THE EMERGENCE OF SAFETY AND SECURITY
IN THE TOURISM STRATEGIES OF EU MEMBER STATES

Nikoletta KASZÁS[*]
University of Pannonia, University Center for Circular Economy,
Nagykanizsa, Hungary, e-mail: kaszas.nikoletta@pen.uni-pannon.hu,

Krisztina KELLER
Corvinus University of Budapest, Institute of Sustainable Development,
Department of Tourism, Budapest, Hungary, e-mail: krisztina.keller@uni-corvinus.hu

Abstract: The aim of the study is to position tourism safety and security within the strategy-making practices of the European Union member states. We examined these issues through content analysis of tourism development strategies. In quantitative research we analyzed the frequency of occurrence of terms related to 13 topics, while a qualitative study revealed the different dimensions of safety. Most of the planning and strategy documents do not pay much attention to tourism safety, which is in most EU countries clearly in its infancy. Terms related to public safety most prevalent in the member states' strategies, within which they have formulated objectives concerning mainly crime and terrorism. The European Union does not currently have unified concept for tourism development, leaving the development of tourism as a destination to individual Member States.

Key words: tourism security, tourism safety, tourism planning, strategy, European Union

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INTRODUCTION

'Security' is primarily the personal security of tourists and of their property against external, deliberate threats (e.g. crimes, terrorism, wars), while safety refers to protection against the unintended consequences of an unintentional act (Mansfeld and Pizam, 2006). The two concepts are inseparable from each other, which brought the concept of 'tourism surety' (Tarlow, 2014). The strategic development through knowledge-based and proficiency plans is essential in tourism (Shahraki, 2022) to achieve the vision of a country and for positioning itself as a tourist destination. This can help to reach the goals set by the destination, define the main cornerpoints of the market position it wants to gain, and describe the path and concept leading to it. A well-planned and organized destination carries out its operational activities along these priorities and implements its specific projects, as well. Based on certain assumptions or conditions that represent the future, scenario planning could be a vital tool for scientifically evaluating uncertainties and developing supporting strategies (Seyitoğlu and Costa, 2022). However, the safety of tourists seems to be playing an increasingly important role in terms of the market position. As a result of the terrorist attacks of recent years, European tourism has undergone a major transformation, with previously popular destinations becoming less popular (like France or Egypt) and mid-level ones rising (like Bulgaria). Tourism planning, value-based positioning, demand management, and supply reliability all contribute to the resilience of the tourist destination. Safety became an important part of the destination image as well (Zou and Yu, 2022). Communities provide the "backbone" of the scientific literature on tourism planning (Leiva, 2022) however, any study has discussed its safety aspects. The main goal of our research is to determine the place of tourism security and safety in the planning, development and strategy-making practices of the Member States of the European Union; and exploring the assessment of the importance of safety at state level in the tourism sector.

This article contributes to increasing knowledge about planning in tourism and its findings have practical implications for policymakers how to get prepared for the next crisis. To the best of the author's knowledge, the national tourism strategies of EU-members attractions has not been analyzed so far regarding security and safety.

As tourism planning is a national competence, i.e. EU countries have full competence to decide on its development independently; thus, we examined the individual planning and strategy documents for each Member State (Juul, 2015).

Tourism can be affected by political decisions (Post et al., 2022). Since the implementation of the Lisbon Treaty, the EU has supported and coordinated the tourism measures of the Member States. This formal recognition has opened a new chapter in EU tourism policy (Margaras, 2017). Tourism planning could accordingly be defined as a "roadmap that takes tourism organizations and destinations from their current level of development to where they want to be" (Edgell and Swanson, 2013: 245). Tourism planning plays a key role in integrating other sectors into tourism, shaping physical developments, conserving significant resources, and even providing a framework for 'selling' destinations (Williams, 1998). Edgell et al. (2008:7) define tourism policy as progressive actions, guidelines, directives, principles, and procedures

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[*] Corresponding author

embedded in an ethical framework that best assist the community's (or nation's) planning, development, product, service, marketing and sustainability goals for the future growth of tourism.

The planning process of the development of sustainable tourism consists of several steps. According to Inskeep (1994), these steps include: preparation, goal setting, examination of supply elements, analysis and synthesis, formulation of plans and policies, formulation of recommendations, definition of implementation and control methodologies. Tourism security and safety is becoming an increasingly differentiating force in tourism. A tourism service provider or destination can significantly increase the number of visitors by creating a safe atmosphere and minimizing risks (Marton et al., 2018), which is also of key importance in terms of country perceptions and destination choice (Bogáromi and Malota, 2017).

