

LOGBOOK

A digital tool for developing safety in tourism businesses



LOGBOOK

A digital tool for developing safety in tourism businesses

Contents

- 1 Find yourself
- 2 Find your areas of focus
- 3 Find solutions and your own safe modes of operation
- 4 Outline your way of communicating about safety
- 5 Material bank

This logbook provides your business with a digital tool for taking safety aspects into account in your operations. It provides a compilation of the most important safety measures for a business operating in tourism.

*The logbook records how risks to your service can be prevented, how to prepare for emergencies and how to process such situations
1) in the company's ongoing operations
2) in the different phases of the traveller's experience.*

The logbook was piloted in spring 2023 with four tourism businesses.



Vipuvoimaa
EU:lta
2014–2020



FORUM
VIRIUM
HELSINKI

ENTER
ESPOO



What does safety mean for tourism businesses?



Safety is part of all of our activities



We identify risks and tackle them



We know what to do if something happens



We are constantly learning and improving to make our operations safer

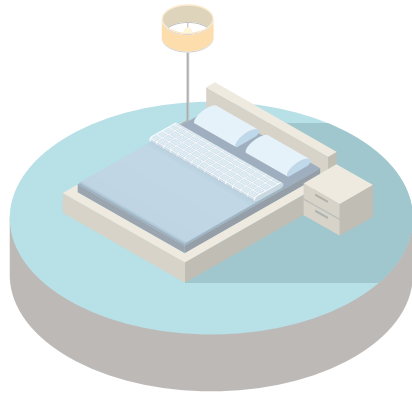


1.

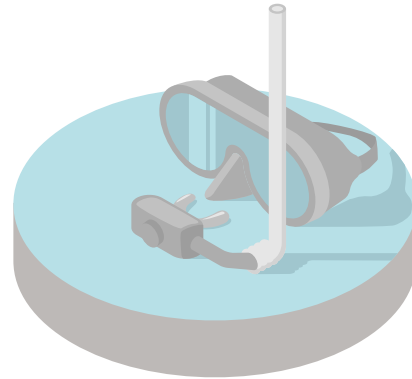
Define your business

What kind of operational safety will I develop on the pages of this logbook?

Identify the position of your business in the tourism sector and record your activities



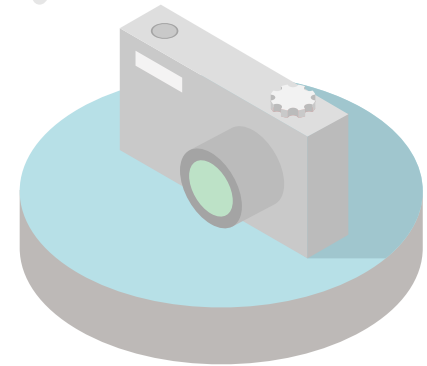
Accommodation



Activities



Transport



Sites

Service description:

Describe your service and its operational/service environment:

Who else is involved in providing your service?
(e.g. partners and subcontractors)

Transport services

Security / safety services

External guides

Maintenance

Cleaning

Restaurants and catering

Others, which ones?

Temporary work agencies

Who are your customers?

Leisure time customers

Corporate clients

Domestic tourists

International tourists

Groups

Solo travellers

Families with children

Seniors

Special groups, which ones?

Other customer group, which one(s)?

Define your partners and subcontractors in more detail below – are your cooperation agreements in order?

Summary:
What aspects are particularly important to your business from a safety perspective?

2.

Find your
areas of focus

Identify the hazards in your service and prioritise the risks

The service provider must identify the hazards of the service before the service starts. The requirement to identify hazards applies to all consumer service providers. The purpose of identifying hazards is to identify issues or situations related to the service that may cause harm to the health or property of participants or other persons. At the same time, the service provider must assess whether the current level of safety is sufficient and what measures need to be taken to improve safety.

Risks are defined as exceptional and hazardous situations.

Risks

(Common hazards in consumer services)

Start here

1. What are the risks in my operations?

What aspects of the service may pose a risk to the health or property of participants?

