

# A Handbook for Safety in Tourism and events in Helsinki



v.1

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#### **We:**

*Tourism safety network, all operators affecting the safety experience of tourists in Helsinki*

#### **You:**

*A company, association or official related to tourism or catering to tourists*



By clicking this icon you can always find further reading on the subject.

## Before diving into Compass: **Get to know the safety in tourism terms**

### **Safety**

A situation or system status can be called safe, if its risks are at an acceptable level and the safety can be measured by estimating the size and acceptability of identified risks. Safety can also be a person's subjective experience, which is difficult to measure numerically.

### **Safety in tourism**

Safety in tourism means the insurance of a disturbance-free tourism process. Factors of a tourism process include tourists, tourism companies and their employees as well as the tourism area, internal and external operational environment and the entire service chain of tourism from start point to destination and back.

### **Service chain thinking in tourism**

The field of tourism is strongly interconnected both within Finland and abroad forming a service chain and through that a safety value chain. The service chain is formed, for example, by a whole comprised of land transport companies, accommodation establishments, airlines, travel organisers and travel companies, which affects the tourist's experience.



Also, have a look at the glossary at the end of Compass, on page 35!

# 1.

## **Introduction to tourism and events safety in Helsinki**

**The capital of the happiest country in the world:**  
Safety creates happiness

**A place of sustainable development:**  
We keep our promises a

**Everyone is welcome here:**  
We are committed to ensuring the human rights of all locals and tourists



Image: Camilla Bloom

Safety is an important part of a sustainable travel destination and responsible operations. To a tourist, safety is at least equally important as quality.

We create a safe Helsinki for tourists. We manage safety together, in a planned and holistic manner.

We have created common requirements and goals for safety. We communicate about safety visibly and consistently.

It is our goal that Helsinki is the safest capital to travel to in 2030.



Image: Camilla Bloom

# Safety is important to tourists

73%

stated that responsibility issues affect their future travel choices.

31%

specified that this had to do with safety.

*SMAL questionnaire in summer 2021 (N=1096)*



Image: Camilla Bloom

# The City's comment

## Safety in tourism and events in Helsinki

Safety concerns the entire city, from tourists to tourism professionals and city residents.

The pandemic and the Russian invasion war in Ukraine have challenged tourism operators in an unprecedented manner. Safety has become an increasingly important part of responsible tourism, requiring more precise guidelines and joint communications. Furthermore, the observing of safety practices and preparing for new threats require that companies engage in continuous monitoring and anticipation. In 2020, the project "Regional management of safety in tourism" was launched for the tourism sector in Helsinki with the aim of meeting these requirements. The coordination of safety in tourism has been continued after the project as part of the development work of the city's Tourism and Destination Management Unit.

Tourists' sense of safety is a multidimensional and subjective experience, but it can be influenced with words and actions. The provision of safe tourism services involves both statutory obligations and a lot of small acts and care which the quality and customer experience of the services then reflect. Since there are so many requirements concerning this matter, it might be difficult to determine the areas in which to invest and where the necessary information can be found. The Handbook on Tourism Safety in Helsinki, or Compass, was created on the basis of surveys and co-development workshops aimed at companies. The handbook provides comprehensive safety information and guidance. This Compass is an updated version of the handbook that was completed in December 2022. A development plan for the safety management of tourism has also been prepared for Helsinki. The plan examines the city's existing safety structures from the perspective of tourists. Together, the Compass handbook and the development plan form a package that outlines the development path of safety in tourism in Helsinki.

The pandemic and the war will not be the last crises that the tourism industry will face. Finland's positive security image is of great importance to Helsinki, but it also means great responsibility. In the post-pandemic and post-war world, safety and security can become very significant competitive assets. Investing in safety is economically beneficial, because it increases a destination's attractiveness and pulls in new tourists. Therefore, it is important that the development of safety in tourism in Helsinki will be continued in systematic cooperation between the city, companies, authorities and other safety operators. A management team for safety in tourism, led by the Tourism and Destination Management Unit of the City of Helsinki, has been set up to steer the development and cooperation. The team includes authorities and business representatives.

Helsinki wants to be the smartest and most sustainable destination in the world and also the world's safest capital for tourists by 2030. We hope that you will actively use this handbook and let it act as a compass and support as you navigate the jungle of safety practices.

Nina Vesterinen  
*Tourism Director*  
**City of Helsinki**



The 2020–2021 project "Regional management of safety in tourism" was part of the "Development projects promoting the recovery of the tourism industry" funding of the Ministry of Economic Affairs and Employment. The updates to the Compass have been implemented within the framework of the project Sustainable Growth for Tourism: Southern Finland 2022–2023.



Image: Jussi Hellsten

A comment from the  
tourism industry

# Visit Finland – safety is a part of sustainable travel everywhere

Safety is an important factor when choosing a travel destination and also part of the quality of travel. Even though foreign tourists see Finland as a safe travel destination, becoming complacent is not enough, as the following of safety guidelines and preparing for new threats requires constant monitoring and prediction. This was seen in practice when the pandemic surprised even the most experienced tourism countries.

Safety in tourism must be considered in the entire safety of the travel destination as well as for the service or product offered to the customer. The societal responsibility of the company also includes following laws, regulations and guidelines pertaining to safety and operating in a responsible way with customers. In the current pandemic situation, societal responsibility is emphasized especially when it comes to following health safety guidelines and conveying these guidelines to the customers.

Visit Finland warmly recommends this practical handbook produced by the Leading the Safety in Tourism in Helsinki Area project to all tourism companies. We at Visit Finland view continuous regional development work as important and hope that with this handbook companies have developed and strengthened their know-how and concrete actions for safety, and that we can soon see the feeling of safety in tourists strengthened even further.

Terhi Hook  
*Development Manager*  
**Visit Finland**



Image: Jussi Hellsten

# A comment from a colleague

## Suomenlinna - cooperation

The world heritage site Suomenlinna is an important part of the Helsinki travel destination, but we are also a destination within a destination. At Suomenlinna the visitor experience is produced in cooperation with a large number of operators. Safety is also an important part of the visitor experience, and so the cooperation with local operators is important for safety development also.