In the Maslow Pyramid, human needs are located on five levels, security is on the second level, and this hierarchy of needs also shows how important security is in tourists' decisions. Travelers choose the destination, the accommodation, the means of transport used so that they can minimize the risks associated with the trip (Michalkó, 2020). The decision of travelers is influenced not only by the actual information but also by their own impression and perception; their individual interpretation is often given more emphasis in the choice of destination than reality (Li et al., 2018).

There is a growing scientific interest in the impact of safety and security issues on tourism, including terrorism (Liu and Pratt, 2017) and crime (Altindag, 2014). Tourism security and safety involves tourism protection; the difference between them is that the latter refers to unintentional consequences of an unintended nature (e.g. accident) as opposed to the former (Agarwal et al., 2021). Tourism security focuses on local, international, and global situations or events where the caused harm is intentional and deliberate (Tarlow, 2014) like arson, crime and terrorism (Korstanje, 2017). The term 'tourism security' is used when protection goes beyond the personal safety of tourists and includes destinations (Tarlow, 2014). Modern perceptions of security cover a wide range of global issues, as climate change, resource scarcity, international crime, health, and biosecurity (Hall et al., 2003). Security and safety together influence travel intentions, the tourists' risk perceptions of personal safety and destination security influence such decisions (Seabra et al., 2014).

Fareed et al. (2018) shows a direct positive relationship between safety and security and the success of tourism destinations. Tourists make a negative impression of a vacation spot if they do not feel safe at the destination. This could decline tourism in the area. Prospective tourists may choose not to visit the destination because of its negative reputation. Tourists who have felt threatened or unsafe will avoid activities outside their accommodation and will not recommend the destination to others (Poku and Boakye, 2019). Tourists have become more aware of the security and protection scenarios of the destinations they visit. A paradigm shift occurred from the actual safety and secutity concerns of tourists to preventive behaviors (Poku and Boakye, 2019). Their sense of safety posed serious challenges as their sense of security became less certain due to the increasing frequency and severity of natural and man-made crises (Mendiratta, 2011). There are both subjective and objective elements of risk perception that are formed in travelers. Based on qualitative research, tourists realize human insecurities, food and weather risks at first sighting, and later address risks related to financing, quality of services, accidents, and natural disasters (Cui et al., 2016). The term 'crisis' is the XIX. It spread in the middle of the twentieth century, by which time it had become 'disruptive' in politics, society, and the economy (Glaesser, 2003). Crises are typically unavoidable and recurring phenomena that have a major impact on the economy (McKercher and Hui, 2004).

Due to the economic importance of tourism and its increased vulnerability in the age of globalization, we need to address crisis preparedness and management (Santana, 2008). According to Glaesser (2003), we can speak of a crisis when a tourism business is forced to make a time-bound decision in a difficult situation in which its operation is jeopardized. In the case of a destination, when the crisis occurs, the number of tourists and guest nights decreases, business profits and investment volumes fall, and the number of employees falls (Laws and Prideaux, 2005). Effective crisis management is essential in tourism sector, which is often the victim of crises for various political, economic, social, and natural technological reasons. But not only service providers, but also tourist destinations need to be prepared for a possible crisis (Faulkner, 2001). The World Travel and Tourism Council (2019) made a recommendation for the three phases of tourism crisis management. During the crisis, long-term strategies can only be developed with reservations, which makes the situation of re-emerging tourism businesses significantly more difficult after the crisis (Sausmarez, 2009).

MATERIALS AND METHODS

In the course of our empirical research, we examined the place of tourism safety through content analysis in the tourism planning, development and strategic documents of the European Union member states. The European Union does not currently have a unified concept for tourism development, leaving the development of tourism as a destination to individual Member States. As revealed in the literature analysis, tourism is a sector strongly embedded in a country's economic and social strategic directions, so in many cases tourism development concepts are based on and serve as a complement to these socio-economic goals. From this, we assume that Member States typically deal with general (economic) security issues, within which there are few specific tourism objectives.

Based on the above, our empirical research sought answers to the following main research questions:
• In what dimensions do EU Member States interpret and translate tourism safety into practical recommendations and goals?
• What are the similarities and differences between EU Member States in terms of tourism safety priorities?

In our understanding a settlement/destination addresses several target groups. The primary are residents, and those who are about to choose a place to live in; people who choose the area as a temporary residence, for example for tourism. Document and content analysis is the study of human communication and a set of social products (Babbie, 2001: 351-352). Content analysis can be both quantitative and qualitative. During the quantitative analysis, the researcher collects the words and phrases that appear in the text. Qualitative analysis focuses on the context and latent content of the document. In our research,

we used both methods.The conceptual framework of our empirical research is provided by the Safe Cities Index approach established in 2015 by the Economist Intelligence Unit. The safety indicator is basically a system of indicators for measuring the safety of cities as places of residence and tourist destinations, which determines the safety of cities along four dimensions:

• Digital safety: refers to the access and use of free internet and other digital devices by city residents without personal identity damage (identity theft) or data breach.