Identify and record in the table on the next pages:

- Risks that have already materialised, and
- Risks that have not yet materialised

Consider also:

- Risks at all stages of your service: planning and booking, arrival and departure, participation in the service and follow-up communication.
- In what situations or places an accident might occur
 - Before the provision of the service, in the preparation phase?
 - During or after the service?
 - After the service, immediately upon departure or later?
 - Where the service is provided, in the immediate vicinity of the service or further away?
 - In passageways, lounging areas, or the parking area?

1. Service conditions

Temperature conditions: heat or cold, hot or cold surfaces, temperature fluctuations

Visibility: lighting, darkness, obstructions, blind spots, glare, flashing lights, lasers

Hazardous chemicals, flammable liquids and gases, explosives, dust, smoke

Weather conditions: wind, rain, fog, flood, thunder, snow, ice

Service site: location, access connections, buildings, structures, soil, surrounding environment

Transport safety: public transport, cargo transport

Water safety: pools, beach, other bodies of water

Noise: constant noise level, sudden noises

2. Hazards in an accident

Falls: climbing, great heights, large differences in height, steep slopes

Jumps and landings, landing and safety platforms

Slippery or uneven surfaces, rough terrain

Falling, crashing or collapsing objects or structures

Sharp or cutting objects, surfaces or corners, friction

Collisions with structures, objects or other people, derailment

Flying objects, throwing or game equipment

Getting jammed, pinched or choked

Electric shock

Animal hazards: biting, kicking, trampling, poisoning

Risks

(Common hazards in consumer services)

3. Physical or mental strain

Intense physical exertion, performances requiring high strength or endurance

High forces on the body: blows, acceleration, impacts

Rapid movements, falls or sprains

Hazards related to the size, age or other characteristics of customers

High mental strain, stress, fear

4. Activities or skills of customers

Inadequate or unsuitable equipment or clothing

Failure to wear personal protective equipment

Acting against instructions or taking risks

Inadequate fitness or skill level, health or knowledge

Use of substances

Inadequate language skills or other cultural differences

6. Special situations or inadequate safety arrangements

Exceptionally high customer volume, congestion or panic situations

Hazardous objects left by other customers (e.g. drug needles)

Breakage of equipment or structures

Vandalism, deliberate misuse of services

Disruptions in information systems or data flows

Electricity, water or heat supply disruptions

Getting lost

Inadequate initial instruction, advice or guidance provided to customers

Insufficient staff numbers or supervision

Inadequate safety markings or guideposts

Inadequate safety or rescue equipment

7. Other service-specific hazards

5. Cyber security and personal data

Cyber attacks

Cyber crimes, e.g. when making a payment

Dissemination of personal data

Risks

(Common hazards in consumer services)