Suomenlinna is a place of residence, work and visiting, so there are many aspects to safety development. As one of Helsinki's city areas we cooperate extensively with various officials. Communication and working together is especially important when there are many different organisations, companies and other actors involved in safety work.

Uniform and repeated communication before the visit and of course also on-site is in an important role. As a large portion of visitors before the pandemic were from different language and cultural backgrounds, it is important to recognize the requirements to visitor communication brought by it. If there are many visitors with various language and cultural backgrounds, it must be decided which language versions to adopt and clear pictograms can be used to make things easily understandable regardless of language. Uniform direct or implicit communication of safety aspects pertaining to the visit at various stages of the customer path create a basis for a successful visit.

Everyone of us has to do their share for developing the safety of the area from the tourism perspective. This safety project coordinated by the City of Helsinki and the handbook produced by it provides us tourism operators in the area with many concrete tools and guidelines for developing safety in cooperation with others.

So make use of this handbook!

Milla Öystilä  
*Tourism Expert*  
**The Governing Body of Suomenlinna**

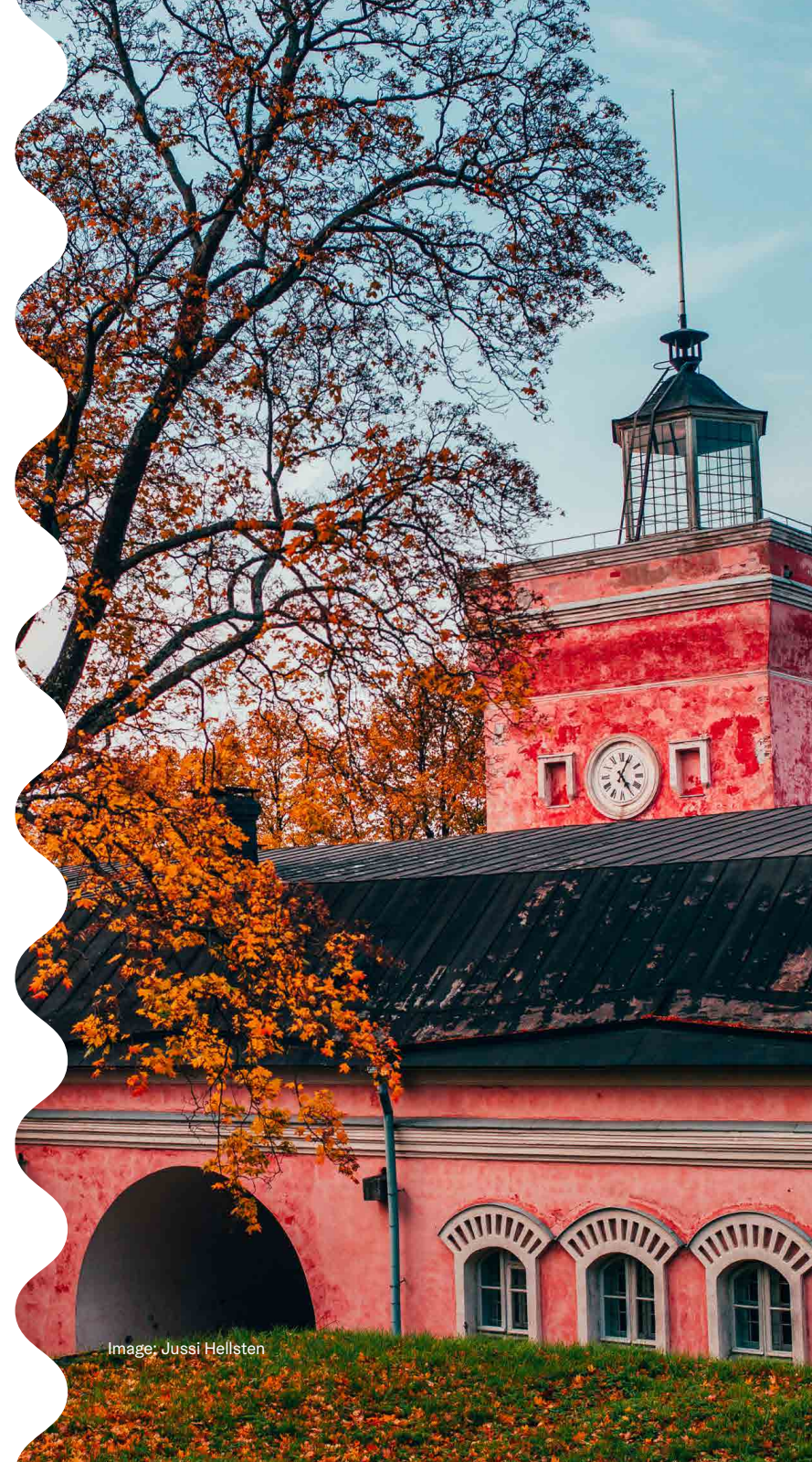


Image: Jussi Hellsten

# A comment from a partner

## Tukes - tools

### Safety won't create itself – it is planned.

Safety work in a tourism company consists of taking care of very everyday matters. Solving the question how to best serve the current customer group in such a way that things go safely and smoothly. It is worth, however, to plan safety matters beforehand. This is helped a lot by, for example, a safety document or the like. A safety document is a practical handbook for the company and its employees, not a document drawn up for officials. Another useful tool is this handbook.

When it comes to the safety of tourism services, every company has an important part to play. It may be a cliché but it's true; the chain is only as strong as its weakest link. The effects are not only limited to companies used by the customer. Bad news travels far, and harm can be done to the other companies in the area as well as the entire industry.

Safety decreases disruptions, increases perceived quality and creates better revenue. Safety always has also a human factor. No-one wants their customer to be hurt when using their services. One program service entrepreneur said it well:

*"It's my goal in my work that the customer has fun, goes home healthy and I've made a bit of money in the process."*

Hannu Väärälä  
Senior Officer, M.P.S., Wilderness and Nature Guide (VQ)  
**The Finnish Safety and Chemicals Agency (Tukes)**



Image: Jussi Hellsten

# 2.

**You are an  
important part of  
making tourism  
and events safe  
in Helsinki**

The experience of safety already begins to take shape when dreaming of the trip and continues throughout the trip.

A tourist experiences several different services, destinations and people during travel – each of these service chain links affects what the experience feels like.

