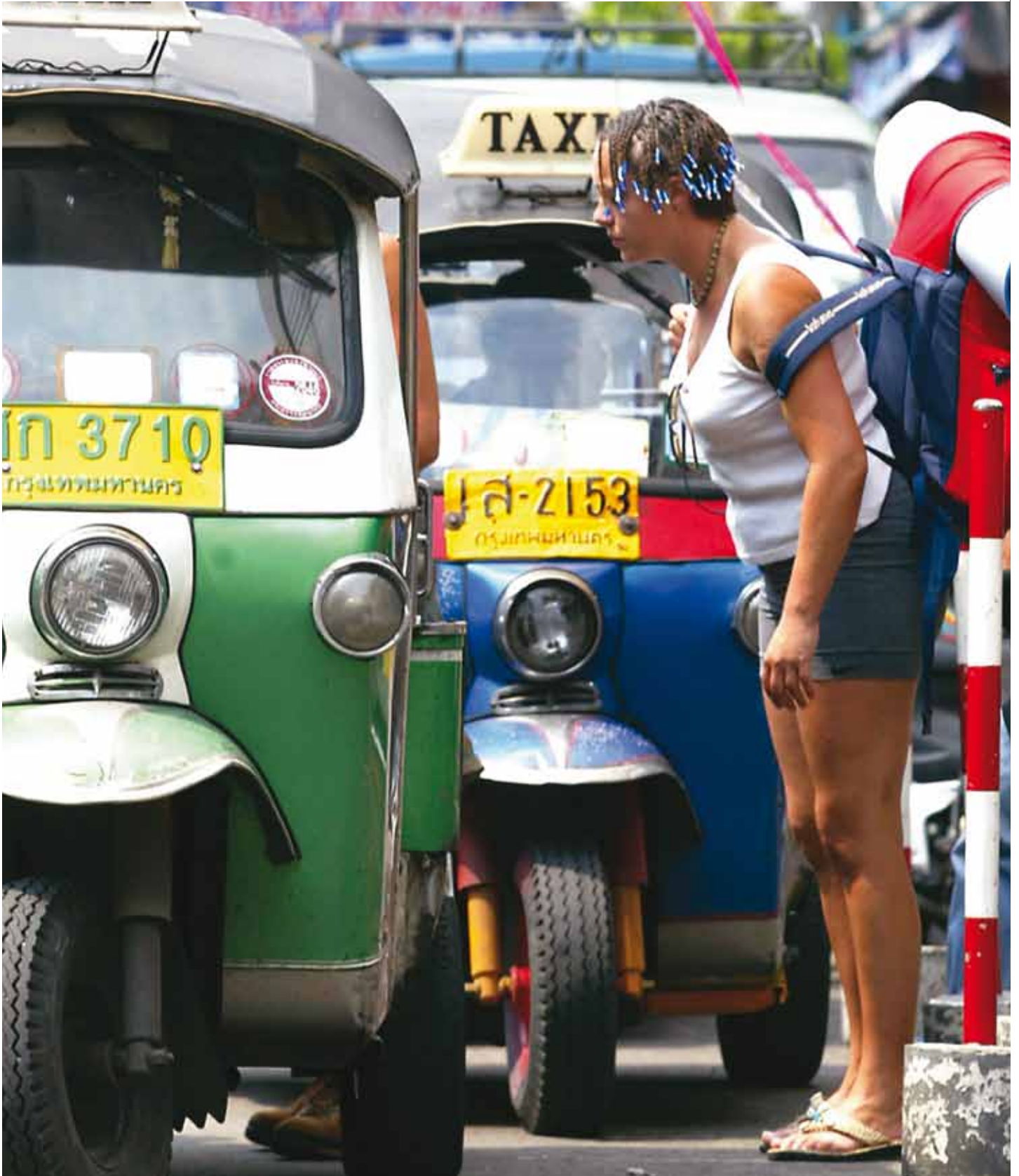


Bad Trips

International tourism and road deaths in the developing world





Introduction

A deadly cocktail of killer roads, unsafe vehicles, dangerous driving and disorientated or carefree tourists means many dream holidays of a lifetime instead become life-ending nightmares.

Tour operators, travel companies and governments in countries benefiting from tourism need to do much more to make roads safe for both international visitors and their own populations.

Global research has placed road crashes as the number one risk to tourists. In its report on International Travel, the World Health Organization (WHO) concluded that road collisions were the most frequent cause of death among travellers. These dangers are set to grow.

UN World Tourism Organisation medium term forecasts anticipate international tourist arrivals increasing from 924 million in 2008 to nearly 1.6 billion in 2020.

At the same time, it is now widely understood that the world is in the midst of a growing global road safety crisis. In 2008 World Health Organization (WHO) projections anticipated deaths due to road traffic crashes would increase from 1.3 million in 2004 to 2.4 million in 2030, primarily owing to increased motor vehicle ownership and use associated with economic growth in low- and middle-income countries. Road traffic accidents would emerge as the fifth leading cause of death in 2030, rising from their position as the ninth leading cause in 2004. Much of this increase is expected to take place over the next ten years.

Tourists on the roads of destination countries are in the front line where these two sweeping global trends – global tourism growth and the global road safety crisis – intersect and confront each other. As with the road traffic fatality figures generally, the research indicates that unless action is taken to address tourist road safety risks, the numbers of tourists killed and seriously injured will continue to rise sharply over the next two decades.