Continue here

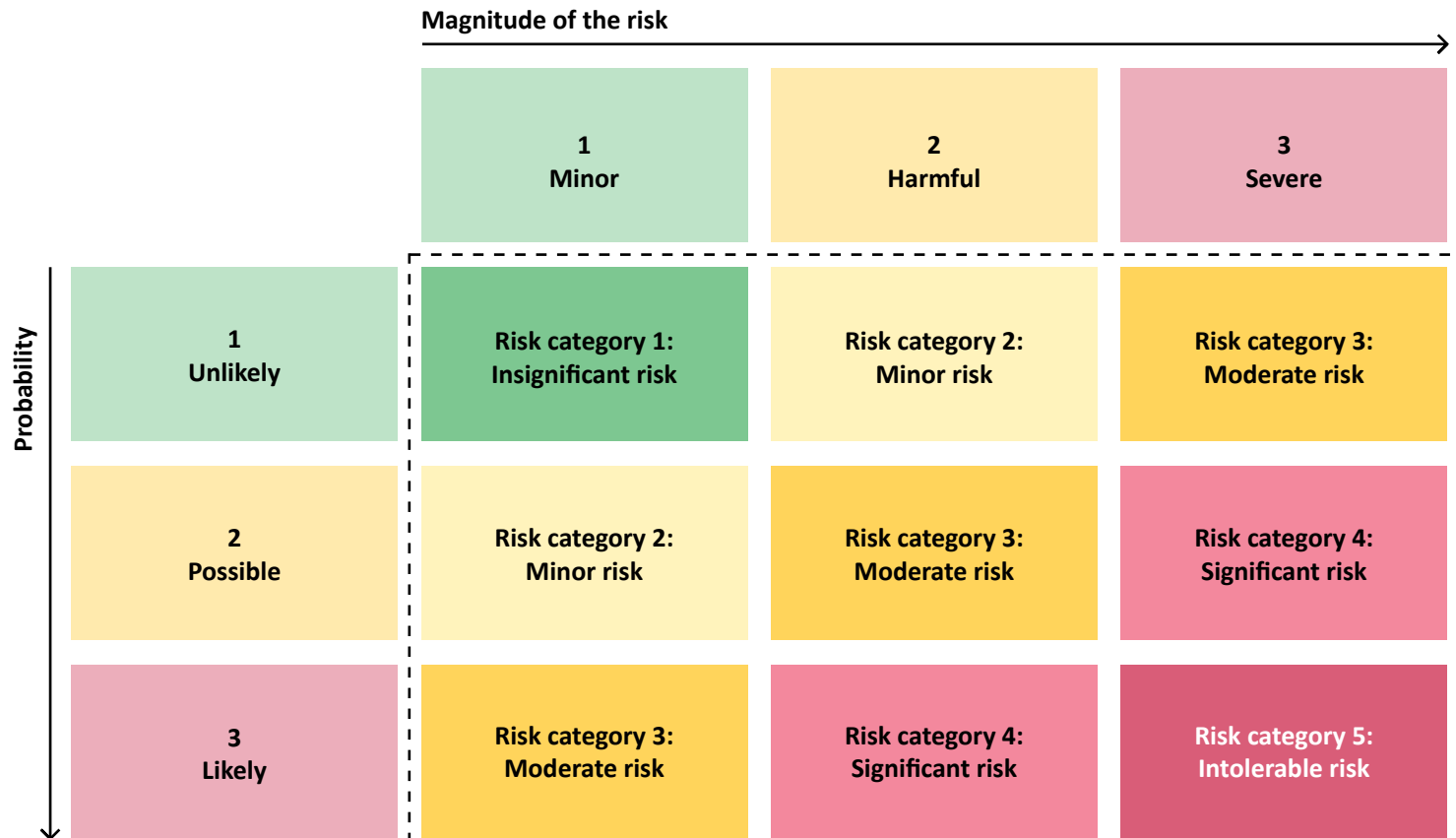
2. Which risks are the most important to consider in my operations?

Consider the risks identified in task 1 and select at least 3 of the most important risks. Enter the risks that you have chosen in the table on the next page.

You can examine more risks related to your operations. You can find more risk tables in the material bank.

The more high-risk the service, the more detailed the hazard assessment must be.

Finally, you can use the matrix here to assess the importance of each risk to your operations.



Risks

(Common hazards in consumer services)