Here we have gathered methods to improve the safety of tourists through your own actions. The methods include requirements for creating a basis for safe operations as well as tips for further development that are useful even for the more seasoned professional.



Image: Camilla Bloom

# A safe Helsinki experience is created by cooperation

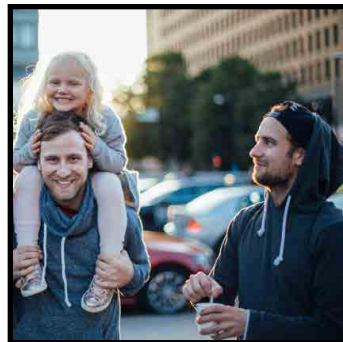
DREAMING	PLANNING & BOOKING	EXPERIENCE		SHARING
I FEEL TAKEN CARE OF. IF I NEED INFORMATION OR HELP, I CAN FIND IT EASILY.				
Prevention: uniform language and appearance, considering various target groups, service mindedness, accessibility, instructions, guidance, tips				
<p>My image of Helsinki is safe. I identify with the materials of the destination and feel welcomed.</p> <p>Responsibility brand, visible social/psychological safety, diversity participation, representation</p>	<p>The safe image is intensified when planning the trip: I am able to find answers to my questions and more. I'm informed about what is included in the service and where, where I can get additional information at the destination, if needed. I know how to prepare for winter, how and with what to pay, what language to use when communicating with the locals, what services are available and which attractions are temporarily out of use. I already know what to do, if I get sick or where to get help.</p> <p>Attraction information on the internet and in interaction with the service provider, information about exceptional circumstances, internet security in the booking stage.</p>	<p>The arrival in Helsinki and transfer to accommodation is pleasant, even if the travel time is long. I can see that the image I had of the destination was correct.</p> <p>Customer service along the entire travel chain, guidance which takes into consideration the varying cultural backgrounds and language skills of the tourists, travel connections, cleanliness, upkeep</p>	<p>The destinations and services provide me with a sense of safety. I know that my payment or personal details are not being used for the wrong purposes. Safety-related issues are communicated in a neutral way, not by exaggerating threats. I'm not startled by future situations, as I'm already prepared for them. In an emergency, I know where to get information in my preferred language.</p> <p>Realising and communicating safety measures, possible threats and instructions to the customer.</p> <p>In an emergency, I will get help easily and I feel I can trust the authorities.</p> <p>Communication in exceptional circumstances, preparedness and know-how of destinations and service providers, 112 application</p>	<p>When leaving, I'm not worried about schedules, connections or terminals, as I have had a smooth customer path when arriving and I know I can trust it when leaving.</p> <p>Customer service, guidance, connections, cleanliness, upkeep</p> <p>I feel that Helsinki is genuinely interested in my safety, as I have had several opportunities to give feedback. I feel heard, because my feedback is answered and is reacted to within a reasonable amount of time.</p> <p>Asking for feedback at attractions, services and as a city and reacting to feedback.</p>

*I hope I can concentrate on networking at the event and not have to worry about my safety or face racism. I can walk on the street in the evening in peace.*



BUSINESS TRAVELLER

*We hope we can explore Helsinki safely as a LGBTQ+ family. If our child becomes ill unexpectedly, we know where to get help quickly. Families are taken into consideration at destinations and during travel.*



FAMILY

*I hope I can have a spontaneous Helsinki experience and get to know the locals. I know what to prepare for in the night life, when in the sauna and when camping in the archipelago in autumn, and where to get help, if needed.*



ADVENTURER

*We hope that we can visit the sites in peace and during accessible guided tours provided by companies who have taken safety into account. We are provided with the necessary information about, e.g., pickpockets, necessary vaccinations, weather conditions and water quality beforehand.*



GROUP

# Tourists have different safety needs

# Safety compass

**A**

**Create a  
basis!**

**B**

**Develop!**

## PREPARING AND PREVENTING

*Safety is an important and familiar part of everyday life for us*

- ☐ We recognize the significance and importance of safety
- ☐ Our roles in safety have been recognized and we are committed to act according to them also in customer service
- ☐ We are familiar with safety-related legislation
- ☐ The risks of our company have been analysed and a safety plan has been created, even if the law doesn't require it, and our staff knows about it. Our plan is updated and the analysis is redone at least on a yearly basis.
- ☐ The self-monitoring plan of the company has been written
- ☐ The reached health safety level is being upheld in our operations



## OPERATIONS

*Safety know-how & the right attitude - operating*

- ☐ Our entire staff has been familiarized with safety matters and their know-how is being maintained. We take new staff members into consideration.
- ☐ Staff, equipment, structures in accordance with predicted circumstances are ready and in use – write a security description for your own company.
- ☐ Our staff is able to act in accordance with their training in emergency or threatening situations.



## LEARNING

*We recognize the meaning and formation of a sense of safety – we learn and communicate*

- ☐ We analyse dangerous situations and close calls and learn from them
- ☐ Equality and inclusivity – our entire staff has familiarized themselves with the principles of inclusive tourism
- ☐ We participate in safety questionnaires and share safety KPIs (coming in 2022)
- ☐ We ensure that the training needed from our perspective is up-to-date, e.g., first aid training and hygiene passport (come up later)



## COMMUNICATION

*We recognize the meaning and formation of a sense of safety – we learn and communicate*

- ☐ We are familiar with the common method and materials of safety communication in Helsinki
- ☐ Information on accessibility is available and up-to-date in our digital channels (web pages and/or social media)
- ☐ The accessibility information of our service, such as location, opening times and accessibility, are up-to-date in our communication channels



# Safety compass

**A**

**Create a  
basis!**

**B**

**Develop!**

## PREPARING AND PREVENTING

*We measure safety*

- ☐ We commit to actively and regularly monitoring the safety situation
- ☐ Active logging of accidents and close calls on the company level
- ☐ We regularly and at least annually review our operation and safety plans, and compare and note the possible differences between planned and actualised safety operations (the company's own safety plan and analysis)



## OPERATIONS

*Safety know-how & attitude*

- ☐ We maintain and develop our safety know-how and participate in the annual safety forum
- ☐ We practice emergency situations at least twice a year
- ☐ We participate in the Think Sustainably and/or the Sustainable Travel Finland program
- ☐ We develop the cyber security of our operations



## LEARNING

*We communicate actively and learn*

- ☐ We actively gather feedback about safety issues, analyse it and use it to develop our operations
- ☐ We share what we have learned, case examples and good practices with other operators in the industry
- ☐ We report our accident log to the authorities and the safety network

## COMMUNICATION

*We communicate actively and learn from each other*

- ☐ Psychological safety is good and we communicate it: We send the message that everyone is welcome here
- ☐ We also actively communicate inside the safety network and share our experiences



# The safety in tourism and events network creates a safe Helsinki

The safety in tourism network depicts the operators who have a role in safety work. We are the safety in tourism network and we participate in developing safety by following this compass.