- Road crashes represent the highest fatality risks that international tourists are likely to face.
- Road traffic injury risks are well in excess of other risks such as health, violence and injury. In fact, tourist risks of road traffic injuries are appreciably higher than health risks such as epidemics (e.g. AIDS), illnesses (such as malaria and cholera), personal security risks associated with international terrorism, violence and crime, travel injury risks on modes other than road transport modes (e.g. aviation), and other personal injury risks such as drowning.
- Unless action is taken to address tourist road safety risks, the numbers of international tourists killed and seriously injured on the roads will continue to rise, in some countries quite rapidly, as tourist numbers and general road fatality rates also increase. Globally, international tourist road fatalities could increase three-fold to around 75,000 per annum in 2030 - ie in just over 20 years.

Many tourists and other travellers make international trips without much information on road safety and find themselves in destination countries and situations, particularly in the developing world, where they suddenly face real danger, with greatly increased risks of being seriously injured or killed on the roads.

Despite the vast numbers of international tourists visiting destination countries, there has been little attention devoted to road safety in the tourism context. This is very surprising given the evidence of road trauma now ranking as one of the leading causes of death and injury around the world - and the high profile publicity given to major crashes involving tourists in many destination countries.

This lack of profile has reflected the wider neglect of road safety as an international public health and development issue. Yet, with the recent UN General Assembly Resolution on Global Road Safety, co-sponsored by 100 governments, which proclaimed a UN Decade of Action 2011-2020, momentum for international action to reduce road traffic casualties is growing. Now is the time for the vast tourism sector, and those governments whose economies rely on international tourism for much of their growth and development, to work to improve safety on the roads for visitors and their own populations alike.

Taking Action

- Tourist Road Fatalities should not be accepted as inevitable consequences of tourism in any country around the world – and action should be taken in all countries to reduce tourist road fatalities during the UN Decade of Action for Road Safety 2011-2020.

Tourist Responsibilities

- Tourists should take responsibility for their own safety – and for the safety of members of their family or group - and comply with key measures designed to ensure safe road use. They should adopt, and require, the same standards of road safety as at home.

Industry safety responsibilities

- Hotel, airline and holiday chains can, and should, do more to use their dominant economic position to encourage road safety improvements from service providers, such as taxi and bus firms, as well as from public authorities in tourist destinations. The tourism industry must make road safety a priority for the UN Decade of Action for Road Safety 2011-2020.
- Tourists themselves should require clear acceptance by service providers of their safety responsibilities (e.g. via clauses in a service or rental contract) and expect visual evidence of the safety quality required (e.g. compliance with a road safety checklist, or a Road Safety Charter) before using the transport services on offer.

Safety quality assurance

- As is done in other transport sectors, responsible government authorities and tourism and travel industry bodies should expect and where necessary insist on adequate assurance of the safety of transport services, vehicles and drivers before they are offered for use by tourists on the roads in destination countries.

- International organizations, national authorities and multi-national companies should require similar assurances before such services are booked for or used by their staff.

Short Term Actions

- ‘Authoritative road safety information’ should be prepared together with advice on ‘actions to reduce tourist road safety risks’. Lead organisations and other tourist road safety partners need to ensure these are fully accessible so that tourists have the information and advice that they need – at the times that they need it.
- ‘Road Safety Guidelines’ should be prepared and used by organisations dealing with international tourists (e.g. hotels, tour operators) to help the organisations and their staff improve the services and safety advice they provide to tourists.

More detailed recommendations are described at the end of this summary report.

Bad Trips - International Tourism and road deaths in the developing world

Global Tourism

There are vast numbers of international tourists. UN World Tourism Organization (UNWTO) data indicates there was a very large increase in international tourism globally over the decade to 2005 - with 'international tourist arrivals' increasing from 540 million in 1995 to 806 million in 2005. There was an increase of 5.4% to 846 million international tourist arrivals in 2006 and a further 6.6% increase to 903 million in 2007. In 2008, despite the economic downturn, international tourist arrivals still reached 924 million, an increase of 2% over 2007.

Tourist Origins: Worldwide, close to 80% of international tourism arrived from countries in the same UNWTO Region and 20% from countries in other Regions. In absolute terms, the largest generating regions in 2007 were UNWTO's Europe, Asia and the Pacific, and Americas regions. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially ones located in North-East and South-East Asia, Central and Eastern Europe, the Middle East and Southern Africa.



Tourist Destinations: The regional trends highlight that Europe, followed by Asia and the Pacific, the Americas and Africa have shown the largest increases in absolute numbers of international tourist arrivals over the last ten years. The UNWTO Regions with the fastest average annual growth rates have been the Africa Region, followed by Asia and the Pacific, the Middle East, the Americas and then Europe.



Road Safety

Road safety has been a government priority in most developed countries for 20 – 30 years. Many developed and highly motorised countries have achieved large reductions in casualties through results- and science-based approaches. Sets of established interventions have developed which are known to be effective. These interventions included appropriate legislation and the enforcement of legislation to control speeding and alcohol consumption, mandating the use of seatbelts and crash helmets, the safer design of vehicles and roads and safer road use. Recently, the more advanced countries have focussed on 'Towards Zero' road fatality visions and 'Safe System' approaches.

By contrast, overall, road traffic injuries in lower- and middle-income countries are increasing. Many have increasing levels of car ownership and use but insufficient funding and road safety capacity. Their key problems often include: unsafe infrastructure, vehicles and drivers; inadequate road safety legislation and enforcement efforts; and chaotic, dangerous driving conditions. In many countries, the level of safety in their road transport systems is simply inadequate.

Destination Countries

Tourists travel in large numbers from developed countries to other developed countries that do not all have the same level of road safety performance. Some have the highest levels of road safety in the world. Others have lower road safety performance – in some cases, much lower.

Tourists also travel in increasingly large numbers to countries that have very different living conditions from those of their home countries. Many less developed countries are amongst the fastest growing tourist destinations in this category. In many such countries, tourists are likely to encounter infrastructure, driving conditions, vehicles and road safety practices that are also very different.