• Health safety: the general public health situation and care, health risks caused by extreme weather, compliance with environmental regulations affecting health, but also the examination of the mental illness of the population.

• Infrastructure safety: the construction and development of urban infrastructure consume huge sums. Tourists face infrastructure-specific risks looking for an emergency exit at a traffic jam or a concert in the event of a fire.

• Personal safety: Due to their population density and popularity, big cities are the primary targets of terrorists, which destroys not only the image of destinations, but also the willingness of tourists to travel.

As the authors of the Safe Cities Index have pointed out when formulating the dimensions, all of the above factors can also be considered relevant to the tourist target group of a destination. To further delineate the concept and to interpret the above approach more effectively and specifically in tourism, the tourism safety dimensions were developed by Michalkó (2020). This provided the other main conceptual framework for our empirical study. The two approaches can be clearly linked: the aspects specifically expressed by Michalkó (2020) to express tourism safety can be aligned with the dimensions of the Safe Cities Index (Figure 1). The above conceptual approach provided an excellent basis for analyzing the safety of European countries as tourist destinations, which we carried out in a quantitative and qualitative way (Figure 2).
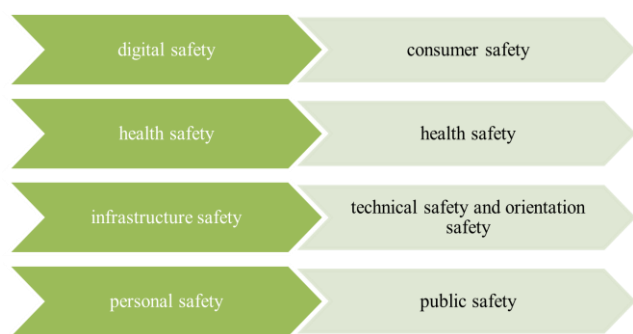

Figure 1. Interpretation of the Safe Cities Index to determine the safety of countries as tourist destinations based on Michalkó (2020) (Source: Own edition, 2022)
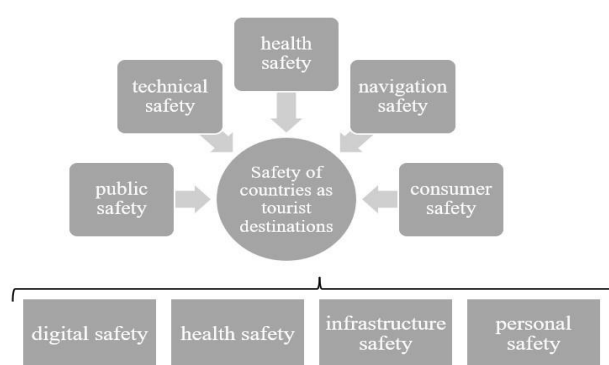
Figure 2. Research model of the qualitative analyses (Source: Own edition, 2022)

The strategies available in English for 13 Member States (Austria, Cyprus, the Netherlands, Croatia, Ireland, Poland, Latvia, Hungary, Malta, the United Kingdom, Italy, Romania, Slovenia) were downloaded from the websites of the national tourism organizations. For 9 countries (Bulgaria, Czech Republic, Denmark, Estonia, Finland, Lithuania, Germany, Portugal, Slovakia) there is no tourism development strategy in English, but after an e-mail request we received them in the original language from the national tourist offices. We translated these original language documents to English using Google's software; and used these, but not the original language documents for the analyses. For a further 6 countries, we did not receive information on planning documents (France, Greece, Luxembourg, Sweden) or there is no national strategy (Belgium, Spain). In the quantitative analysis, we examined the frequency of occurrence of 15 terms in the documents.

Some of the selected terms were based on a basic benchmark method, including a study by Marton et al. (2018) and previous literature on travel risks (Floyd and Pennington-Gray, 2004; Newsome et al., 2004; Lepp and Gibson, 2003). The terms thus obtained were supplemented with additional words that appeared in a significant number on national and international news channels in 2019. To do this, we used Google Trend Analytics (https://trends.google.com).

We filtered out occurrences that were not relevant, i.e., they were not mentioned in the strategies in the topic of tourism safety and security (but in the general economic sense, for example). Examined expressions: security, secure, insecurity, safety, safe, unsafe, risk, terrorism, stability, instability, conflict, threat, crisis/crises, tension, peace.