The safety in tourism network is guided by an executive team, who is in charge of updating this manual, the implementation of the Helsinki tourism safety development program, measuring and monitoring its impact as well as reacting and predicting.



Follow current tourism news here



# Case example

## Ed Sheeran concert

**Tapahtumateollisuus**

**Communication**

**Crisis  
communication**

Ed Sheeran, who is one of the most successful artists in the world, had two concerts on the Helsinki Malmi Airfield on 23 and 24 July 2019. The concerts were organised by Fullsteam Agency in tight cooperation with the City of Helsinki. The concerts are an excellent example of preparedness for exceptional situations from the view of communications. The communications safety work was based on the thorough document Communication plan for the event of crisis and exceptional situations. The detailed document leaves the reader no space for interpretation about how communication should be implemented in exceptional situations and it can be used by other branches to support the planning of communications in exceptional situations.

“The event’s core group had very clear instructions on who is doing what in which situation and everyone were committed to the plan.”

**The communication plan** defines the goals, principles, operational methods and responsibilities of crisis communication in the concerts.

**Mode of communication:** a uniform, consistent, credible and ethical mode, which creates a good basis for more detailed planning.

**Using the City of Helsinki’s disturbance and crisis classification:**

- Explaining the example situations, operational instructions and possible consequences of each level from the viewpoint of the concerts
- Naming the responsible persons for each measure in different situations beforehand
- Defining the operational model and crisis communication group with contact information for each classification

**Cooperation:** Tight and open cooperation with the event organiser and its subcontractors as well as a common goal and state of mind, in which all parties take care of things as agreed. Crisis communication was implemented by the event organiser, the party responsible for the safety of the event, city communications, the police, rescue services and the Malmi Airport project group.



# All disturbances and crises are not the same level.

The communications of the City of Helsinki classifies disturbances and crises on a scale of 1 to 5.

5	<b>RED CRISIS</b> <b>Extremely serious and very urgent, immediate meeting of the crisis communication group</b> Example: Serious act of violence such as a terrorist act	Coordinated by the event organiser Always with the City Executive Office communications  In crises, the responsibility of communication is always with the official and thus measures are taken in accordance with their instructions
4	<b>ORANGE CRISIS</b> <b>Serious and urgent, crisis communication group meeting</b> Example: A situation threatening health such as the contamination of drinking water	Coordinated by the event organiser Always with the City Executive Office communications  In crises, the responsibility of communication is always with the official and thus measures are taken in accordance with their instructions
3	<b>YELLOW DISTURBANCE</b> <b>Serious disturbance</b> Example: An extreme weather condition such as an approaching tornado	Communications are coordinated case by case
2	<b>BLUE DISTURBANCE</b> <b>A situation requiring more communication than normal activities</b> Example: Power outage or technical malfunction	Communication by the event organiser
1	<b>GREEN NORMAL SITUATION</b> <b>No disturbance/crisis situation, crisis over, return to normal communication order</b>	Communication by the event organiser

On which level would you classify the disturbances and crises experienced by your operations?

# Case example

## Ultima

### Restaurants

### Physical safety

### Health safety

During the pandemic, the restaurant Ultima participated in a study about the spreading of the Corona virus indoors. The study was led by the University of Helsinki, the Finnish Meteorological Institute, the Finnish Institute of Occupational Health and Helsinki University Hospital HUS. The aim of the study was to determine how to make indoor spaces as safe as possible. The collaboration between restaurant Ultima and the study is a case example on developing health safety as well as the significance of being initiative.

The restaurant was used to model the spreading of the virus in indoor air, how long the virus stays infectious on various materials and how different factors such as air conditioning or material may prevent the spread of the virus. The study was done using a harmless virus resembling the Corona virus without real customers present. The study found that efficient ventilation was key for lowering the risk of infection indoors. The virus content was successfully lowered by 40%. Using the results for enhancing customer experience was in a central role in the study.

**Study:** As it was an interdisciplinary study, we were able to see in practice how various experts and scientists worked together and solved problems. It was the role of the restaurant to bring tangibility to the research situations and, in the light of the results, try to think about how to improve the operations so that it would benefit both customers and staff.

**Implementing the results:** The project was able to combine science with practice. The researchers could prove a fact and experts of various fields were able to implement the results.

**Customer paths:** By designing customer paths, unnecessary contacts were minimised without compromising service, unnecessary disinfecting was decreased based on the surface samples and the entire process was made smoother.

**Customer experience:** Customer experience is key. Safety precautions must not dilute a good customer experience.

“Whatever the business, thinking about a good customer path is most important. How to greet people, how to guide people, how to make the service situation smooth and put a smile on peoples faces. How to act and prepare for difficult situations and how to also consider the mental load of the employees. In the end, caring is what matters most.”



# Case example

## Korkeasaari Zoo

### Attractions

### Communication

### Safety communication

Korkeasaari Zoo has been delighting its visitors in Helsinki already since 1889 offering a fantastic view of nature's diversity, various habitats and their fauna. The most important tasks of Korkeasaari Zoo is to educate about nature and the environment and protect nature's diversity. The unique communication style of Korkeasaari Zoo especially during the pandemic is a case example of excellent safety communication.

Korkeasaari Zoo endeavours to communicate safety issues in way that is as visual as possible and easy to understand. When visitors can be confident that safety matters are being taken care of, they are more comfortable and more open to learn new things. Especially at attractions favoured by families with children, safety matters must be easily understandable. Visitor health safety measures were so successful that in 2020 and 2021 only one possible Corona exposure is known and there have been no chains of infection. Practices that worked well during the pandemic, such as limiting the number of customers at events by requiring registration, can be utilised after the pandemic as well. Limiting overcrowding has become even more important and desirable.

