

THE SAFETY VALUE CHAIN ARE YOU THE STRONGEST LINK?

Accommodation, restaurant and activity services



THE SAFETY VALUE CHAIN PROTECTS THE TOURIST'S SERVICE JOURNEY

Tourists use many different services during their trip. The service operators in the region must take care of safety throughout a tourist's service journey.

As the name implies, the safety value chain is a chain of events and situations, which all must be taken into account in terms of safety. The safety value chain starts already when the tourist is planning his or her trip and selecting a travel operator. The chain ends when the tourist returns home with the trip.

The tourist wants to experience the entire service journey safely. The service operator wants to maintain the integrity of the safety value chain. When both of these goals are met, the trip is successful.



A GOOD CHAIN NEEDS EACH LINK

The most effective way to promote safety in the entire tourism region is network co-operation. It enables the service operators in the region to improve their knowledge and identify critical points. An individual operator can, together with the other operators in the tourism region, build a strong safety value chain. When all the stages of a trip are successful, safety acts as a discreet chain comfortably in the background. However, the failure of the value chain always leads to certain consequences, which are good to understand. Systematic safety management is essential for managing safety and maintaining the integrity of the value chain.

TAKE CARE OF THE SAFETY VALUE CHAIN.

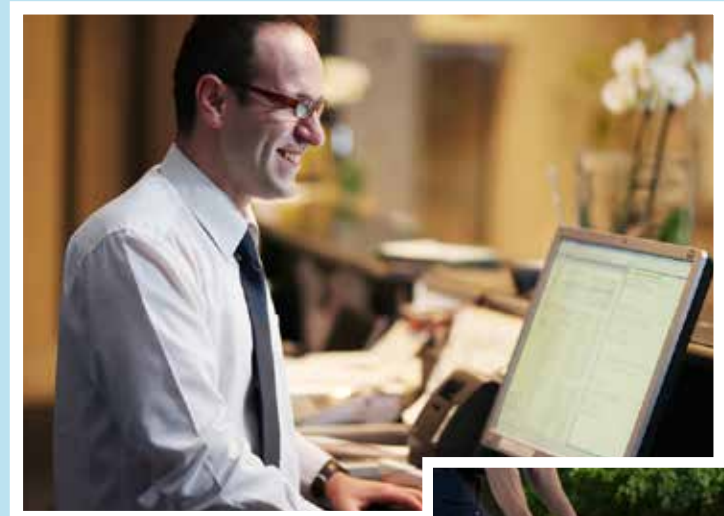
The failure of the value chain impacts the service operator, causing financial harm or damaging its image.

It also has an adverse effect on the other operators in the region: the tourist cannot use the services of the other companies in the area after a food poisoning or personal injury, for example.

It may also impact the entire region: a bad experience may likely prevent the customer from returning to the destination in the future.

BENEFITS OF NETWORK COOPERATION:

- Improves safety throughout the region.
- Improves the safety of individual companies.
- Can improve the general infrastructure of the region.
- Provides more operators with access to the best practices.
- Operators can gain cost-savings by organising joint training sessions.
- Cooperation with other companies that offer similar services increases awareness of the level of safety and risks in the region.
- The network has more resources and influence.





TIPS FROM THE AUTHORITIES

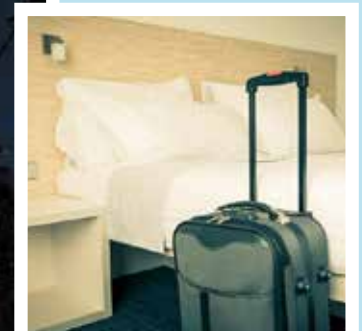
The accommodation operator should pay special attention to the condition of surfaces and structures in the building. Each year, the authorities receive several complaints about untidy rooms, saunas and the smell of mould in the accommodation. Bodily fluid stains on curtains or sauna rooms attract unreasonable media coverage. Customers may first submit photos and information about the issues they encounter to the media, authorities or social media channels before the personnel learn of the issues. A good feedback system saves a lot of unnecessary trouble.

SAFETY STARTS IN THE FRONT YARD

The accommodation provider has a significant role in a tourist's safety value chain. The accommodation should be a safe base for the tourist, from where he or she can visit the tourism region. Identifying critical points is an effective way to improve safety.

EXAMPLES OF SAFETY MANAGEMENT:

- Creating a positive safety culture in the organisation.
- Implementing safety throughout the organisation and committing the personnel to the operations.
- Regular safety surveys.
- The management is responsible for the organisation's safety overall, but responsibility and measures are divided among the personnel.
- The housekeeping personnel have the best knowledge of the rooms and their level of safety, and they are responsible for reporting any deviations they encounter.
- The maintenance worker of the building is responsible for inspecting the technical safety aspects and reporting the deviations.
- The personnel make daily observations and takes measures regarding safety.
- The personnel receive training, which strengthens the safety competence and readiness to respond to exceptional situations.
- Protecting customer information is a priority.