RESULTS AND DISCUSSION

A significant part of tourism development strategies was prepared in the early 2010s, and it typically includes goals and recommendations until 2020, and in some cases an action plan. As a result, we have found that terms related to tourism safety and security are restrained in the strategies, but there are many references to the economic crisis of 2008 - 2009 and its effects. It was also noteworthy that the elaboration of each strategy showed considerable diversity: there were strategies with extremely detailed analysis and an action plan but planning documents setting out general objectives were also found. Safety and security issues appear in varying proportions in the tourism development strategies of the 22 EU Member States examined. The terms concerning safety and security itself (safety, security, safe) were predominant in the examined documents (Figure 3).

These terms were mostly mentioned in the situation analysis chapters of the documents (SWOT or PESTEL analyzes) as well as in the overview sections that discussed tourism consumer trends. Risk, threat and terrorism were also mentioned more frequently in several documents, also mainly as factors influencing consumers' travel decisions. The term 'peace' was most often used by sections dealing with marketing communications as potential buzzwords.

Table 1. Frequency of terms related to tourism safety and security in the tourism development documents of the examined EU Member States (number of mentions) Own research, 2022 based on Ministry of Tourism (2017), Tourism Industry Advisors (2017), Palatková et al. (2012), Lithuania (2015), Cross-Sectoral Coordination Centre (2012), The Government of The Republic of Croatia (2013), Ministry of Economic Affairs and Employment of Finland (2019), Deutscher Tourismusverband e.V (2019)

| Countries	security	secure	insecurity	safety	safe	unsafe	risk	terrorism	stability	instability	conflict	threat	crisis/ crises	tension	peace	sum
Bulgaria	27	5	0	10	2	0	11	5	1	1	1	4	2	0	0	**69**
Cyprus	12	16	2	15	11	1	4	1	0	1	0	0	0	2	3	**68**
Czech Republic	12	1	0	11	12	0	4	2	0	0	0	9	0	0	0	**51**
Lithuania	11	0	0	4	13	0	3	1	0	1	1	1	1	0	2	**38**
Latvia	5	9	1	1	2	0	2	0	0	0	1	1	2	1	0	**25**
Croatia	2	7	0	12	0	0	0	0	0	1	1	0	0	0	0	**23**
Finland	3	1	0	13	4	0	0	0	1	0	0	0	0	0	0	**22**
Germany	0	15	0	2	0	0	0	0	0	0	0	1	0	0	0	**18**
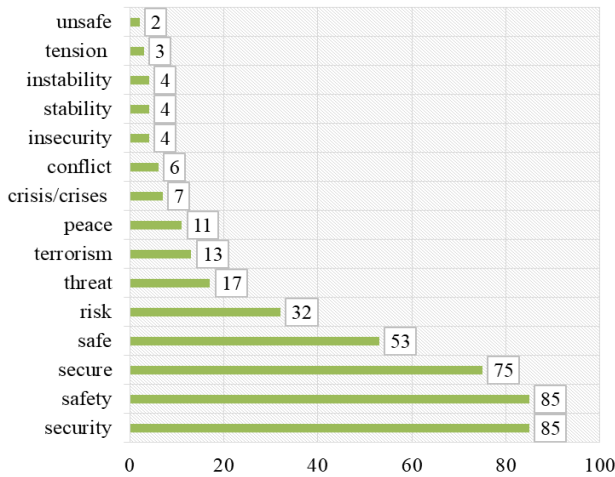
Figure 3. Frequency of terms related to tourism safety and security in the national tourism development strategies of the examined EU countries (Source: Own edition, 2022)

Examining the documents, we found that words related to tourism safety and security were most often mentioned in the Bulgarian strategy (69 cases in total), but these terms also occurred in large numbers (68-51 cases) in the Cypriot and Czech strategies. In the case of Lithuania (38 cases) and Latvia (25 cases), we also found a high number of occurrences, while in the case of the Irish strategy, for example, these examined words never occurred. Table 1 summarizes the list of countries where the sum of the search terms exceeds 15.

In the qualitative content analysis, in addition to the terms mentioned above, we also looked in the documents for manifestations that show a connection with one of the five dimensions of tourism safety according to Michalkó (2020). Accordingly, we found references to public safety, technical safety, health safety, orientation safety or consumer safety in a total of 153 cases in the 22 strategies examined. The planning documents focused mostly on public safety (mentioned a total of 69 times in 18 different countries). In this regard, national tourism development strategies have primarily drawn attention to the fact that safety plays an important role in tourists' travel decisions, one of the reasons for which is the rapid flow of information, as wherever a negative event occurs, tourists can be informed immediately. On the issue of public safety, several countries (Portugal, Latvia, Slovenia, Cyprus, Estonia) have emphasized that they consider themselves safe, and this is also the view of tourists visiting them (Table 2). "Slovenia is a safe, multicultural, tolerant and hospitable destination, which is of major importance for successful tourism development." (Ministry of Economic Development and Technology, 2017:12).