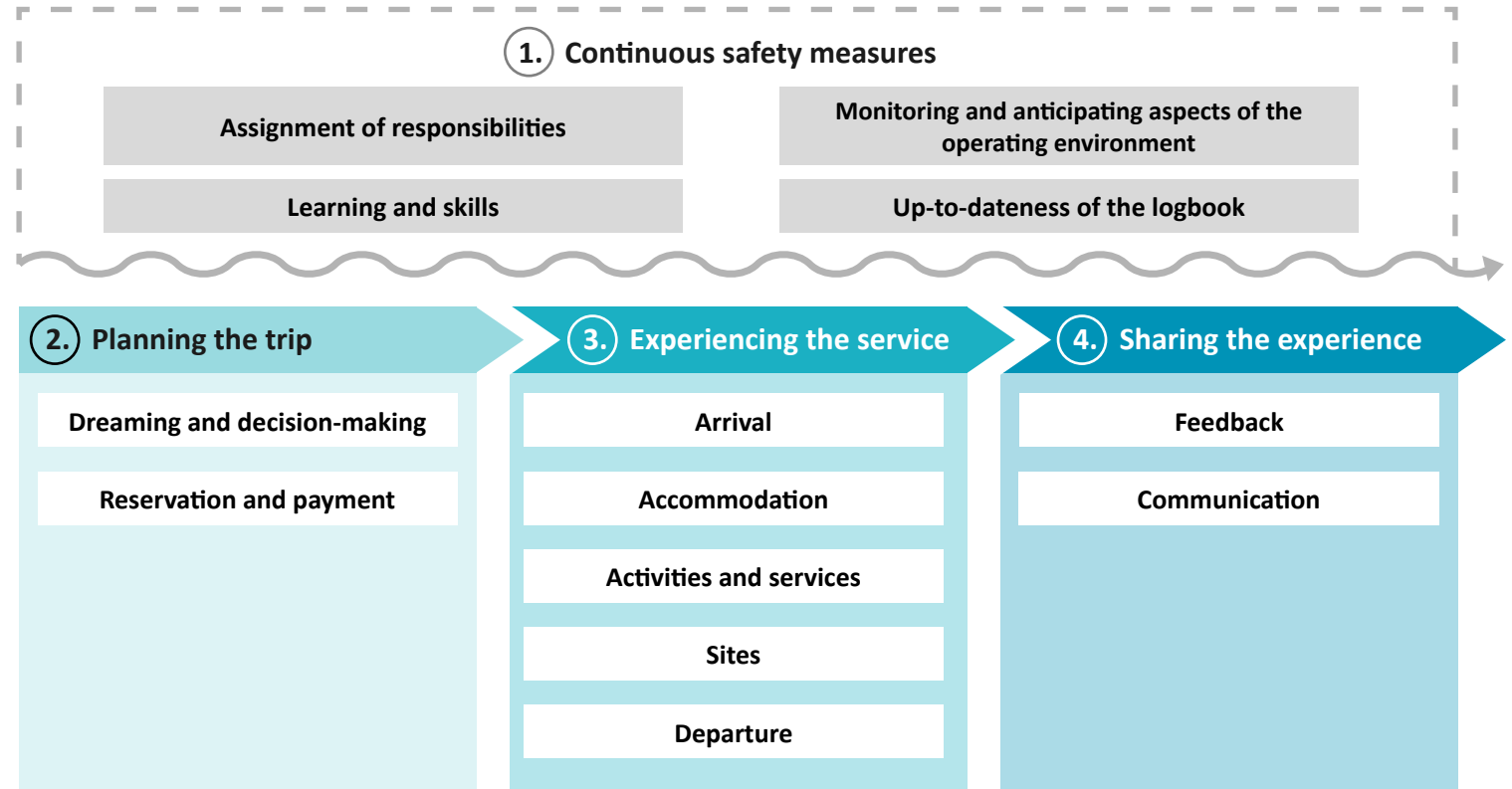
	Risk 1	Risk 2	Risk 3	Risk 4	Risk 5
Identified hazard					
Probability 1: Unlikely 2: Possible 3: Likely	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Impacts Who is at risk of being harmed? Participants? Bystanders? Workers? What other kinds of harm might occur?					
Magnitude of the risk 1: Minor 2: Harmful 3: Severe	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Measures What has been done about the risk so far? Has the risk been effectively eliminated? Are the measures being implemented as planned? What new measures are needed to improve safety?					
Name the different responsible parties here					

3.

Find solutions and your own safe modes of operation!

How we process safety actions in the logbook

Safety actions are divided into four chapters: the first chapter describes measures related to all phases of the tourist experience, and the subsequent chapters describe the measures related to the phases of the trip in more detail.



Continuous safety measures

These are measures linked to each phase of the tourist experience.