Tourists mostly arrive in destination countries unaware of the risks they will face on the roads. Prepared or not, all international tourists become road

users, for example as: taxi, bus and coach passengers; vehicle drivers and passengers; pedestrians; cyclists; motorcyclists etc.

Tourists using taxis, buses or coaches may find themselves in speeding vehicles, in dense urban activity areas, possibly with the driver distracted by a mobile phone or other passengers. Alternatively, if they decide to drive themselves, the vehicles supplied for their use (e.g. rental cars but also office or private cars) may not have essential safety features – or be well maintained.

Often vehicles will not have seat belts for all passengers – or the seat belts that are fitted are not working. Almost as often, while the vehicles have seat belts, the driver is not wearing one and, in many cases, tourists will choose not to wear their seat belt – whether that is to avoid offending the driver or for some other reason – even though they probably always wear their seat belt at home.

Such circumstances - which most tourists encounter - raise numerous questions. Should tourists accept the risky circumstances they encounter as an inevitable part of their travel experience? Should tourists take firm action where they see unsafe practices, to protect their own safety and the safety of others? Are tourists actually the only ones responsible for their safety? If not, which other parties have some responsibility for the safety of tourists on the roads in destination countries?

International Tourist Road Safety

Despite generally not having been a priority, the work undertaken by a few government authorities has allowed them to draw some important and alarming conclusions. A report on International Travel & Health by the World Health Organization (WHO) in 2007 concludes that “traffic collisions are the most frequent cause of death among travellers” and that “travellers are more likely to be killed or injured through violence or unintentional injuries than to be struck down by an exotic infectious disease”. The US State Department warned on its website in 2008 that “road crashes are the single greatest risk for healthy Americans travelling abroad”.

Tourist Road Safety Risks

Earlier research concluded that international visitors face higher risks on the roads in destination countries than the risks faced by residents. In Australia: 22.0 per 100,000 for international visitors; 10.8 for Australian road users (1994). In UK, the Foreign and Commonwealth Office (2008): ‘tourists are three times more likely to be involved in road accidents than locals’ (based on an early study overseas). In New Zealand: international students and migrants have higher incident levels during a ‘transition period’ spanning their first two to four weeks in the country.

Research also highlights that the risks facing tourists fall into in two general categories: ***national road safety risks***, affecting all road users; and additional, ***tourist-specific road safety risks***.

The overall risks to which tourists are exposed will depend to a considerable extent on the ***general road safety*** environment, driving conditions and level of enforcement – and in particular the safety of infrastructure and vehicles, extent of speeding, driving while under the influence of alcohol or drugs, etc. Tourists face higher risks in countries with higher fatality rates on their roads.

Research undertaken in Australia, New Zealand and the UK on the underlying causes has identified a number of additional **tourist-specific risks** (e.g. unfamiliarity, disorientation, distraction and fatigue). Tourists are more at risk when they are not well prepared, where there is insufficient harmonization in road safety practices (e.g.: pedestrian priority at pedestrian crossings) or they are involved in risky behaviour (e.g.: speeding, drink-driving and not wearing a seat-belt or crash helmet).

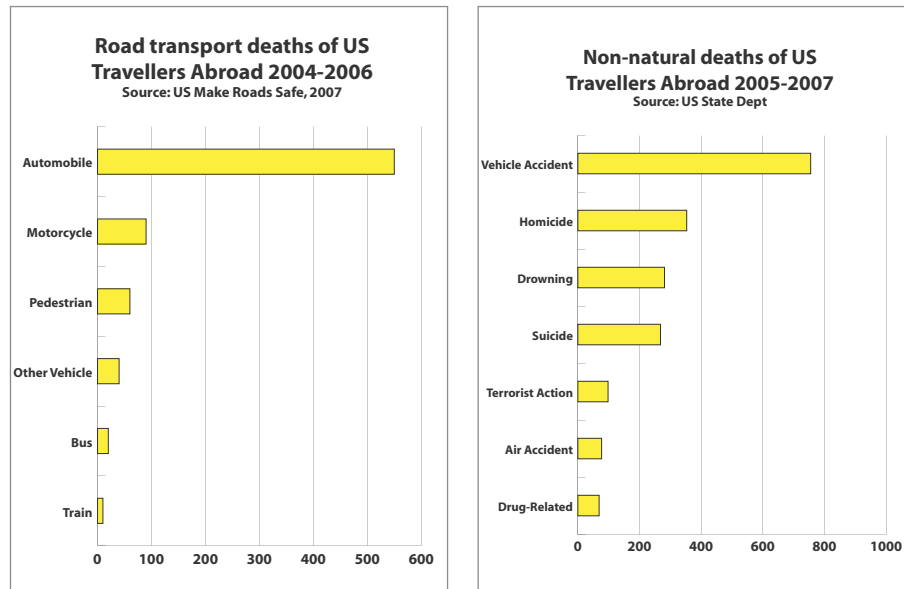
Vehicle and road-related fatalities

The data available from road safety sources relates principally to tourist road safety in a few OECD member (developed) countries. There are few specific research results on tourist road safety in the low- and middle-income countries that make up the majority of countries around the world.

However, some insights can be gleaned from analysis of US Department of State data on road fatalities of US citizens abroad. This database shows that vehicle accidents dominated fatalities of US travellers abroad and that automobile-related deaths amounted to 72.6% of road-related deaths to US travellers abroad.