In addition, several countries have mentioned the safety of various tourism products, e.g., the safety of adventure, cycling, water tourism in that country. The reduction of crime, assassinations and immigrants, as well as the need to introduce safety and quality standards have been mentioned as a task to be addressed, with the aim of closing the gaps in these areas. In order to prevent illegal immigration and crime, new electronic control systems are needed in the European Union to help prevent and combat terrorism (authors' own translation from the Ministry of Economic Affairs and Communications, 2013). „Safety standards must also be in place, especially with regards to services and facilities provided within these tourism zones." (Ministry for Tourism, 2015:44). Some strategies also identified the goal of increasing the safety of people and luggage at accommodation establishments and beaches, as well as managing conflicts between locals and tourists. In some cases, the (in)adequacy of transport morale or the negative influencing power of geopolitical conflicts in sending and bordering countries were also mentioned as a kind of external factors.

Table 2. The appearance of the dimensions of tourism safety in the tourism development strategies of the examined EU member states - public safety Own research: 2022 based on Ministry of Tourism (2017), Tourism Industry Advisors (2017), Palatková et al. (2012), Ministry of Business and Growth (2015), Ministry of Economic Affairs and Communications (2013), Ministry of Economic Affairs and Employment of Finland (2019), The Government of The Republic of Croatia (2013), Cross-Sectoral Coordination Centre (2012), Lithuania (2015), Hungarian Tourism Agency (2017), Ministry for Tourism (2015), Deutscher Tourismusverband e.V (2019), Presidency of the Council of Ministers, Department for Regional Affairs Tourism and Sport (2013), República Portuguesa Economia and Tourismo de Portugal (2017), UNWTO (2007), Ministerstvo dopravy Slovenskej Republicy (2013), Ministry of Economic Development and Technology (2017), NBTC Holland Marketing (2019)

Countries that mention it	Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; Estonia; Finland; Germany; Hungary; Italy; Latvia; Lithuania; Malta; Portugal; Romania; Slovakia; Slovenia; The Netherlands
Main topics, some examples	-the country considers itself safe (Portugal, Latvia, Slovenia, Cyprus, Estonia) (in) adequacy of traffic morale -necessity and shortcomings of safety regulations and quality assurance standards; -recognition of terrorism and security as factors influencing travel; the influencing power of geopolitical conflicts; safety of people and luggage in accommodation and beaches; -managing conflicts between locals and tourists; safety of different specific tourism products (e.g., adventure, cycling, water tourism); -reducing crime, assassinations and immigrants as a goal

Technical safety appeared in the strategies for 12 countries, a total of 23 times. Typically, the emphasis was on the safety of different modes of transport and routes, highlighting roads, parking, and related traffic signs. Clearly, the strategies address important security issues for ports, airports and the visa system, in relation to which countries have set a number of development goals. Cyber security has become a key security issue today, and the analysis of data protection and data traffic has been mentioned in the strategies (Table 3).

„Hand in hand with digitalization, data protection and cyber security are gaining in significance. This requires awareness-raising and support." (Federal Ministry Republic of Austria Sustainability and Tourism, 2019:20)

The documents also referred in several places to the need to ensure secure access to digital content and services, as well as the development of local applications to make visitors' stay easier and safer.

"Development of digital content and other products and e-services, thus expanding the accessibility and possibilities of use of such services in economic activity." (Cross-Sectoral Coordination Centre, 2012:63).

Table 3. The appearance of the dimensions of tourism safety in the tourism development strategies of the examined EU member states - technical safety Own research, 2022 based on Federal Ministry Republic of Austria Sustainability and Tourism (2019), Ministry of Tourism (2017), Ministry of Economic Affairs and Employment of Finland (2019), Deutscher Tourismusverband e.V (2019), VisitBritain(2013), Hungarian Tourism Agency (2017), Presidency of the Council of Ministers, Department for Regional Affairs Tourism and Sport (2013), Cross-Sectoral Coordination Centre (2012), Ministry for Tourism (2015), UNWTO (2007), Ministry of Economic Development and Technology (2017)

Countries that mention it	Austria; Bulgaria; Finland; Germany; Great Britain; Hungary; Italy; Latvia; Malta; Romania; Slovenia
Main topics, some examples	improving the secure accessibility of digital content and service; development of local applications data protection, data traffic analysis, cyber security; roads, road signs, parking, public washrooms, additional infrastructure; security of ports and airports, development of terminals; improving the speed and efficiency of visa procedures; improving the safety of hiking trails, ski slopes and nature trails

The issue of health safety was the least discussed topic in the documents examined. A total of 14 ideas on this topic was mentioned in the strategies, in 11 countries. These mentions were almost exclusively about food and the supply of restaurants. In several cases, the importance of healthy, quality food and drink were emphasized by tourism service providers, and in this connection, knowledge of the origin of food and the preference for local products, as well (Table 4).