“When safety matters are taken care of, business flows smoothly too.”

**Unique communication:** Korkeasaari Zoo is an island for animals, so animals were also used when giving health safety instructions during the pandemic. The instructions invited people to pretend to be animals, which works well especially with children. At the same time, the instructions were noted and remembered. The theme was continued in the zoo with animal-themed visors and face masks.

**Remote visits:** When in the spring of 2020, no visitors were allowed at the zoo, it was decided to bring Korkeasaari to people's homes. Live video transmissions in social media were quickly begun and new learning tasks were set up for school children. This way Korkeasaari was able to delight, stay in people's minds and inform the people of the things it works for.

**Up to date information:** Information related to Corona safety were gathered on the web page and were updated continuously as the situation changed.

**Zoo etiquette:** The zoo etiquette for visitors, which ensures the safety of both visitors and animals, can be found, for example, on the visitor maps that are handed out to everyone.

**Safety skills:** At Korkeasaari Zoo, various safety drills are organised regularly, the staff's first aid training and first aid equipment is taken care of and safety is considered when handling the animals. Especially when it comes to dangerous species, safety practices are precisely thought out. Additionally, information and experiences are also collected from other zoos and operating in hazardous situations is practised together with officials.



Image: Annika Sorri-Järven

# Case example

## Natura Viva

### Activities and event services

Natura Viva is a family business established in 1986 and is an experienced provider of nature-based activities, outings and accommodation in southern Finland. Professional guiding, cooperation, responsibility, laws and official decrees govern their operations. Natura Viva is familiar with the needs of nature lovers and are able to tailor their services accordingly guaranteeing a high-quality customer experience.

Natura Viva offers a wide variety of services, with a variety of risks requiring different ways of preparing. In the business, preparation is at the centre of service safety. Additionally, in the event of an accident it is dealt with immediately and it is used as a basis for making changes in the operations to prevent something similar happening in the future.

“Developing safety is a continuous operation and is never finished. But a lesson can always be learned from what has happened and a prediction can be made about what can happen in the future.”

### Physical safety

### Service safety

**Skills:** The skills and training of the guides is most important when it comes to guided activities. The goal is that each guide has the necessary skills so that accidents are extremely unlikely from the get go. The guides also consider the varying language skills and skill levels of the clients and so ensure that the activities are safe.

**Safety skills:** Different safety skills and first aid skills are practised in case of unforeseen situations, and safety plans made for events providing instructions for exceptional situations are the basis for everything.

**Pre-instructions:** Good pre-instructions are also sent to the customer so that they can prepare for the event beforehand.

**Preparing:** Preparations for different seasons and varying weather conditions have already been made in the design phase, and nothing is sold/done that can't be realised on a sufficient level from the viewpoint of safety and the customers comfort level.



# Case Johku

## Digital tool

## Digital safety

## Cyber security

Johku is a new kind of tool which can be used by tourism entrepreneurs to make sales and monitor the development of their business. Tourism entrepreneurs can save time by automatising sales, reservation management and customer service operations. Johku's reporting and control panel make it possible for the user to develop their business based on information.

The services and products of tourism businesses can be found and bought more easily with Johku enabling many ways of selling: directly, through partners or through external sales channels integrated in Johku. Johku is a part of a broad ecosystem with many strategic partners and integrations such as Alipay and Bokun. When sharing information between several operators, it is important to ensure digital safety.

“Enabling reliable operations through research and finding additional information is generally a good starting point. Digital safety is a broad subject, which requires continuous study. Predicting risks and continuous development are key.”

Source: <https://www.johku.fi>



Johku's safety is explained on the web page

1. Johku is located in a server environment managed solely by Aptual Commerce Oy and is isolated from other servers.
2. The server environment has been protected with a firewall and remote control is restricted to certain persons and used through a secure connection.
3. There are no other services in the same server environment. The server environment is located in the extremely reliable and safe Amazon cloud.
4. Fresh, safe software versions are used in the server environment.
5. All browser traffic is transmitted through a safe HTTPS connection.
6. The SSL rating of Johku.com is A+.
7. The web framework of Johku has been entirely produced internally, so no vulnerabilities found in open source frameworks can be used.
8. Johku stores are separated from each other in separate data bases, so no merchant is able to access the other's information accidentally or due to an error.
9. The data base library used by the system prevents SQL injections.
10. User passwords are not stored anywhere unencrypted, so if a security breach occurs, they cannot be stolen.
11. Customer credit card information is never stored on the server, so they cannot be stolen either.
12. Johku only offers payment options with trusted and technically advanced payment agents.

Image: Julia Kivelä

# Case example

## Kämp Collection Hotels

### Accommodation

Known for its high quality, the Kämp Collection Hotels group has experience in ensuring the safe stay of guests since 1887, when the legendary Hotel Kämp opened its doors in the centre of Helsinki. The group's hotels accommodate both local staycation guests as well as politicians requiring special security arrangements. Today, Kämp Collection Hotels is part of the independent Nordic hotel family Nordic Hotels & Resorts, which offers almost 40 unique hotels in the Nordic countries.

“The service provider’s capability of taking care of the safety of their guests is surely going to be one of the most important factors affecting the buying willingness and decisions of customers in post-pandemic tourism, whether its one traveller or a congress or company guest. It is extremely important that the tourism operators and the city work together within the destination.”

### Physical safety

### Visiting safety

**A feeling and atmosphere of safety:** Staff is present at all hotels 24h a day, the doors are locked, all facilities have visible signs and a security officer does rounds at the hotels every day.

**Safety skills:** Training staff, e.g., through regular safety training (first aid, fire safety, evacuation, “puhe judo”, analysing events for lessons) and safety walks for all staff members.

**Acute exceptional situations:** Announcement system or info TV as channels for guests, the communication group is in charge of informing the staff such as role division during the exceptional event

**Customer-mindedness:** Taking the skill level of the hotel guests into account when it comes to language skills or using modern technology is ensured through personal service. Additionally, the hotel usually has preliminary information about guests with special needs, so that preparations can be made to serve them in the best possible way.

