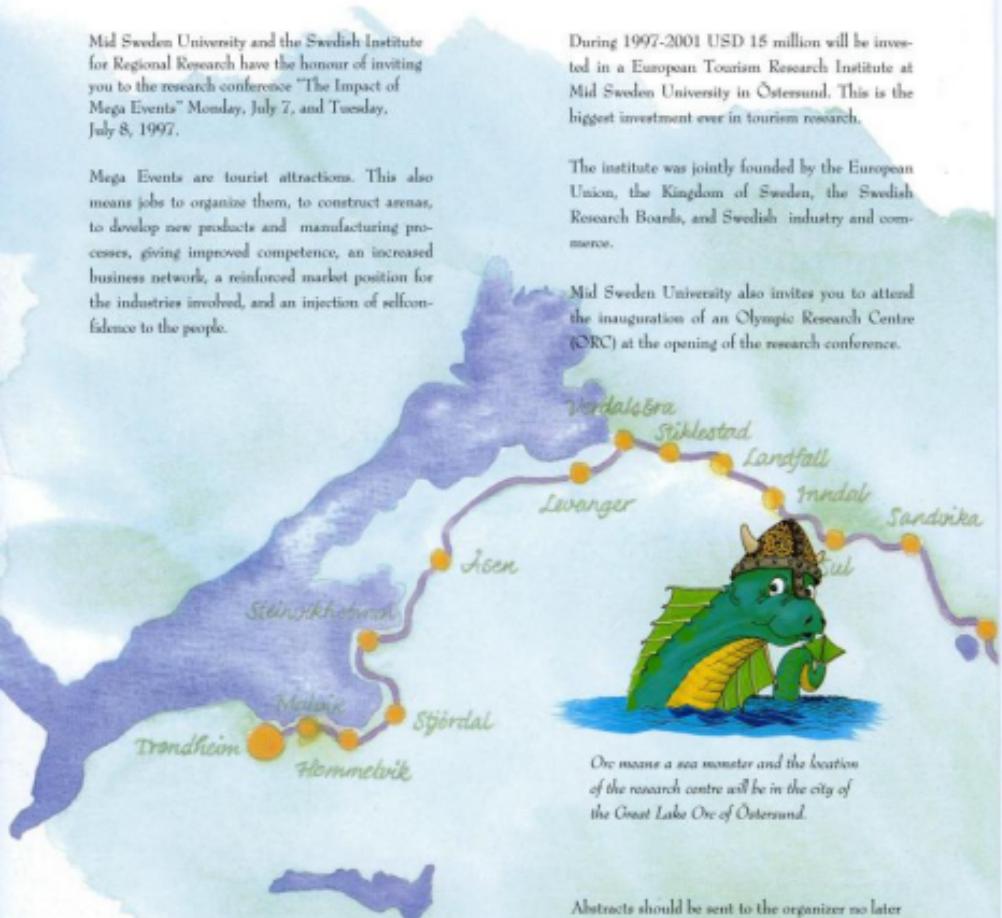
Mid Sweden University and the Swedish Institute for Regional Research have the honour of inviting you to the research conference "The Impact of Mega Events" Monday, July 7, and Tuesday, July 8, 1997.

Mega Events are tourist attractions. This also means jobs to organize them, to construct arenas, to develop new products and manufacturing processes, giving improved competence, an increased business network, a reinforced market position for the industries involved, and an injection of self-confidence to the people.

During 1997-2001 USD 15 million will be invested in a European Tourism Research Institute at Mid Sweden University in Östersund. This is the biggest investment ever in tourism research.

The institute was jointly founded by the European Union, the Kingdom of Sweden, the Swedish Research Boards, and Swedish industry and commerce.

Mid Sweden University also invites you to attend the inauguration of an Olympic Research Centre (ORC) at the opening of the research conference.



Orc means a sea monster and the location of the research centre will be in the city of the Great Lake Orc of Östersund.

### Call for Papers

Papers are invited for each of the subthemes:

- ◆ *The Impact of Mega Events on tourism*
- ◆ *The Impact of Mega Events on a region's identity*
- ◆ *The Impact of Mega Events on investments and regional development*
- ◆ *Marketing research of host candidates of Mega Events*

Abstracts should be sent to the organizer no later than March 15, 1997, and the invited papers must be delivered by May 1, to be included in the program.

The conference organizer reserves the right to limit the number of participants.

The final registration date is April 15.  
Registration is to be made on the separate sheet.  
See our homepage <http://www.eti.mh.se/>

# The University Relay Run

For 10 years the cities of Östersund in Sweden and Trondheim in Norway have organized a 4 day relay run on the roads between the cities. This relay run is known as the Saint Olav's Run.

To celebrate this occasion Mid Sweden University in cooperation with the Norwegian University of Science and Technology has the honour of inviting you to the first International University Relay Run from Östersund over the beautiful mountains to Trondheim, a distance of 336 km.