Potable tap water has also become an important issue nowadays, therefore it is no wonder that some countries emphasize that tap water is drinkable. The poor quality of drinking water poses a risk to the health of the local population and visitors (authors' own translation from the Ministry of Tourism, 2017). It has been mentioned in several strategies that quality labels and trademarks have recently acquired an important role in tourism, especially in hospitality, and several countries have set the goal of developing them and establishing their system. „The 'Gostilna Slovenija' trademark: Establishing culinary diplomacy and supporting the international visibility of Slovenian cuisine. Healthy food in the hospitality sector and its promotion" (Ministry of Economic Development and Technology, 2017:33).

In some cases (e.g., Malta), curbing illegal catering activities has also been mentioned as a task to be addressed.

Table 4. The appearance of the dimensions of tourism safety in the tourism development strategies of the examined EU member states - health safety Own research, 2022 based on Federal Ministry Republic of Austria Sustainability and Tourism (2019), Ministry of Tourism (2017), The Government of The Republic of Croatia (2013), Ministry of Economic Affairs and Employment of Finland (2019), VisitBritain (2013), Cross-Sectoral Coordination Centre (2012), Lithuania (2015), Ministry for Tourism (2015), República Portuguesa Economia and Tourismo de Portugal (2017), Ministry of Economic Development and Technology (2017), NBTC Holland Marketing (2019)

Countries that mention it	Austria; Bulgaria; Croatia; Finland; Great Britain; Latvia; Lithuania; Malta; Portugal; Slovenia; The Netherlands
Main topics, some examples	quality food and drinks from the service providers involved in tourism; quality labels, trademarks; knowledge of the origin of food, preference for local products; curbing illegal catering activities; providing potable tap water;

Table 5. The appearance of the dimensions of tourism safety in the tourism development strategies of the examined EU member states – orientation safety Own research, 2022 based on Ministry of Tourism (2017), The Government of The Republic of Croatia (2013), Tourism Industry Advisors (2017), Palatková et al. (2012), Ministry of Business and Growth (2015), Ministry of Economic Affairs and Employment of Finland (2019), Deutscher Tourismusverband e.V (2019), Hungarian Tourism Agency (2017), Ministry for Tourism (2015), Ministry of Sport and Tourism (2015), República Portuguesa Economia and Tourismo de Portugal (2017), UNWTO (2007), Ministerstvo dopravy Slovenskej Republicy (2013), NBTC Holland Marketing (2019)

Countries that mention it	Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; Finland; Germany; Hungary; Malta; Poland; Portugal; Romania; Slovakia; The Netherlands
Main topics, some examples	multilingual signposts for attractions; improving the signposting of rural areas and attractions; development of close-to-nature tourism (e.g. walking, cycling) signage; the need to introduce tourism information systems

The issue of orientation safety was mentioned by 14 countries (28 times in total), most of which point out that the country did not pay enough attention to the placement of multilingual signposts in the past. This is typical of city centers, around airports and close to attractions The countries mentioned the backwardness of rural areas in this field as a clear shortcoming; the development of the signposting of roads and attractions was defined as a task for several countries in the development plans. „Signage (wayfinding & informational), particularly in rural areas, should be of a traditional design, with the use of neon being forbidden or strictly limited." (Tourism Industry Advisors, 2017:630) (Table 5).

In connection with the above problem, it is also necessary to improve the signposting of close-to-nature tourism (e.g., walking and cycling tourism) in order to ensure safe transport. The need to set up tourism information systems in several countries was also mentioned. „Improving the tourist information system in a destination (e.g., information desks, interpretation of the area, tourist signage)." (The Government of The Republic of Croatia, 2013:38).

Only 10 countries dealt with a fairly wide area of consumer safety (23 mentions in total). Several Member States have highlighted the quality problems caused by the gray and black economies, which make it impossible for regular service providers to operate profitably and are a major source of guest complaints. Reducing these illegal activities and eliminating unlicensed units is a goal for several countries in the near future. „A large number of bed and breakfast establishments is not licensed, thereby creating a very significant black economy. This is undermining the profitability and reinvestment capability of the legal operators." (UNWTO, 2007:120). Quality standards and categorizations have emerged in many areas of tourism, and strategies have also drawn attention to their accurate measurement and adherence (Table 6).