Analysis of US State Department data on fatalities of US citizens abroad indicates that, during 2004-2006, there were 769 road-related deaths amongst US citizens travelling abroad. The breakdown by transport modes shows 72.6% of road related fatalities were automobile-related, 12%, motorcycles, 7% pedestrians and 3% bus (see Figure 1). The predominance of vehicle accident fatalities amongst other causes during 2005-2007 is also clear.

Figure 1



Source: US Make Roads Safe, US Department of State, 2007

Tourist proportions of national road fatalities

International tourist road fatality proportions of total national road fatalities were estimated across a different group of 14 countries, where data was available. For OECD member countries in this group:

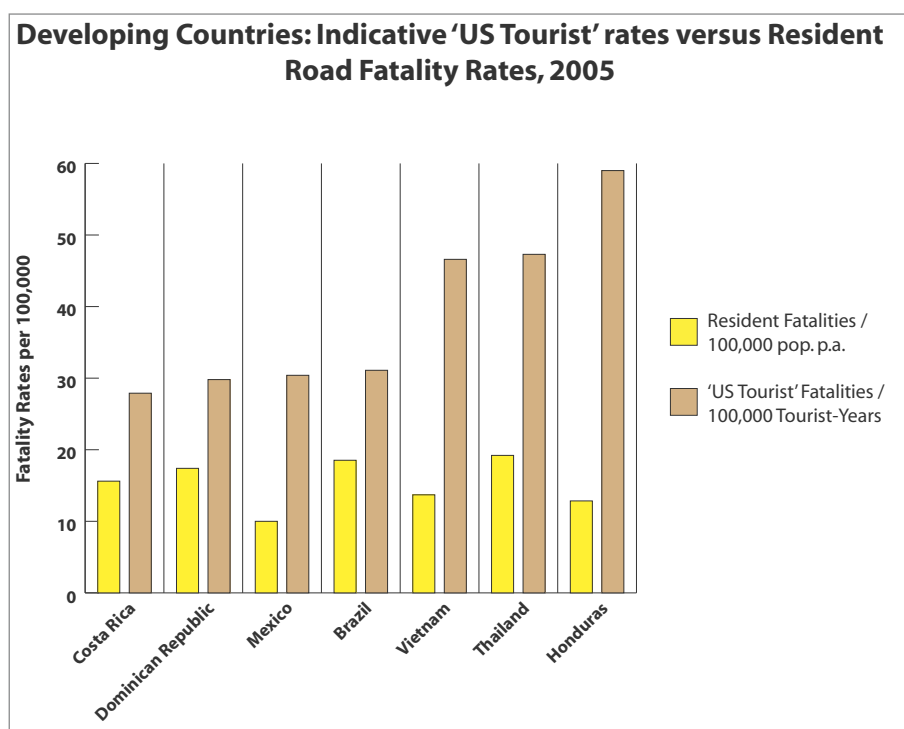
Based on the advice received from the contacts in the group of 12 OECD developed countries that responded, the weighted average of the tourist proportion was 4.6% of their total national fatalities. To put this in context, the weighted average of the national road fatality rate across this same group of 12 countries was around 8.6 fatalities per 100,000 population in 2005.

The tourist *proportions* of national road fatalities (or national fatalities plus serious injuries) ranged from less than 1% to over 12%, across the 14 country group. Hungary was the country in this group with the highest level of tourist fatality and serious injury risk.

However, data on Montenegro indicates an even higher visitor proportion of overall road fatalities recently in that country. National road fatalities in Montenegro totalled 122 in 2007. There were 24 non-resident (visitor) road fatalities included in this total. On this basis, the 'visitor' proportion of overall road fatalities was 19.6% - the highest proportion of national fatalities identified to date.

Tourist versus resident fatality risks

The US Department of State's database pointed to 14 countries where the majority of road fatalities of US Citizens Abroad occurred (872 out of a total of 1341 road-related fatalities from 2002-2007). The Study estimated the number of 'US Tourist' road fatalities across these 14 countries, compared these with US Tourist arrivals in these countries (based on UNWTO data) and compared the annualised Tourist Fatality Rates with annual Resident road fatality rates (2005) in the country. The results for Developing Countries are illustrated in the following chart.



In the eight Developing Countries, the 'US Tourist' rates were particularly high in Honduras, Thailand and Vietnam. They were high relative to 'Resident' rates in the same countries.

In the six Developed Countries, 'US Tourist' fatality rates were high relative to 'Resident' rates in Spain, Australia, Germany and Italy but similar in Canada, and Great Britain and Northern Ireland.



Overall, both resident and estimated 'US Tourist' fatality rates were much higher in the 'developing' than 'developed' countries group. These results reflect the lack of safety inherent in the countries' road transport systems as well as tourist-specific risks in these countries.

The above findings on tourist proportions of national fatalities and 'US tourist' risks in the 14 countries considered reinforce other assessments of road safety generally. For example, BP Plc's 'List of Countries by Driving Risk Category', 2007 assessed 30 countries globally in the "Lower" Driving Risk Category, with 64 rated as "Medium Risk" and 98 rated as "Higher Risk". It identified Honduras, Vietnam, Brazil and China as 'Higher Risk' countries – and Thailand, Mexico, Dominican Republic and Costa Rica as 'Medium Risk' – based on their experience with traffic conditions, road safety and driving risks on the ground in these countries.

Outlook for Tourist Road Safety

The research undertaken and evidence available indicates that, unless action is taken to address tourist road safety risks, the numbers of international tourists killed and seriously injured on the roads will continue to rise, in some countries quite rapidly, as tourist numbers and general road fatality rates also increase. Globally, international tourist road fatalities could increase three-fold to around 75,000 per annum in 2030 – i.e. in just over 20 years - unless appropriate action is taken. Serious injuries could also be expected to increase by similar proportions.



