

World Tourism Organization  
Att: Mr Henryk Handszuh  
Capatán Haya 42  
28020 Madrid  
Spain

1994-03-11



Re:WTO-Travel-Safety/Security-Conference in Madrid 11.04-12.04.1994.  
Invitation for Mr Claes Almér, Hamburg, Germany, doing post-graduate studies on Travel and Risks.

Dear Mr Handszuh!

I have got your name through mr Claes Almér, Hamburg, who met your colleague, Mr Scott L. Wayne at the WTO-stand on ITB, Berlin, a couple of days ago. We are very glad, that we finally got the contact with WTO in this Safety-Conference-Question.

The MidSweden University, a rather young and eager university, is right now building up an International Travel Risk Center. One of my post-graduate students, mr Almér (50), took his Bachelor of Laws 1971, joined the international security business, specialised on Risk Management for about ten years, after which he worked as Director Europe for the Swedish Tourist Board based in Hamburg till 1993. He now works as an international consultant. I expect, as head of the department, that Mr Almér will finish his Doctor-degree in 1997.

The fact that there will be an international travel risk center at the university in Östersund will help all international efforts to link and connect professionals all over the world dealing with these problems.

Obviously Mr Almér is one of the first professionals at least in Europe and probably also in the United States, who will invest his time on a scientific level to analyse the questions around this theme.

Mid June 1995, there will be a three day International Safety/Security Conference in Östersund, hosted by the MidSweden University. At the same time our Travel Risk Center will be officially opened. We expect about 100-150 international executives to take part. Invitations will be sent out 9-10 months ahead.

Mr Almér has been appointed project leader for the conference, which will be a further useful step after your conference in Madrid. We would highly appreciate to get in close contact with the World Tourism Organization, because we think that our mutual work could be beneficial to the international travel trade industry. Do you see any possibility for the MidSweden University to get an associated "membership/friendship" to WTO?



I do believe, that Mr Claes Almér, as a representative of the MidSweden University, can contribute to your conference in Madrid in April. Therefore I would be very glad if you see any possibility to invite him. This could also mean a practical first step to joint efforts.

I look forward to hear from you soon again.

With kind regards

Yours

Bengt Sahlberg  
Professor

MidSweden University  
S-831 25 Östersund  
Sweden

Fax +46 63 165488

Copy to Mr Claes Almér, Hamburg, Germany.



ORGANISATION MONDIALE DU TOURISME  
WORLD TOURISM ORGANIZATION  
ORGANIZACION MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ

REF. QTS/94

Memorandum of Understanding

regarding the drafting of the WTO manual  
"Tourist security: how to do it"

In order to assist Mr. Claes Almér, Tourism Consultants, Hamburg (Germany) as the drafter of the manual and also in his work in the Mid-Sweden University Östersund, in particular to obtain a doctor's degree in tourist security and to prepare an International Tourist Security Conference (Talk at the Top), to be held in Östersund in May-June 1995, the World Tourism Organization (WTO) will intend to:

1. Write a letter to participants in the Experts Meeting on Tourist Safety and Security (Madrid, 11-12 April 1994) introducing him as the drafter, soliciting their assistance in providing the information which may be required for the manual and, if possible, for his scientific work.<sup>1</sup>
2. Write a similar letter and with the same purpose to all those member States of WTO which have participated in the WTO's survey on the security and protection of travellers, tourists and tourism facilities.<sup>2</sup>
3. Write a letter of introduction to selected tourism personalities, to be suggested by Mr. Almér. The contents of this letter shall be agreed upon separately.
4. Make provisions for the presentation and promotion of the manual and the conference by Mr. Almér at the forthcoming meeting of the WTO Quality Support Committee, to be held at headquarters in October 1994.

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<sup>1</sup> Already accomplished by WTO: the letter was circulated on 4 July 1994.

<sup>2</sup> Already accomplished by WTO: the letter was circulated on 8 July 1994.

5. Whenever need may be and specifically for WTO's operational activities in the field of tourist safety and security to be held in the future (eg regional seminars, courses, etc.), exercise the right to solicit Mr. Almér's assistance in carrying out such activities.

6. It is assumed that the value of WTO's total assistance to Mr. Almér, excluding the consultant's fee, to provide, inter alia, for mailing, networking and promotion corresponding to the activities specified above, as well as for free copies of the manual, will amount to approximately US\$10,000. This can be considered as a form of WTO's contribution to Mr. Almér's scientific work to benefit also the World Tourism Organization. In virtue of this non-cash commitment it is presumed that WTO could be listed among other sponsors of Mr. Almér's doctoral thesis and the abovementioned Mid-Sweden University conference.

7. The present memorandum of understanding has been drafted for information of the Mid-Sweden University Östersund.

On behalf of the WTO

Claes Almér

Antonio Enríquez Savignac  
Secretary-General

Tourism Consultants

Madrid, 15 July 1994

Hamburg, \_\_\_\_\_



ORGANISATION MONDIALE DU TOURISME  
WORLD TOURISM ORGANIZATION  
ORGANIZACION MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ

The Secretary-General

621/SG/1994

Madrid, 15 July 1994

Prof. Bengt Sahlberg  
Mid-Sweden University  
831 25 Ostersund  
Sweden


Dear Prof. Sahlberg:

Thank you for your letter received on 12 July 1994. As agreed, I am enclosing a copy of the Memorandum paper. A signed copy is being sent today for the signature of Mr. Alméras who will, in turn, give you a copy.

I have taken note that the Ostersund Travel Security and Safety Conference is tentatively scheduled for the week of 12 June 1995. Please keep me informed.