The responsible thinking of the tourism sector is reflected in the continuous improvement of quality and the improvement of the safety and accessibility of tourism services. Safety must be taken into account throughout the chain of services provided to customers, paying attention to the requirements prescribed by the Consumer Safety Act, complying with the specified limits and directing operations on the basis of them. (authors' own translation from Ministry of Economic Affairs and Employment of Finland, 2019). In connection with the above, several countries have mentioned the provision of adequate quality of service and, in this context, consumer protection in their strategies. In some cases (Malta, Romania, Finland) we have read that the lack of education of tourism workforce can also be a problem in the quality of services, so e.g., Malta plans to expect a minimum level of qualifications for those working in the industry.

Table 6. The appearance of the dimensions of tourism safety in the tourism development strategies of the examined EU member states - consumer safety Own research, 2022 based on Ministry of Tourism (2017), Tourism Industry Advisors (2017), Palatková et al. (2012), Ministry of Economic Affairs and Employment of Finland (2019), The Government of The Republic of Croatia (2013), Ministry for Tourism (2015), UNWTO (2007), Ministerstvo dopravy Slovenskej Republicy (2013), Ministry of Economic Development and Technology (2017)

Countries that mention it	Bulgaria; Croatia; Cyprus; Czech Republic; Finland; Malta; Poland; Romania; Slovakia; Slovenia
Main topics, some examples	reducing the gray and black economy, eliminating unauthorized operations adherence to quality standards and categorizations expect a minimum level of qualification for employees ensuring adequate service quality, consumer protection

CONCLUSION

In the second half of the 2010s, the issue of security became an inevitably important consideration when making travel decisions. On the one hand, there are statistically demonstrable winners and losers of the terrorist acts of recent years; on the other hand, thanks to the rapid flow of information and online interactions between consumers (blogs, social media posts, etc.), deficits related to various aspects of security are also revealed in a matter of seconds.

The relevant literature often studies isolated case studies for a certain event or for a country (Mawby et al., 2020; Preko, 2020; Machado, 2011). This is the first attempt to explore the state of security and safety planning in tourism at country-level in the European Union. The main goal of the present research was to determine the place of tourism safety and security in the planning and development strategies of the countries of the European Union; and to explore the assessment of the importance of safety and security at Member State level in the tourism sector. To this end, we analyzed the tourism planning and strategic documents of 22 EU Member States. In our empirical research, we also performed quantitative and qualitative content analysis. For the former, we examined the frequency of occurrence of the term's security, secure, insecurity, safety, safe, unsafe, risk, terrorism, stability, instability, conflict, threat, crisis / crises, tension, and peace, while the aim of the qualitative study was to explore the manifestations of the dimensions of tourism safety according to Michalkó (2020) with a qualitative assessment. Thus, the main aspects of the qualitative study were public safety, technical safety, health safety, orientation safety and consumer safety.

Based on the main research questions outlined at the beginning of our study, we found that for each Member State, all the dimensions of tourism safety, including public safety, technical safety, health safety, orientation safety and consumer safety, appear. At the same time, it can be considered a novel scientific result that, although in terms of the grouping of tourism risks outlined by Roehl-Fesenmaier (1992), the focus of our study has been on destination as a risk; on the basis of the examined strategic documents, we found that they tend to project the general economic and social security issues of the country further into the tourism sector. The results of this were also confirmed by our qualitative study.

The qualitative analysis showed that countries primarily understand public safety as tourism security, including setting targets for crime and terrorism, and drawing attention to various aspects of quality assurance. With regard to technical safety, the development of digital communication and infrastructure investments were the main targets. We need to realize that having them is now a basic need for tourists. Health safety has been the most relevant to food, through the introduction of quality labels and marks and the promotion of local products. These ideas are pushing at open doors, as tourism trends clearly show visitors' openness to local, authentic food and meals. In relation to making orientation and navigation safer, a number of strategies have highlighted the goal of improving signage, whether in rural areas or close to attractions. While many digital programs are helping you find your way around these days, they can't replace the placement of signs and directions. Thus, in order for the visitor to find the attraction or service provider, proper signposting is essential. Consumer safety is an issue that can be interpreted in each of the above four dimensions, therefore strategies consider the reduction of the gray and black economy as a key factor in addition to adequate service quality and consumer protection.

The examined tourism development strategies were quite different in scope, content and depth. Regarding their scope, we analysed documents from 40 up to 800 pages, the former focused more on strategic goals, while the latter even contained specific action plans and also indicators and necessary financial resources. We have found similarities in the structure of the documents. Almost every strategy started with a trend- and situation analysis, in which the impacts of the current social, economic and ecological issues on tourism were demonstrated, and changing consumer behavior was described. They then turned to the general economic and tourism endowments and potential of the country. Strategies addressed the identification of target groups and the identification of competitors to varying degrees. The formulation of strategy goals was of varying depth. In the field of security and insurance, all documents focused primarily on public safety. Some only mentioned potentially unpleasant situations for tourists, while others described quite specific measures to address or plan to address these situations. In many cases, the word 'secure' appeared on the subject of the financial background needed to develop tourism, and in some cases on the subject of providing adequate human resources, which, however, cannot be directly linked to the subject of tourism security.