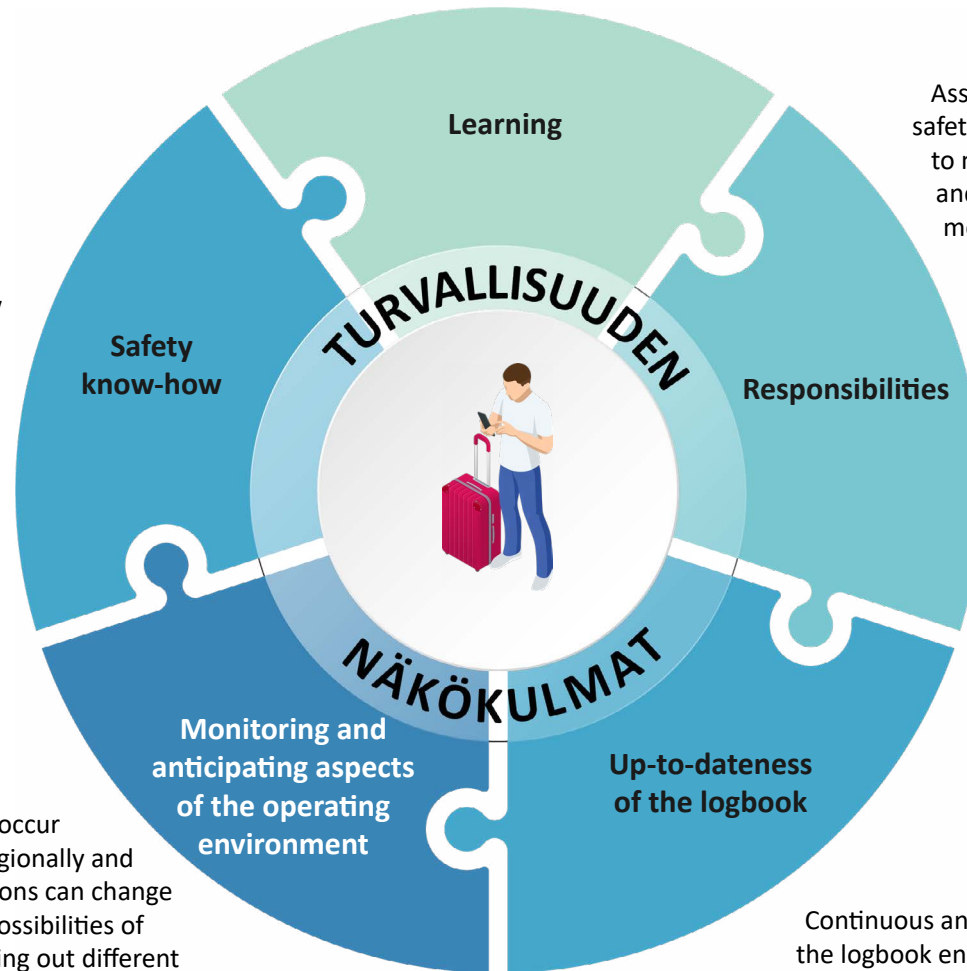
Accidents, incidents and near misses are lessons and learning from them in the development of your operations is an opportunity to improve your customer experience and reputation.

Identifying, acquiring and updating the safety know-how needed for your operations forms the basis for customer and employee safety.

Many changes occur in conditions, both regionally and globally. Weather conditions can change rapidly, affecting the possibilities of or requirements for carrying out different activities. On the other hand, the current uncertainty in energy production poses its own challenges.

Assigning responsibilities for safety measures makes it easier to manage safety as a whole and ensure that your safety measures are progressing.

Continuous and scheduled updates to the logbook ensure the monitoring and reporting of the safety situation.



Continuous safety measures

Tip:

Specify here what level of safety or expertise you require from subcontracted service providers so that you can request information from new partners smoothly. Subcontractors should be asked to present a safety document regarding the service that they provide.

Responsibilities

Who is responsible for the safety of the service?

If this person is not present at the site where the service is provided, designate a person responsible on site.

Safety expertise

What kind of safety-related training or qualification requirements are set for your staff and partners?

Staff:

How are skills developed and maintained?

Be sure to update training information here: the staff's completed training modules, refresher courses, exercises, inductions and other skills acquired.

What are the duties of safety officers?

Partners:

How is safety addressed as part of the orientation for new employees?

Continuous safety measures

Learning

List below any accidents (A), incidents (I) and near misses (N) that have occurred in your service:

Accidents (A):



Incidents (I):



Near misses (N):



What lessons have been learned from the situations?
What changes have been made to the service to improve safety as a result of the lessons learned?

Think about how the causes of these situations are investigated.