Perceptions vs real Tourist Road Safety Risks

People travelling overseas appear concerned about certain issues such as health and aviation safety. They appear relatively unconcerned about road safety (except perhaps bus safety risks). The WHO and US State Department conclusions outlined above are striking because they run counter to the general perception in the community and amongst travellers that the risks associated with air travel, terrorism, disease and epidemics are the greatest concerns. The road crash data and other evidence assembled emphasises that road traffic should be every tourist's greatest concern. Road crashes represent the greatest fatality risks that international tourists are likely to face.

Information dissemination... or the lack of it

Surprisingly, many organisations providing advice on travel risks abroad still focus on other better understood but lower level risks to health such as infectious diseases and personal security. While some international organisations (e.g. WHO) and some national authorities in the more advanced countries highlight road fatality and injury risks in some detail, this is not generally the case.

Equally of concern is that international tourism organisations, tourism industry councils and tourism industry businesses as a general rule do not provide any advice to prospective tourists to forewarn them of the road safety risks. Beyond general warnings there is rarely any detailed or country specific road safety information in guide and travel books. In fact, it appears the tourism sector systematically overlooks these risks and the importance of tourist road safety.

Clearly, the travelling public is not receiving consistent, authoritative advice about the relatively high level of risks they are likely to face on the roads in destination countries. This is centrally important, as increased awareness at home before they travel and in destination countries while they are travelling would help protect them as well as, crucially, increase their demand for road safety.

Tourist and Travel Characteristics

There are many tourist characteristics that are important to current and future actions, including the tourists' ages and travel purposes (which influence risk profiles), their main sources of information prior to travel - and the travel they undertake within each country. Each country's international tourists will have different characteristics, travel information sources and travel on the ground.

As an indication, in the US, where data based on in-flight surveys is readily available, international tourists travelling by air rely most heavily for their information sources on: personal computers (40%); travel agency (32%); airline (26%); friends and relatives (14%); company travel department (7%); tour company (6%); travel guides (5%) and State/city travel offices (2%).

Once on the ground, their reported use of transportation services is: taxi/cab/limousine (44%); airline services between cities (36%); company or private auto (28%); city subway/tram/bus (21%); railroad between cities (18%); rented auto (18%); and bus between cities (15%).



Tourism Sector Responsibilities

Tourism organisations have compelling responsibilities for the safety of international tourists. Tourism businesses have a legal 'duty of care' for the safety of tourists who use their services. The tourism industry also has coordination responsibilities for the industry's policies and actions on such important issues and the behaviour of its members on matters related to safety.

International and national tourism industry organisations need to clarify their responsibilities for the safety of international tourists on the roads in destination countries. At industry operational levels, businesses need to assume and discharge their responsibilities for the safety of their own and contracted services, as legal 'duty of care' requires and any reasonable person would expect.



Economic Importance of Tourism and Road Safety

Clearly, tourism is important to very many countries around the world and increasingly important to low- and middle-income countries. In OECD member countries, tourism typically represents around 4-7% of employment and directly contributes around 3-6% to national GDP. Across the World Travel and Tourism Council (WTTC)'s 176 country group, Tourism Economic Accounts indicate tourism's importance across a broader range of countries. For countries like Cambodia, Laos, Thailand and Vietnam, tourism is of similar importance to that in OECD countries in terms of employment but higher in terms of national GDP. For others, like Argentina, Brazil, Chile and Ecuador, tourism generates lower proportions of employment (around 2-3%) and also contributes a little less to GDP (typically around 2-4%).

Importance of Road Safety for Tourism

The importance of road safety for tourism was assessed in different ways. Firstly, it is crucial for all countries to project themselves as safe places to visit. Major road crashes (e.g. bus and coach crashes or multiple vehicle pile-ups) receive wide publicity internationally. Clearly, such adverse publicity could impact very negatively on country images as safe places to visit – and therefore on tourism and potential tourism income to these countries in the future.

Of course, when crashes involving tourists do occur, the human suffering for all victims of road trauma and their families is incalculable. Crashes resulting in tourist fatalities often cause resident fatalities and serious injuries. In developing countries, the residents killed are often from socially disadvantaged groups and loss of a breadwinner can reduce a family to poverty.

Road fatalities and injuries also impact directly on local economies, including emergency and health services. National road crash costs are typically 2-3% of GDP and are a major drain on all national economies - and particularly those of low- and middle-income countries. Tourist proportions of national fatalities may be around 5%, but tourist proportions of crashes are likely to be significantly higher in tourist locations, with costs countries cannot afford.

The International Road Assessment Programme (iRAP) has adopted a rule of thumb estimate for the value of productive and quality of life lost for each fatality, i.e. around 70 times the level of GDP per capita of the person's country. The estimated costs are high indeed.

Economic Importance to Home Countries of Road Fatalities of Citizens Travelling Abroad

Tourist road fatalities also have significant impacts in their home countries, the costs of which are generally overlooked. As with road crashes anywhere, the impacts on the individuals involved and their families can be immense and the costs to the home country very high indeed. The example provided below is for 'US Citizens Abroad' traveller fatalities in Mexico.

There were 509 road fatalities of 'US Citizens Abroad' in Mexico over the period from 30 September 2002 to 31 December 2007. Using the economic 'value of life' approach adopted by the International Road Assessment Programme to calculate road safety investment benefits, the costs to the United States of the productive and quality of life lost due to these road fatalities in Mexico could be up to \$US 1.6 billion over this period – or an average cost of over \$US 300 million per year.

Worldwide, with reported road fatalities of US Citizens Abroad around 1341 over the same period, the costs to the United States economy of US traveller road fatalities worldwide could be estimated at more than \$800 million per annum - and the total costs to the US over the period from September 2002 to December 2007 could have been over \$4 billion.