The competition will be a part of the Saint Olav's Run July 9-12, 1997.

The University Relay Run is open to mixed teams of both men and women of students and university staff.

The teams may consist of at least 12 and at most 24 runners. No person may run more than one leg a day.

The winning team will be awarded the University Cup. All participants will receive a commemorative medal.

## Distances (km)

### Wednesday July 9

1. ...21.1
2. ...13.6
3. ...13.9
4. ....5.5
5. ...8.3
6. ...22.7

### Thursday July 10

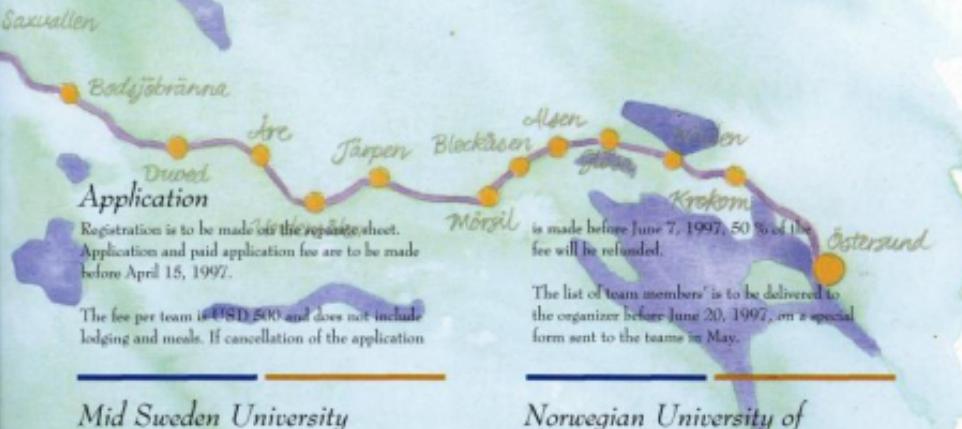
7. ....13.9
8. ....13.5
9. ....8.2
10. ....18.9 or 7.6 + 11.3
11. ....19.0 or 7.9 + 11.1
12. ....15.8 or 8.2 + 7.6

### Friday July 11

13. ....14.0
14. ....6.0
15. ....10.6
16. ....6.4
17. ....5.4
18. ....13.5

### Saturday July 12

19. ....21.1 or 12.3 + 8.8
20. ....16.8
21. ....19.3 or 8.0 + 11.3
22. ....12.5
23. ....10.5
24. ....16.4 or 7.9 + 8.5



## Mid Sweden University

is a network university of four campuses in the middle of Sweden. 12,000 students study 400 subjects. Special programs in Östersund are Tourism and Eco-technology.

## Norwegian University of Science and Technology

is situated in Trondheim. 18,000 students study 1,700 subjects. The academic specialist areas include Technology, Medicine, Music and Sports Science.



# Post conference tours

## 1 day

### *Bus tour in Östersund July 9 for visiting*

- ❖ Jamtli open air museum
- ❖ The 1000 year old tapestry from Överhogdal – Europe's oldest tapestry found above ground
- ❖ Great Lake Ore exhibition
- ❖ Pilgrimage churches from the 13th century
- ❖ Midnight Sun Golf Club
- ❖ Shopping



### *Bus tour to Åre July 10 for visiting*

- ❖ Njarka sami village
- ❖ Tännforsen waterfall
- ❖ Pilgrimage church from the 13th century
- ❖ Sami handicraft shopping
- ❖ Northern Europe's greatest alpine skiing centre

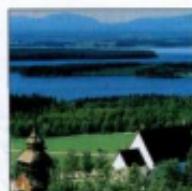
*Information of the bus tours at the hotel conference desk*



## 2-3 days

### *Proposals for private tours*

- ❖ Canoe safari, fishing, mountain walk  
*Information: Phone (40.040) 104 00. Fax (40.040) 104 01*
- ❖ Midnight sun at the Arctic Circle by the wilderness train  
Gourmet meals  
*Information: Phone (40..20) 53 53 53. Fax: (40.03) 51 99 80*
- ❖ The 1000 years celebrations in Trondheim
- ❖ The Nidaros Dome in Trondheim, Saint Olav's cathedral from the 11th century
- ❖ The Norwegian fjords by car and boat  
*Information: Phone (47) 73 92 93 04. Fax (47) 73 51 53 00*
- ❖ Great salmon fishing in Namsos river  
*Information: Phone (47) 74 27 34 70. Fax (47) 74 27 09 50*



## 5 days

- ❖ Visit to North Cape by car through Sweden and returning along the Norwegian coast.  
*Information at the hotel conference desk*



## 7 days

- ❖ Visit to North Cape by the Hurtigruten boat from Trondheim to Honningsvåg and then 1 hour by bus. This tour has to be booked in advance.  
*Information: Phone (47) 70 02 37 50. Fax (47) 70 02 37 25*



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