**Cyber security:** The information security of the hotels is ensured by following the PCI standards. For example, in direct bookings, the staff does not personally accept credit card information, instead the guests provide the credit card information themselves on-line through the provided protected link.

**Data protection:** Only staff that needs the information in order to perform their work can access personal information. In accordance with the principles of GDPR, all hotel customers are provided with the information that is stored about them in the hotels’ systems when requested.



Image: Starwood

# Case example

## Finavia

**Airport company**

**Digital safety**

**Cyber security**

Finavia is an airport company, which has the goal of making travel smooth and uncomplicated. Finavia manages and develops its airports and the infrastructure needed by air traffic: The airport network has 20 airports around Finland. Finavia is in a central role as part of the globally linked aviation and traffic system, critical societal infrastructure and security of supply, as well as being a significant operator and employer in the travel industry.

Because Finavia's operations are increasingly relying on different data systems and information, the significance of cyber threats is accentuated. The growth of cyber threats has been recognised both in operations as well as aviation regulations and the basis for both is a risk-oriented approach to different cyber threats and preparedness for system disruptions.

The goal of Finavia's cyber security work is for its part to ensure, for example, the quality, reliability and continuity of Finavia's operative activities as well as cyber risk management. Cyber risk management is implemented through Finavia's cyber security management system. It is part of Finavia's operational system and its goal is to control and manage operations pertaining to cyber security in a planned and systematic way, so that a good and reliable security level is reached. This aims at cyber resilience, meaning the ability to resist, detect and recover from various cyber threats.

"Nowadays there is an increasing amount of guides and frameworks available that can be used by organisations to develop their operations and abilities in order to ensure the management of cyber security and cyber risks. Cyber security has become more approachable and clearer to implement. Basically cyber security is about planned security work and risk management."

The same basic models apply to developing cyber security in larger and smaller tourism organisations. In the centre are the identification and management of the risks pertaining to the organisations core operations as well as ensuring the quality of the organisation's operations.

### **It is important to know:**

- Your own operating environment and its special features
- The targets which are critical to operations and need to be protected as well as their criticality rating
- The risks targeted at operations and critical targets

### **Based on these the following are defined and implemented :**

- Necessary protective measures to prevent the realisation of cyber risks
- Appropriate ability to detect the realisation of various cyber risks and changes in the operation and threat environment
- Operational models for reacting to realised cyber risks in order to minimise their impact
- Operational models for recovering from realised cyber risks and for continuing operations with as little disruption and impact as possible



3.

**How to communicate  
about safety**

Safety is more than actions, it is also interaction with the tourist and communicating about actions. A safe Helsinki experience is a feeling that is transmitted to the tourist from the dreaming stage to the return journey. It is important that all operators taking part in building the experience know how to communicate in exceptional circumstances as well.

Here we have gathered together methods for communicating about safety in everyday life, during the tourist's experience path, in different seasons and when a crisis occurs.



Image: Camilla Bloom

# A safe Helsinki experience in communication

DREAMING	PLANNING & BOOKING	EXPERIENCE		SHARING
<p><i>My image of Helsinki is safe. I identify with the materials of the destination and feel welcomed.</i></p> <p><b>Building a country image (e.g., Visit Finland, regional travel organisations, travel organisers, attractions, social media and influencers)</b></p> <p><b>Building a Helsinki image (e.g., Visit Finland, the City of Helsinki, travel organisers, attractions, social media)</b></p>	<p><i>The safe image is intensified when planning the trip: I am able to find answers to my questions and more. I'm informed about what is included in the service and where, where I can get additional information at the destination, if needed. I know how to prepare for winter, how and with what to pay, what language to use when communicating with the locals, what services are available and which sites are temporarily out of use. I already know what to do, if I get sick or where to get help.</i></p> <p><b>Attraction and activity information on-line (city, attractions, companies)</b></p>	<p><i>The arrival in Helsinki and transfer to accommodation is pleasant, even if the travel time is long. I can see that the image I had of the destination was correct.</i></p> <p><b>Customer service and guidance at terminals</b> <b>Arrival instructions (attractions, accommodation, city, terminals)</b> <b>Real time information on special arrangements</b></p>	<p><i>The destinations and services provide me with a sense of safety. I know that my payment or personal details are not being used for the wrong purposes. Safety-related issues are communicated in a neutral way, not by exaggerating threats. I'm not startled by future situations, as I'm already prepared for them. I know where to find information in English in case of an emergency.</i></p> <p><b>Communicating safety measures, danger zones and instructions (city, attractions, companies)</b> <b>Real time information on special arrangements and situations</b> <b>Information available in English</b> <b>Genuine communication with</b></p>	<p><i>When leaving, I'm not worried about schedules, connections or terminals, as I have had a smooth customer path when arriving and I know I can trust it when leaving.</i></p> <p><b>Customer service and guidance at terminals</b> <b>Arrival instructions (attractions, accommodation, city, terminals)</b> <b>Real time information on special arrangements</b></p> <p><i>I feel that Helsinki is genuinely interested in my safety, as I have had several opportunities to give feedback. I feel heard, because my feedback is answered and is reacted to within a reasonable amount of time.</i></p> <p><b>Asking for feedback at destinations, services and as a city and reacting to feedback.</b></p>

# How to communicate safety in everyday life

## A

### CREATE SAFETY BY INFORMING ABOUT BASIC OPERATIONS

Emergency  
number and  
112 App

Money and paying

Language

Mobility and traffic

Drinking water  
and food

Seasons  
and Clothing

Functionality

Physical safety

## B

### SUPPORT THE FEELING OF SAFETY

Be present and communicate  
with the customer:  
“We are always open to  
questions and discussions”

Instructions

Diversity e.g. in  
visual material

Trustworthiness  
of officials

Trust between  
people as a typically  
Finnish feature

Predicting in  
exceptional  
situations

What to do in  
an emergency



Make use of the list  
created by the city

## C

### SAFETY IN SERVICE

Accessibility  
information of  
the service

Accessibility  
information

Instructions for  
using the service

Requirements for  
participating in the  
service (activity)

Your company's safety  
skills (e.g., first aid,  
hygiene passport)

Remember  
feedback!