- What are they like? Is there a particularly high number of cases of a certain type?
- Where do they occur? Are they concentrated in a specific place, time or part of the service?
- Whom do they happen to? Is there a particular group of customers who are particularly accident-prone?
- Why do these situations occur? What different things led to an accident or near miss? What common causal factors can be identified for the different cases?
- What can be learned from accidents or near misses?
- Is the information about the hazards of the service up to date?

*Keep your latest lessons updated here.
You can copy your old lessons from this page into the learning logbook found in the material bank.*

Continuous safety measures

Tukes may request to see your accident records, e.g. in connection with an inspection. Any data on your customers and their health status recorded in the accident records constitute a personal data register. Regarding them, you must take into account requirements such as **those of the Personal Data Act (523/1999)**. The data must be stored and disposed of properly.

Up-to-dateness of the logbook

When will the logbook be reviewed and updated with the person in question? Also specify the event: a separate safety event or part of another event?

Once a year:

2 times a year:

4 times a year:

Assess the up-to-dateness of your logbook regarding any changes in the following:

The safety situation

Risks

Service, sites, equipment

Staff

Customers

Operating environment

Are the information and instructions, guideposts, tools and warnings provided to customers and employees up to date?

Yes

Partially

No

Describe here what should be done:

Have all new sites and routes undergone safety and risk assessments?

Yes

Partially

No

Describe here what should be done:

It is good practice to enter the date by which the logbook must be updated at the latest.

Continuous safety measures

Monitoring and anticipating aspects of the operating environment

Our operating environment can be subject to unexpected changes that can affect the service quickly. Examples of such changes in recent years have included the pandemic, war and the energy crisis. We cannot predict everything, but we can try to monitor the operating environment in different ways and prepare for different scenarios as early as possible.

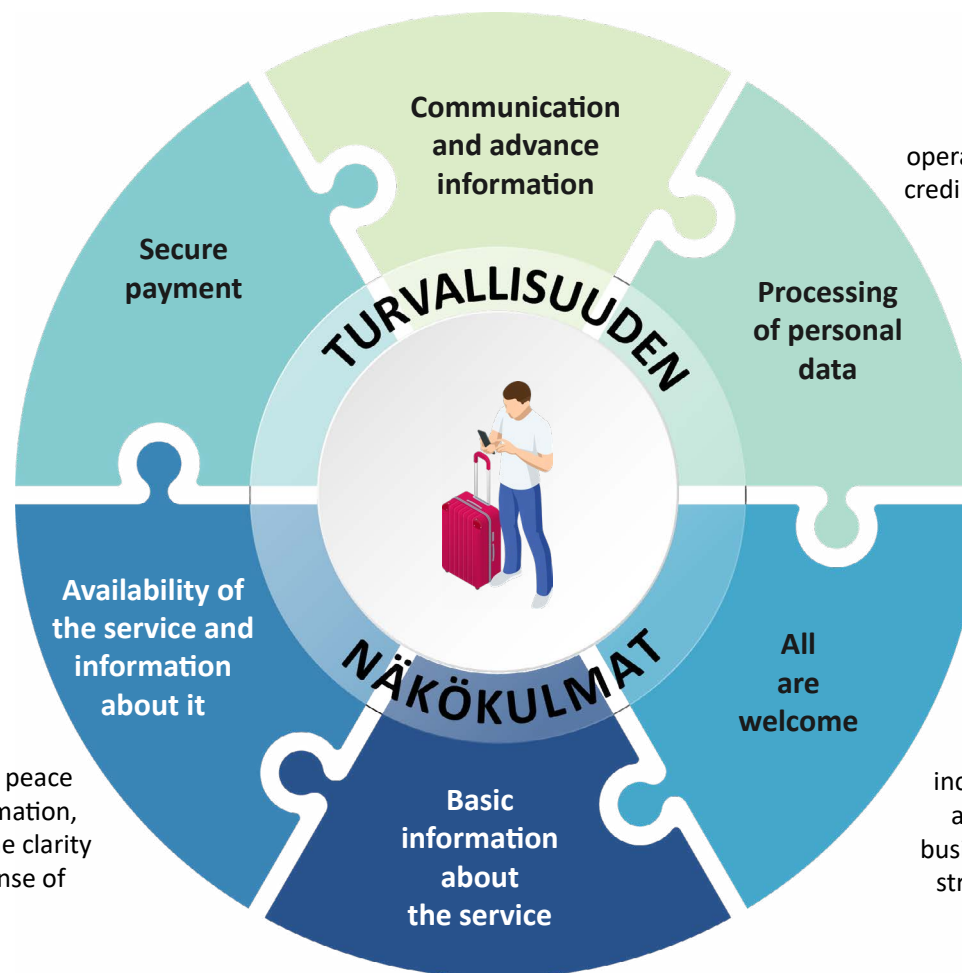
What phenomena can you think of that could have a significant impact on the safety of your operations?