Similar assessments could be made for all countries whose citizens are killed while travelling as international tourists on the roads in destination countries. Of course, such fatalities and costs are not inevitable. Using an estimate of the economic value of preventing a fatality could help provide the motivation needed to support the implementation of measures that have proven to be effective.

As an indication, the US Department of Transportation determined in 2008 that the best current estimate of the economic value of preventing a US human fatality was \$US 5.8 million. The equivalent value for most developed countries would probably be somewhere in the \$US 1 – 3 Million range, for each fatality prevented. The incentives to reduce fatalities are large indeed.



Conclusions

Road trauma now ranks as the leading cause of death and injury among international tourists. There is now more than enough evidence available to confirm that, across the range of destination countries for international tourism:

- Road crashes represent the highest fatality risks that international tourists are likely to face.
- Road traffic injury risks are well in excess of other risks such as health, violence and injury. In fact, tourist risks of road traffic injuries are appreciably higher than health risks such as epidemics (e.g. AIDS), illnesses (such as malaria and cholera), personal security risks associated with international terrorism, violence and crime, travel injury risks on modes other than road transport modes (e.g. aviation), and other personal injury risks such as drowning.
- Unless action is taken to address tourist road safety risks, the numbers of international tourists killed and seriously injured on the roads will continue to rise, in some countries quite rapidly, as tourist numbers and general road fatality rates also increase. Globally, international tourist road fatalities could increase three-fold to around 75,000 per annum in 2030.
- Road transport systems in the overwhelming majority of low- and middle-income countries around the world are 'medium' or 'higher' risk – i.e. their road transport systems are not safe.
- Overall risks for tourists abroad depend to a considerable extent on the general safety environment and level of enforcement – and in particular the safety of infrastructure and vehicles, extent of speeding, driving while under the influence of alcohol or drugs, etc. Tourists will be much more at risk in countries that have high fatality rates on their roads.
- Tourist risks will also be higher due to tourist-specific risks such as: unfamiliarity, disorientation, distraction and fatigue; and circumstances where tourists themselves are not well prepared e.g. a lack of harmonisation in safety practices across countries (such as pedestrian priority at crossings), or are involved in risky behaviour.
- Many tourists and other travellers make international trips without much information on road safety and suddenly find themselves in destination countries and situations where they face increased risks and real danger of being seriously injured or killed on the roads.
- The overall risks tourists from developed countries face on the roads in destination countries are often likely to be appreciably higher than risks in their home countries – and also higher than those faced by local residents.
- Tourists should not have to accept road safety risks as an inevitable consequence of international tourism. Nor should they have to accept poor or inadequate safety standards that could put their lives and others' lives at stake.
- Clearly, elevated risks of road fatalities and injuries are not consistent with tourist expectations or the need for 'sustainable tourism' - such as referenced in the Davos Declaration, October 2007.

- From an organisational point of view, tourist road safety in destination countries is generally regarded as someone else's responsibility. This is no longer acceptable.
- Under best practice "Safe Systems" approaches, road safety must now be regarded as everyone's responsibility – recognising no level of fatalities or trauma is acceptable. "Safe Systems" practices and approaches must be applied to tourist road safety as well.
- International and national tourism authorities and tourism industry organizations need to clarify their responsibilities for the safety of international tourists on the roads in destination countries.
- At tourism industry operational levels, businesses need to assume and discharge their responsibilities for the safety of their own and contracted services, as legal 'duty of care' requires and any reasonable person would expect.
- The impacts of tourist road crashes are not restricted to those involved. Tourist road fatalities in destination countries also have significant impacts in home countries – and impose high economic costs at home – the costs of which are generally overlooked.
- Rather than accepting tourist road fatalities as inevitable, home countries should develop estimates of the economic value of preventing a citizen fatality – and use this to guide the cost-effective measures needed to reduce or avoid tourist fatalities in future.
- With international tourism so highly intra-regional, self-interest alone might encourage developed countries to help destination countries in their region improve their road safety performance. By helping avoid crashes, fatalities and injuries in destination countries, this would clearly be in the interests of their citizens when they travel abroad. This could also help avoid the high economic costs at home of such road fatalities abroad.

Recommendations

Increasing tourist road fatalities are expected in future, unless appropriate action is taken. The impacts on the individuals involved and their families will be immense and the costs to the both home and destination countries very high indeed. Given the values that can be attached to preventing fatalities and injuries, there is a compelling need for appropriate action. Many actions can be taken and should be taken where cost-effective, recognising that tourist road safety problems start with inadequate information and preparation in home countries. Once travelling, tourists are widely spread and their travel widely dispersed – which reduces the prospects for cost-effective action and the reliance that can be placed on such action alone in destination countries.

The Report sets out a range of possible future actions that can be taken locally, nationally and internationally, where required, to deal with the key issues, under six main headings. Examples are provided below, as an indication of actions to be considered where local or broader circumstances require. Implementing these recommendations should be considered a priority by governments, the UN World Tourism Organization, and the tourism industry during the UN Decade of Action for Road Safety 2011-2020.

Industry organisation and coordination

1. Peak industry bodies (e.g. the World Travel and Tourism Council) should take the lead in bringing tourist road safety issues before coordinated international and national industry councils. Regional and national bodies should take the lead in raising awareness, embedding tourist road safety in international and national programmes and improving outcomes. Tourism industries should embed tourist road safety in their projects, identify the most appropriate actions, oversee their implementation – and monitor results.
2. The industry should also provide consistent advice - highlighting road traffic injury risks as the key health / injury risks tourists are likely to face - in tourism and travel risk assessments, including on their web sites and in their country's official travel advisories.