# Safety communication annual schedule

Our four seasons, our holidays, our unique events and the development of the most well-operating city of the world also affect tourists. When communicated well and at the right time, they can improve the Helsinki experience. Agree on communication responsibilities and channels in your company.

## Autumn:

### Weather conditions

e.g., coldness, slipperiness, windiness, darkness

### Exceptional scheduling for the autumn

e.g. island traffic

### Exceptional opening hours

All Saint's Day

## Also communicate these:

There are no natural catastrophes in Helsinki and there are no poisonous animals in nature

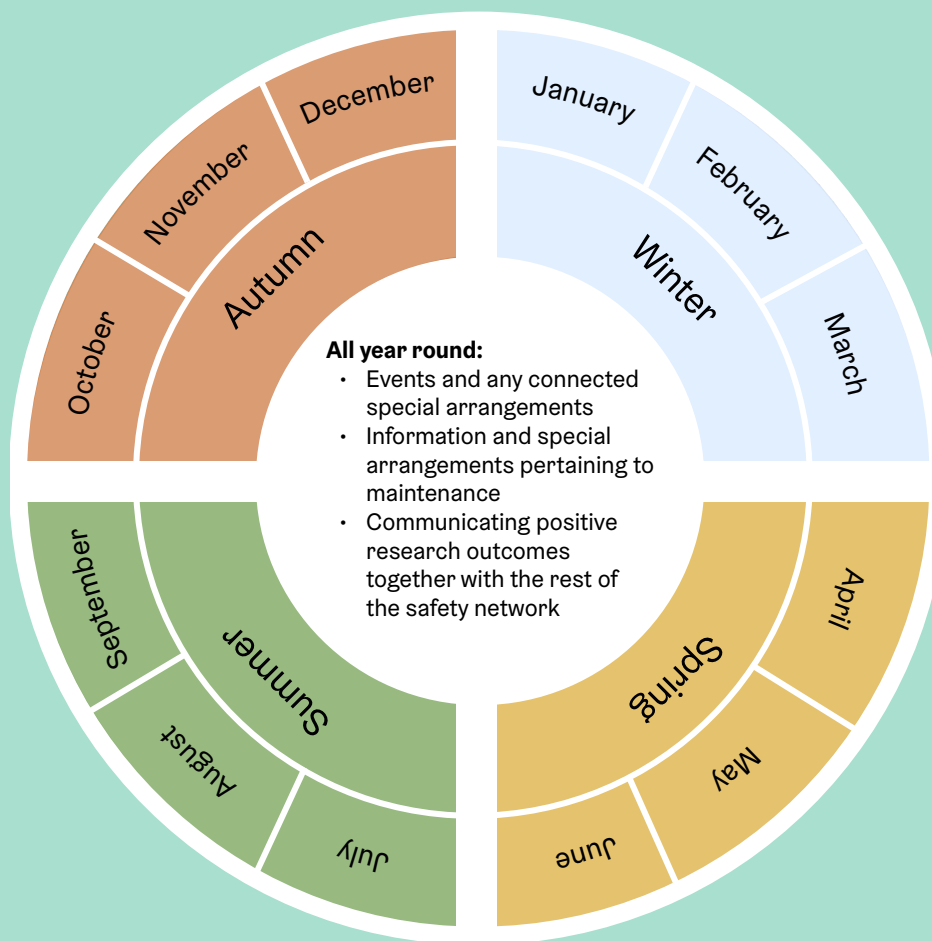
## Summer:

### Weather conditions

e.g., lightness, changeability

### Exceptional scheduling and conditions for the summer

July vacation term, Midsummer



## Winter:

### Weather conditions

e.g., coldness, slipperiness, windiness, darkness, snow, weak ice

### Exceptional scheduling for the winter

e.g. island traffic

### Exceptional opening hours

Independence Day, New Year's, Epiphany

## Also communicate these:

Helsinki does not come to a standstill in wintry conditions, e.g., snow only affects traffic a little

## Spring:

### Weather conditions

e.g., changeability, coldness, windiness

### Exceptional opening hours

Easter, May Day, Ascension Day

# How to communicate in a crisis situation

In crisis situations the responsibility of communication lies with officials, and companies share official information forward. Here are some instructions on how to prepare for communicating in a crisis situation.

## 1

**If the a single company is the target of the crisis, it is this company that is in charge of communication**

**Here's how to prepare:**

- *build and describe your own operational model in a crisis communication situation*
- *use and follow the instructions provided by the City of Helsinki*
- *remember to name the persons in charge and describe the flow of information*



## 2

**If you need or want support**  
you can get it from the tourism area communications:



<https://www.hel.fi/helsinki/en/administration/administration/communication>

## DRAW UP A CHECK LIST FOR YOUR COMPANY FOR A CRISIS SITUATION:

- ☐ **Identify and describe the channels that are to be contacted immediately**
- ☐ **Who is notified of the situation**
- ☐ **How to reach customers**
- ☐ **Assign a media spokes person:**  
Don't hide from the media, but don't speculate, either
  - ☐ I know the answer and give it (facts)
  - ☐ I don't know the answer, but will find out and then answer (say when)
  - ☐ I cannot answer the question just yet, but can give more information later (say when)

## 3

**Other communication is handled by the officials in charge and the company itself in accordance with their own policies.**

## 4

**The crisis communication team of the City of Helsinki is responsible for crisis communication on the city level as well as coordination of cooperation**

When it comes to international communication, Visit Finland supports and assists regional tourism organisations or companies with the content of the communication and coordinates the targeting of the communication using the international Visit Finland network.

Source: Lapin liitto, KRIISIVIESTINTÄVINKIT MATKAILUYRITYKSELLE

4.