How should these phenomena be prepared for?

Planning the trip

These are actions related to the stage when the traveller is still planning a trip or purchasing a service.

The traveller is planning a trip and looking for information on services and destinations more broadly. Based on mental images and the information found, the traveller decides where to go and the services that they will purchase, making a reservation accordingly.



A responsibly operating business is also credible when it comes to safety actions.

Information creates peace of mind: basic information, contact details and the clarity thereof create a sense of security.

Diversity and inclusivity are competitive advantages for tourism businesses and destinations, strengthening their brand and positive image.

Planning the trip

Phase 1. Dreaming and decision-making

The traveller's goal:

I get a positive impression of the destination and Finland seems safe and interesting as a destination. My impression of the service is that it is safe. I recognise myself in the materials about the destination and feel welcome. I have information about what the service involves and where, and where I can get more information on site if needed. I know how to prepare for winter, how and with what I will pay, what language I will speak with the locals, what services are available and which sites are temporarily unavailable. I already know what to do if I fall ill or where I can get help.



Is this information from the customer necessary?

Guideline: collect as little data as possible

You can utilise the Your safe path to the Finnish experience document in your communications.

Up-to-dateness of the logbook

Provide key information about your destination/service on your website and keep it up to date:

Language versions: at least Finnish and English

Present all information in a clear and accessible way

Diversity in aspects such as visual materials

Instructions for safe travel to you (the destination)

Tips for a safe experience (what the customer can do, basic information about the destination: 112 as the emergency number and downloading the 112 app, the tap water is safe to drink, everyday services run smoothly even in winter)

Accessibility and availability of the service (requirements for participation, e.g. wheelchairs and prams)

Safety know-how (e.g. first aid, hygiene passport)

Ensuring customer safety by staff in the event of an incident

Instructions for the traveller to follow while participating in the service at the destination, e.g. a dedicated emergency number for the destination

Processing of personal and payment data

Health services, incl. availability, opening hours, contact details

Communicate about any exceptional arrangements in good time

Reservation conditions: in case of cancellation or changes

Reminder about travel insurance

Links to regional and national information websites

Comments and notes:

Planning the trip

Phase 1. Dreaming and decision-making

Accessibility of the service and information

State what accessible transport services and service providers are available at your destination. If your destination/service is not accessible, state that as well.

Think about how to improve the accessibility of your service – plan and organise access for visitors who are disabled. Below, you can list sites where accessibility solutions should be examined in the future:

Make sure that the content you present is accessible.

Accessibility needs to be taken into account in this content as well:

Accessibility means that information is presented in a way that makes it available to everyone at all times. All users must be able to read (see or listen to) the content, regardless of the publication or presentation method. Non-physical accessibility is linked to digital services, websites, applications and publications. Accessibility means that:

- the content is available and accessible to everyone
- the content is in a form that everyone can understand
- the services and content are available to everyone, i.e. everyone has access to the information that they need and can take care of their matters
- people are treated equally regardless of their special characteristics.

Responsibility:

Make it clear on your own channels that you welcome everyone, e.g. through pictures, words and example stories (positive safe travel experiences, customer quotes)

Consider aspects such as:

- Different age groups
- Different religions
- The LGBTQ+ community
- People with disabilities
- People with reduced mobility
- Prams
- Pets

In addition to safety, highlight your other responsibility actions, e.g. sustainable tourism actions and certifications.