Information needed

3. Authoritative information is required but rarely available on tourist travel and road safety risks – and the actions available to reduce those risks. A primary focus should be on prospective tourists in home countries where access to the information they need will help them prepare and increase their demand for road safety. Information should also be available on arrival and as needed while travelling in destination countries. Web-based information delivery will be crucial, given tourists' increasing use of the internet.
4. Government travel and tourism websites, travel agency, airline and motoring and road safety websites will be important. Information could also be provided in many other ways e.g.: travel magazines; videos on flights, multilingual maps and signs, information at service stations and on mobiles; and via many other delivery options. Better use could be made of direct points of contact at home (e.g. when at motoring clubs for international driver licences) and in destination countries (e.g. when seeking directions and assistance).

Tourist responsibilities and actions

5. Tourists must play a pivotal role in ensuring their safety and they need to accept a high degree of responsibility and should not compromise on road safety simply because they are on holiday abroad.
6. They need to avoid risky options (e.g. driving at night) and unsafe behaviour (such as speeding, drink-driving and no seat-belts) and choose safe options (e.g. the safest modes). They also need to seek advice on the other actions available to reduce their risks such as: making safe road travel choices; avoiding distraction and disorientation; resting and avoiding fatigue etc.

Industry responsibilities and actions

7. Tourism is a “trust product” but experience indicates that the safety of the product or service offered does not always deserve to be trusted. Action needs to be taken in countries where industry ‘duties of care’ are not being discharged and where there are real concerns with the safety of tour and travel services offered and the vehicles used. Transparency and evidence are required so consumers have the safety assurance they require - and operators with unsatisfactory safety records have sufficient incentives to improve and maintain their safety performance.
8. At present, the terms of engagement tourists accept generally do not set out the safety responsibilities of the travel and transport operators providing the services. Transparency and assurance would be improved if all contracts and other terms of engagement included due recognition of the provider’s safety responsibilities and visual evidence to assure tourists that the vehicle(s) and driver(s) provided are safe.
9. Hotel, airline and holiday chains can, and should, do more to use their dominant economic position to encourage road safety improvements from service providers, such as taxi and bus firms, as well as from public authorities in tourist destinations.

Employer responsibilities and actions

10. Employers have a ‘duty of care’ for their employees and responsibility for the safety of work-related travel internationally as well as nationally. The careful management of work-related road safety risks and staff road safety are now vital issues that no international organization, national authority or responsible company can afford to ignore. Such organisations should be encouraged to set up Staff Road Safety Schemes that will improve road safety for their employees and assure the protection they need when traveling abroad.
11. Where organisations run their own fleet operations overseas, they should be responsible for - and encouraged to take the actions available to improve - the safety standards of their operations, e.g. using fleet purchases to improve the safety standards of their fleet vehicles.
12. Of course, some of the outcomes required may be better achieved – or only achieved - by joint action by the road safety partners involved. More broadly, UN organizations and UN Regional Commissions might need to lend their support to governments, industry bodies and NGOs if coordinated action is needed in several countries or across a region.

13. The full range of possible actions identified is quite extensive but again, this is not really surprising - given tourist road safety is a policy area that has generally been overlooked.

Short Term Actions

Important and practical actions can be taken in the short-term, while prospective road safety partners are considering the contributions they will make more broadly.

Assembling authoritative road safety information would be a very good place to start. There is a need for general road safety advice, applicable across countries, that can be provided to some of the organisations and their people who are in direct contact with tourists. There is also a need for country-specific advice, particularly in countries with high tourist risks. Once authoritative road safety information is available on which potential road safety partners can rely, they will be able to prepare and disseminate consistent and well-targeted advice to tourists.



Developing road safety guidelines is another important area for short-term priority action. A short guidelines publication could be prepared to assist those dealing with tourists (e.g. hotels and other accommodation providers, rental car companies, tour operators and other transport providers, and motoring associations) – and distributed as appropriate, targeting the locations, entities and activities where it is likely to have the greatest and most cost-effective impact.

Strategic Options

Given the increasing globalization of both international tourism and road travel risks, some more strategic actions, able to be undertaken on a coordinated international basis, deserve careful consideration. With outside help, these would be more likely to attract the project experience, cooperation and funding assistance required.

The Report highlights a number of strategic options that have not been widely considered to date but which potentially could address many of the widely spread problems and issues identified. These options for coordinated international action are summarised below:

- Road Safety 'Passports' could be developed and disseminated as widely accessible web-based sources of road safety advice. Their content could include authoritative information on the road safety risks tourists face in destination countries – and advice on actions they can take to minimise those risks. A primary focus would be prospective tourists while still in home countries. They could also be used to deliver additional advice while travelling. By ensuring travellers are well informed, they could also help increase tourist demand for road safety in destination countries.



- A Tourist Road Safety Charter could be developed to provide assurance of the safety quality of the vehicles and services tourists use. A Charter could supplement safety checklists and public sources of information on the safety of vehicles. If developed as needed, with a voluntary choice on adherence, a Charter could become widely respected as an indicator of safety quality in international travel and tourism markets. A widely recognised trademark would allow all parties involved (e.g. hotels booking taxis, travel agents booking tours and tourists booking travel themselves) to see and rely on the Charter when booking services, whether this is done in origin or destination countries.
- Tourist Road Safety Surveys could gather essential data on international tourism, travel and road safety risks not currently available through official government channels. Electronic collection and analysis of such data could provide the insights needed on tourists' travel patterns, exposure on the roads and road safety experiences in destination countries. The surveys could identify road safety concerns and tourist-specific risks, help prioritise the actions required and enable comparison with risks faced by residents. Surveys undertaken nationally and internationally - on a consistent and coordinated basis - would allow monitoring of tourist road safety performance and, over time, improve road safety outcomes for tourists.