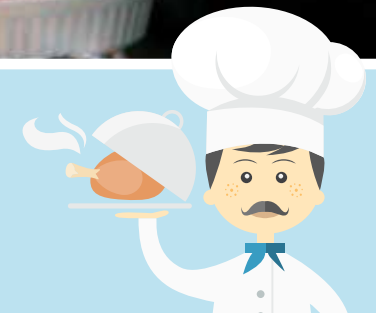


SAFETY IS NEXT TO GODLINESS

The safety aspects of restaurant services focus on many other things in addition to the food served to the customer. The operating environment and working methods should consider personnel and customer safety on many levels.

EXAMPLES OF SAFETY MANAGEMENT:

- Everyone understands his or her role in the safety value chain.
- The managers' example directs the employees' attitude towards safety.
- Responsibilities and targets, principles of operation and working methods are defined for both personnel and the management.
- The necessary safety aspects are discussed with the personnel when serving large groups or organising events.
- Seasonal workers receive familiarisation with the safety tools.
- A special checklist is prepared for the extras, which the shift manager uses to discuss the most important matters before the shift.
- Open and continuous safety communication.
- Attention is paid to simple and minor things: slip and fall accidents and fires, for example, may start with a minor error.
- Risk management is conducted through continuous risk mapping and assessment



TIPS FROM THE AUTHORITIES

Restaurant operators should pay special attention to the kitchen and its condition. It is good to track the physical health of the personnel because a common norovirus infection, for example, can spread even several days before the symptoms start. Documentation should be as comprehensive as possible: if a situation has to be reviewed after a long period of time, it is always better if there is written documentation available on the incident.

ADVANCE PLANNING IS KEY

Competent guides and careful advance planning are essential for the successful implementation of activity services. Most of the time, the activities are an entirely new experience for the customer on unfamiliar ground. Something that may be self-evident for us might be for the customer something that he or she may not even think of.

EXAMPLES OF SAFETY MANAGEMENT:

- Safety is improved together with the personnel.
- The competence of the personnel and readiness to respond to exceptional situations are ensured through training and familiarising everyone with the operator's concept.
- The goal is to have zero incidents.
- The guides have the obligation to report any encountered safety deviations and possible near misses.
- Debriefing after dangerous situations.
- Documentation and tracking of safety efforts.



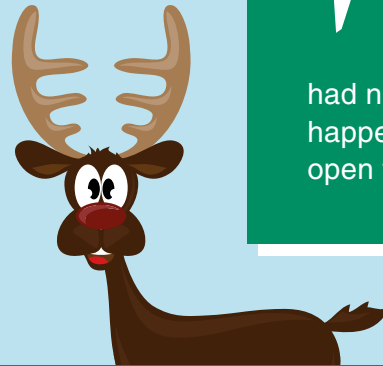
TIPS FROM THE AUTHORITIES

A safari operator should prepare for situations in which the customer is reluctant or afraid to report an accident immediately after an activity. Calls to emergency services may be followed by a call from the press. For example, emergency missions are logged to public online services in real time. A crisis communication plan is very helpful in such situations.



NEAR MISSES THAT COULD HAVE BEEN WORSE

From time to time, we encounter dangerous situations, and sometimes they become serious. Accident prevention requires careful and diligent planning and anticipating possible scenarios. The following examples show how the safety value chain can fail and just how many potential points of failure there ultimately are.



A foreign customer lost their access card and was locked outside late at night. The front desk was closed for the night and the hotel's contact information had disappeared from the front door, so the customer had no way of contacting the hotel personnel. Luckily, someone happened to pass by and helped the customer call the hotel and open the door.



A small fire in the kitchen was extinguished with a powder extinguisher instead of a fire blanket. This resulted in a mess that closed the restaurant for the night



The anchor of a dog sled became detached and stuck to a tree. As the dogs continued running, the sled broke and the driver was flung onto the ground. If the driver had hit a tree at high speed, this would have been a severe accident.



The chef knew that the customer has a pepper allergy. However, the chef inadvertently used a seasoning mix that contained paprika. The customer had an allergic reaction and had to be taken to emergency care.



Foreign customers pet the reindeer despite prohibitions. There have been many incidents where a reindeer has poked the customer with its antlers.



During a snowmobile safari, a little girl in the sled started to cry. The guide investigated the situation and found that she was only wearing underwear under her snowsuit.





BECOMING THE STRONGEST IN EUROPE

Lapland is a good place for examining the strength of the safety value chain because Lapland's tourism strategy aims to make Lapland a model region of safe tourism for Europe. The safety of the destinations has been promoted through regional network cooperation following a unique model. There is a safety workgroup in 11 destinations in Lapland, which works proactively for improving the safety of the region. As a result, Lapland has gained significant safety competence. This extensive multi-level network comprises several different parties, including entrepreneurs, authorities, organisation representatives and third sector parties. The objective is to create a safe tourism region in which the operators pay special attention on the safety aspects. We should maintain a strong safety value chain and ensure that the tourists return home happy with the trip.