**How to talk  
about safety**

# Glossary 1/2



## **Safety culture:**

*Reflects the basic values, norms, assumptions and expectations pertaining to the work safety matters of the organisation. Can be seen as the operational principles of the company.*



## **Staff safety:**

*Staff safety is an integral part of the safety of an organisation. Staff safety endeavours to guarantee the safety and functional ability of people by protecting them from crime and accidents. Additionally, this ensures the staff resources necessary for the operation of the organisation.*



## **Safety management:**

*Holistic and planned operations for furthering safety. Includes all the procedures and operations required for reaching good overall safety. Operations are based on solid cooperation with the entire staff.*



## **Occupational safety**

**(occupational health care and protection):**

*The goal of occupational safety operations is a safe work place, the well-being of staff and the good and responsible company image produced by it. Operations are governed by occupational safety legislature. Occupational safety is built on a goal-oriented operational plan, which includes concrete procedures for the prevention of work-related health hazards.*



## **Danger:**



*Dangers or danger factors mean the factors, qualities or phenomenon present in work, which may cause harm or danger for the health or safety of staff, for example, through accidents, occupational diseases or too much physical or psychological stress. Danger factors can include noise, slippery floors, continuous rush or poor work ergonomics.*



## **Danger situation:**

*In a danger situation, a person is subjected to one or several danger factors*



## **Being subjected to danger:**

*Being subjected to danger means that the person is in the area of the danger's influence, or danger zone, and is subject to the adverse consequences caused by the danger.*



## **Risk:**



*The likelihood and severity of an adverse event. Risk depicts the size of the danger.*



## **Risk assessment:**



*Broad and systematic recognition of the dangers and health effects of work and the evaluation of their significance to the employee's safety and health. The goal of risk assessment is to effectively improve occupational safety.*



## **Risk management:**



*Systematic work for ensuring the continuation of work operations as well as staff safety and well-being. Risk management means all activities done within an organisation, which are done to minimize or remove risks, and it is a key tool in safety management.*

# Glossary 2/2



## **Exceptional situation:**

*Exceptional situation refers to an emergency situation occurring in Finland (in this plan), which has to do with tourists' safety in this country and causes media interest abroad, for example, a terrorist attack, major accident or epidemic*



## **Crisis communication:**

*Crisis communication is an integral part of managing a crisis caused by an unwanted event. A situation is created in which different operators and parties of the crisis are in interaction using various communication channels. In the event of a crisis, the need for information increases significantly. Preventing the situation from escalating and preventing panic, as well as satisfying the need for information of the persons affected by the crisis and officials dealing with it, require access to and the offering of information.*



## **Premises and facility security:**

*The premises and facilities of an organisation must be protected cost-effectively based on the risk assessments. The goal is to create a disturbance-free and safe working and business environment as well as prevent the stealing of information and materials that are valuable to the organisation.*



## **Rescue safety:**

*Rescue safety refers to the prevention of fires or other accidents as well as the right kind of reaction to an emergency situation. The management of accident risks through prediction, elimination, minimisation and insurance are key. Additionally, design and preparedness obligations must be recognised and rescue legislation and the monitoring done by the officials are also to be taken into consideration. Drawing up safety guidelines and the regular training of staff in case of emergency situations is important.*



## **Safety of production and operation:**

*Safety of production and operation aims at ensuring safe products and services*



## **Environmental safety:**

*The aim of environmental safety is to consider ecological sustainability and to answer and predict the environmental expectations of customers and society. This means taking environmental responsibility, continuous development of processes and best practices, raising staff's awareness, committing to the principles of standards and open communication.*



## **Information security:**

*In the traditional sense this means ensuring the confidentiality, usability and intactness of information in an organisation. Technological innovation moves quickly, so staying up-to-date requires continuous monitoring of methods and development of operations. There is no way of achieving complete security, so it is worth investing in the continuation of operations.*



## **Health safety:**

*Health safety is the prevention, detection and controlling of infectious diseases and biological threats. In addition to regulations and recommendations and the measures and capacity of officials as well as the health safety operations of companies, a sense of safety and the trust of the tourist is accentuated in health safe tourism.*

# 5.

**Additional  
information on  
safety topics**

# Links



## **Events in Helsinki:**

*Events support and actualise city strategy goals of an international, lively and fascinating city. Events in Helsinki are original, versatile, responsible and functional. This page offers updated information about the organisation, role, goals and measures of events, which are used to support the realisation of the city strategy goals of a city operating better due to events.*



## **turvallisetapahtumat.fi:**

*We have drawn up a check list about how safe events are created by versatile expertise. At safe events, nothing is left up to chance as every detail is considered, taken care of and checked. In addition to the check list drawn up together with officials, here you can find events which are committed to act in accordance with it.*



## **Helsinki Safety:**

*Helsinki Safety acts as the safety website of the City of Helsinki. The website contains safety information produced by different administrations and officials for the citizens of the Helsinki Area.*



## **Tourism publications:**

*Visit Finland publishes several studies, statistics, brochures, publications, guides and other useful material on an annual basis. Now you can find all of the publications on one page!*



## **Think Sustainably:**

*Climate change affects us all. Helsinki is committed to offering a more sustainable lifestyle for everyone. Think Sustainably helps you choose more sustainable ways of living and thriving in the city.*



## **Security Plan of Helsinki:**

*An integral tool of the safety work done in the City of Helsinki is a city-level security plan.*



## **TUOVI - Finnish Internal Security:**

*In view of statistics, Finland is the safest country in the world. Finland does extremely well in international comparisons which measure crimes, accidents and disturbances as well as trust in officials and the justice system. In the most central studies, Finland is in the top five and the best ranking Nordic country.*



## **Confederation of Finnish Industries - Company safety:**

*Company safety encompasses the safety of all of the operations of a company. Company safety operations can protect the values held by the company such as persons, information, reputation, property or the environment from risks.*

## **Helsingin tekijät -network:**

*The City of Helsinki works closely with the tourist and hospitality industry through the Makers of Helsinki partner network. The network's HowSpace platform includes a theme section on safety. There, you can find the most current events related to safety maintained by the city's tourism services.*

# 6.

**How to develop  
Compass**

# Instructions

This handbook has been created in cooperation between the city and companies and other parties working with tourism in Helsinki.

It isn't finished yet: tourism, safety situations and our modes of operation change continuously. Additionally, we can identify new needs in our everyday lives, which are not yet answered by the handbook. It is therefore important to keep the handbook up-to-date, so that it can help you navigate towards the safest capital in the world as a travel destination in 2030.

**Give us feedback, tell us your needs and present new ideas by sending us mail:**

matkailu@hel.fi

# 7.

## Version log

# Versions

Version	What's new?
11/2021	First version of Compass
01/2022	Second version of Compass
02/2023	Third version of Compass
05/2023	Digital workbook to check Company 's Safety issues
xx/xxxx	