- A Designated World Tourism Day on Road Safety would increase the awareness of road safety internationally and the importance of tourist road safety, throughout the travel and tourism industry and amongst the general public. The WHO's World Health Day on Road Safety in 2004 allowed everyone to see how successful a World Day dedicated to road safety could be. A World Tourism Day dedicated to road safety could also be very successful, highlight the risks to which tourists are currently exposed, focus attention on the action needed and increase demand for road safety. The timing would depend on sufficient progress having been made on the other substantive actions underway.

One of the attractions of all of these options is that they could be initiated and implemented locally, regionally or even globally. They could therefore be tailored to match the geographic scope and scale of the particular problems to be addressed. Another is that, if fully coordinated, they could be undertaken with wide organizational, industry and public involvement. They could be expected to have a primary effect in origin countries and increasing effects in destination countries. A further attraction is that, as well as promoting tourist road safety, they could help increase public demand for road safety and contribute to improvements in the general safety culture and overall road safety performance in destination countries.

Each Strategic Option would require international leadership and coordination and adequate funding. Most would offer opportunities for industry and / or motoring organizations to take the lead internationally – and coordinate the actions required in many countries from a central location. Although the costs involved have not been investigated in detail, it is likely that each could be undertaken at reasonable cost, taking into account the widespread benefits they would deliver.

There is growing international momentum to improve road safety. In 2011 the United Nations will launch the Decade of Action for Road Safety with the objective of stabilising, then reducing, road deaths and injuries across the world by 2020. The tourism community has an important role to play in helping to meet this goal. Working in partnership with developing countries to develop sustainable tourism, the tourist industry should be using its voice and its economic position to promote safe roads, for the benefit of international visitors and the populations in tourism destinations alike.

About the Author: John White

John White is an independent transport consultant. Between 2000-06 he worked at the OECD in Paris and from 2004 headed the Joint Transport Research Centre (JTRC), which was established in January 2004 by the Organisation for Economic Cooperation and Development and the European Conference of Ministers of Transport. He was Secretary to the Joint OECD/ECMT Transport Research Committee which comprised senior representatives from the 50 OECD/ECMT member countries and oversaw the JTRC's Programme of Work as approved by Transport Ministers. His JTRC Programme responsibilities included 3 projects related to road safety (Ambitious Targets, Speed Management and Young Drivers) undertaken by Working Groups with the participation of around 20 OECD and ECMT member countries.

From 2000 to 2003, John White worked for Transport Division, OECD and from 2002, was Principal Administrator with responsibility for the Road Transport Research Programme. He developed transport inputs to the OECD's sustainable development work and contributed to the OECD's Liberalisation of international air cargo transport report. Prior to 2000, John White held senior executive positions in the Department of Transport and Regional Services in Australia, with responsibilities for international and domestic transport policy, transport regulatory reform and government business enterprises. These included leading the portfolio development of Strategic Transport Directions for the Minister; motor vehicle safety in the Federal Office of Road Safety; developing the regulatory framework for the privatisation of Australia's major airports (the Airport's Act 1996); domestic aviation deregulation and corporatisation of Australian Airlines, as well as land transport/urban transport evaluation and funding programmes. John was also a member of APEC's Transportation Working Group and Steering Committee member of APEC's Congestion Points Study completed in 1995.

John's academic qualifications are in Engineering (transport and civil), Arts (economics and politics) and transport economics.

Acknowledgements

The author and the FIA Foundation would like to acknowledge the participants in a seminar on road safety and tourism which was held in Paris in late 2008 and provided an important foundation for this report. Participants included representatives of the Association for Safe International Travel (ASIRT); British Petroleum (BP); Federation Internationale de l'Automobile (FIA); Fleet Forum; Global Road Safety Partnership (GRSP); International Road Assessment Programme (iRAP); UK Foreign & Commonwealth Office; US State Department; the World Bank; and the World Tourism Organisation (UNWTO). Presentations from the seminar are available online at www.fiafoundation.org

The FIA Foundation's tourism safety project was coordinated by Rita Cuypers, Director of Campaigns, with input from Dr Bella Dinh Zarr, Director of Road Safety.

A full version of John White's report can be accessed online at www.fiafoundation.org



The FIA Foundation has been established in the United Kingdom as a registered charity with an endowment of \$300 million made by the Fédération Internationale de l'Automobile (FIA), the governing body of world motor sport and the international association of motoring organisations.

Our objectives are to promote public safety and public health, the protection and preservation of human life and the conservation, protection and improvement of the physical and natural environment through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;

and

- promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users.

The Foundation conducts its own research and educational activities as well as offering financial support to third party projects through a grants programme.

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≡ MAKE ROADS SAFE

The Campaign for Global Road Safety



The Make Roads Safe campaign was launched in 2006 by the Commission for Global Road Safety, led by former NATO Secretary General Lord Robertson. The campaign is managed and financed by the FIA Foundation, an independent charity.

Since 2006, working in partnership with NGOs, public health organisations, motoring clubs and more than a million people around the world, the Make Roads Safe campaign has pushed road safety up the policy agenda:

- Proposing and securing the first ever UN-backed Global Ministerial Conference on road safety
- Persuading the world's leading development banks to take joint action to prioritise road safety
- Proposing and leading the campaign for a Decade of Action for Road Safety

To find out how you can support the Make Roads Safe campaign during the Decade of Action, visit our website at www.makeroadssafe.org

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The Campaign for Global Road Safety

ENSURING THE DECADE *IS* ACTION



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