Yours sincerely,

Antonio Enriquez Savignac



Länsstyrelsen i Jämtlands län  
Att. Plan. dir Åke Ljusberg  
831 86 Östersund

### **Internationellt dokumentationscenter i Östersund**

Institutionen för turismvetenskap och World Tourism Organization arrangerar en global konferens i Östersund den 9-11 juni om Resor och risker. Arbetet med konferensen har placerat Östersund i centrum för ett världsomspännande nätverk som utgör en unik bas för fortsatt kunskapsutveckling inom turism och resor.

Institutionen har nu undersökt möjligheterna att starta ett dokumentationscenter i Östersund för den internationella kunskapspridningen inom området. Gensvaret har varit mycket positivt. Målet är att centret på sikt skall bli en nod i flera globala nätverk inom turism. Den generella utformningen av teknik och programvara skapar en plattform för nätverksbygge inom skilda områden.

Invigningen av centret planeras ske samtidigt med invigningen av konferensen den 9 juni och förrättas av generalsekreteraren i World Tourism Organization Antonio Enriques Savignac.

Utöver säkerhetsfrågorna inom turismen planeras centret fr o m hösten hantera ett likartat nätverk inom området Olympiska spel och regional utveckling. Detta nätverksbygge presenteras i Östersunds olympiska kommittés newsletter under maj månad.

Lokal- och personalmässigt bör en samordning ske med det nationella analyscenter för turismsektorn som planeras i Östersund. Huvudman för dokumentationscentret kan vara densamma som för analyscentret. Institutionen för turismvetenskap ansvarar för programinnehåll, personal och ledning.

Kostnaderna för infrastruktur och personal under det första året har beräknats till 1 miljon kronor. Dessa medel söks nu från Länsstyrelsen i Jämtlands län.

Under det första året skall även finansieringen för den fortsatta verksamheten säkerställas.

Östersund den 8 maj 1995

Bengt Sahlberg  
professor



World Tourism Organization  
Att: Secretary-General mr Antonio Enriquez Savignac  
Capitán Haya 42  
28020 Madrid

Dear Mr Savignac,

Referring to mr Almér's visit in Madrid on June, 20 and 21, I would like to express my sincere gratitude to you and WTO, for your very constructive "internal" help to us at the Mid Sweden University. As the head of the research department, I can assure you, that the Memorandum paper will be handled only through my hands and with big care. I would very much appreciate if you could sign the Memorandum paper and send it to me, thank you.

I am very glad to hear, that you have accepted our invitation to come to the Östersund Travel Security and Safety Conference in June 1995, on condition that there is no clash with other, already settled agreements for you.

We have checked with the American group in the meantime. Week no 23 seems to fit everybody. I understood you have some meetings in week no 24. So as mr Almér already proposed, we would be very honoured to see you as our special guest in Östersund, making the inauguration speech to the audience of estimated 150-200 leading travel trade and research experts from the whole world.

We will keep you informed.

Yours sincerely

Bengt Sahlberg  
professor

Oktober 1994

## Preinformation to Travel Trade Media

# Talk at the Top

## Security and Risks in Travel and Tourism

First Global Research and Travel Trade Conference  
Mid Sweden University  
9-11 June, 1995  
Östersund, Sweden

Safety and Security is a central issue in the development of travel and tourism. The World Tourism Organization is now preparing a Tourism Safety Action Plan based on the "Safety Summit" held at the WTO's headquarters in Madrid in April this year.

President Clinton will hold a White House Conference on Travel and Tourism in November 1995. The programme will involve nine key issues affecting the travel and tourism industry. Traveller Safety and Security is one of the issues.

Mid Sweden University will contribute to the safety work in this important field. The Östersund Conference - "Talk at the Top" - will constitute a significant step forward towards a better understanding of risks in travel and tourism. During the conference Mid Sweden University will inaugurate a Travel Risk Institute with the aim of contributing to the establishment of a global network for the exchange of information and for support of research in the security field worldwide.

*Further information will be released in November.*

Lars Nyberg  
Head of Department  
of Tourism Studies

Bengt Sahlberg  
Professor  
Head of Research

Claes Almér  
Project Manager  
Head of Conference

For further information, please use fax No +46 63 16 54 88  
Address: Mid Sweden University, S-831 25 Östersund, Sweden



# ÖSTERSUND DECLARATION ON TOURISM SECURITY AND RISKS

The conference delegates at the Talk at the Top International Conference on Tourism Security and Risks held by Mid Sweden University, Östersund, Sweden in June 1995

*identified* the urgent need for an improved global tourism related risk research

*identified* the importance of the media in travel and tourism safety and security

*identified* the need for local networks for visitor and resident safety and security

and

*identified* the importance of close and continuous cooperation between the aforementioned actors in order to reduce and prevent tourism risks.

The delegates recognized the initiative of Mid Sweden University in holding this first, global travel risk research conference and recommended Mid Sweden University to create a Centre for Tourism Security and Risks. The function of the Centre, developed by the delegates in four workshop groups is explained in the Action Plan.



## **ACTION PLAN 1995-2000**

### **THE CENTRE:**

- 1 Serves as a Documentation Centre & Clearing House**
- 2 Forms a network of multidisciplinary researchers and industry-wide operators**
- 3 Commits to the conduct of research**
- 4 Encourages international efforts in research and scholarship**
- 5 Organizes periodical international conferences**
- 6 Creates an electronic Bulletin Board**
- 7 Publishes a newsletter and other publications**
- 8 Disseminates information throughout the international tourism community including the media**
- 9 Recommends local networks for visitor and resident safety**
- 10 Obtains advisory status from international organizations**



Department of  
Tourism Studies

# SECURITY AND RISKS IN TRAVEL AND TOURISM

Proceedings of the Talk at the Top  
Conference 1995

Mid Sweden University  
Östersund - Sweden

Report 1995:2