As a result, we have found that terms related to tourism safety appear modestly in strategies. The terms related to safety and security (safety, secure, security, safe) appeared the most, mainly in the chapters describing the situation analysis and tourism consumer trends. Words related to tourism safety were most often mentioned in the Bulgarian strategy (69 cases in total), but these terms also appeared in large numbers in the Cypriot and Czech strategies (68-51 cases).

Based on Fareed et al. (2018) there is a direct positive relationship between safety and security and the success of tourism destinations. The destinations and countries that were the focus of our investigation were almost without exception well-prospered before the coronavirus epidemic, and all were considered safe. Since the documents, we analyzed were prepared in the period before and for the duration of the pandemic, we can explore Fareed's statement in this context. Based on the data of the European Statistical Office, Spain, Germany, Italy, Greece, and Austria performed best in terms of the number of foreign visitors in 2019. During our empirical content analysis, we found that the strategic documents of Bulgaria, Cyprus, Czech Republic, Lithuania, and Latvia dealt most often with a security aspect. Comparing the two lists, we see that there is no match in the top five. However, our results do not extend to the fact that well-performing countries are popular because of security aspects, neither cannot be said that they are safer because the examined terms or topics are often mentioned in their strategies. We can assume that where this is mentioned more often, more attention is paid to the topic, already at the level of planning, and thus presumably also in implementation and practice. The aim of our study was therefore to show the importance and weight of this topic, which we succeeded in doing.

The study concludes with some management conclusions. Although increasing security and safety contributes to improving the economic impact of tourism (Manrique-de-Lara-Penate et al., 2022), most of the currently valid planning and strategy documents do not pay much attention to tourism safety and security, which is in most EU countries clearly in its infancy. The documents focus on the general socio-economic security issues of the given country for the tourism sector. In the planning of tourism and the formulation of strategic foundations, the interpretation of tourism safety, which currently focuses almost exclusively on public safety and consumer safety, needs to be broadened. However, nowadays technical safety (especially with regard to the development of digital communication, data security) or just making orientation and navigation safer is essential for a traveler in 2020. The integration of technologies into tourism (e.g., GPS and POI-based route planning, the emergence of virtual and augmented reality at tourist attractions) and their treatment as a safety issue has, in our view, become an unavoidable planning issue. And the year 2020 has taught us that the fifth dimension of tourism safety, that is health safety, can become a critical factor at any time, paralyzing the entire tourism sector.

In our view, it would be irresponsible at this time to declare any country safe today. No matter how much a state strives at the legislative level to protect consumers, have adequate technical training, security of orientation and navigation, avoid various health epidemics, or even fight terrorism, 100% protection cannot be established despite the highest level of precautions. And this kind of uncertainty can only be alleviated if a country, destination or, where appropriate, a specific attraction communicates its activities and measures related to the above, proving its readiness; and it is not refuted by the media or the news, either. As we encounter a significant amount of false news in a crisis situation, constant contact with the media can help with objective information. However, this already leads us to another area of tourism, the planning and organization of PR activities. Due to the coronavirus epidemic, the safety of tourism is expected to be appreciated, but it would be important that not only health safety was given priority in renewable strategies.

The limitation of the present research is that most of the examined strategic documents planned the main directions of tourism in the Member States until 2020. Thus, when the present study is published, new development plans are being prepared, which will no longer focus on the economic crisis of 2008-2009, but on the experience of the terrorist attacks in the middle of the 2010s and the coronavirus epidemic in late 2019 and peaking in 2020.

During further research, it is worthwhile to study several dimensions of tourism safety and, in the case of individual destinations, the relationship between real and perceived safety. Association research is likely to be suitable for this (cf. Kovács, 2013, 2019). Special attention should also be paid to the communication activities of each Member State, which, although present in a negligible proportion in the present strategies, can be brought closer to the marketing communication practice of tourism safety by examining other destination-specific publications and other digital content. Another interesting aspect of a further study could be to explore whether Member States that have addressed the issue of tourism safety at a strategic level (formulated as a goal in their strategies and communication) have indeed successfully returned to the market. That is, on the one hand, were they able to reach the previous visitor number as prior to the coronavirus epidemic; or on the other hand, have they really been more successful in creating tourism safety?

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