Comments and notes:

Learning and aftercare:

Ask customers about their experiences for further development: What things matter to the traveller?

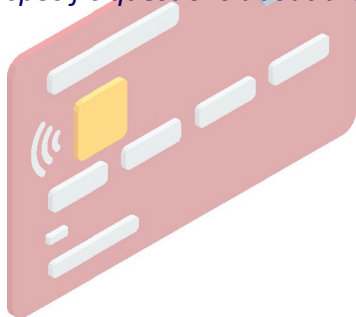
Comments and notes:

Planning the trip

Phase 2. Reservation and payment

The traveller's goal:

The safe image is reinforced when planning the trip: I find answers to my questions and more. The travel service provider's operations appear professional and safe. I am not afraid to book a trip because I know that my payment or personal data will not be used for the wrong purposes. My mind is calmed by knowing that I can contact the service provider at any time and ask even more specific questions about the upcoming trip.



Is this information from the customer necessary?

Guideline: collect as little data as possible

Anticipation

Communication and advance information

Indicate the different ways in which the traveller can contact your service before arrival

Communicate about any exceptional arrangements in good time

Share general safety guidelines and information to increase the feeling of safety, e.g. 112 as the emergency number and downloading the 112 app, the tap water is safe to drink, everyday services run smoothly even in winter

Secure payment

Ensure secure payment methods and online security in the reservation phase.

Tip:

In the product description, indicate for whom the product is suitable and what issues would prevent participation altogether. Avoid collecting sensitive information, e.g. as follows:
"If you have any other questions or requests, please contact us by phone or contact our guide on site!"

Strong recommendation! Do not collect information by email.

Processing of personal data

Process your customers' personal data in accordance with [the GDPR guidelines](#).

- In certain cases, you must provide a description of the processing, [check if this applies to your business](#).
- You must also have a privacy policy regarding any camera surveillance.

Draw up data processing instructions and discuss and update them regularly with your staff.

[Consider appointing a data protection officer](#). This is only obligatory for some businesses, but you should consider it for the purposes of introducing practices and receiving reputational benefits.

Tell your customers how their personal data will be processed: Individuals must be clearly informed who will process their personal data and why. Draw up a document with at least the following information or provide said information on your website:

- who will process the data
- why personal data will be processed
- the legal basis for the processing
- who will receive the data (if necessary).

Planning the trip

Phase 2. Reservation and payment

See the [10-point list on improving cyber security in the tourism sector](#)

What does the processing of personal data mean?

What does the processing of personal data mean?

The EU General Data Protection Regulation came into force in May 2018. Since then, the processing of personal data has had to comply with the regulation. The General Data Protection Regulation is abbreviated to GDPR.

The processing of personal data means the collection, saving, organisation, structuring, storage and editing of personal data. The processing of personal data also includes searches and enquiries and the use, disclosure (by transfer, dissemination or other means of provision), coordination, combination, restriction, erasure and disposal of personal data. Personal data includes details such as the person's name, address, ID/passport number, income, cultural profile and IP address.

Examples of challenges to prepare for:

- Customer data is sent to the wrong recipient
- (by mistake or through phishing)
- Someone hears information about a customer at reception (overheard discussion)
- Access to the data by an outsider
- (phishing, unlocked computer, papers left visible, theft of a phone/tablet/computer containing personal data)

You should collect as little personal data as possible. Personal data should not be retained for longer than necessary. It should then either be deleted or made anonymous. (With a few exceptions)

If something goes wrong:

- Contact the customer and instruct them on how to proceed

Learning and aftercare:

- Increase and improve your information provision
- Document the situation in your accident records and learn from what happened
- Ask the customer about their experiences for further development

Anticipation

Cyber security

Appoint one person responsible for the information and cyber security of your business

Identify and list information critical to your business

Map your digital operating environment and list the systems involved in it

Enable strong passwords and disable default passwords

Install anti-malware software and the latest software updates onto your devices

Make sure that data backup is arranged appropriately

Also clarify the responsibilities and obligations related to data protection and cyber security regarding your partners and any external services that you use

Draw up instructions for dealing with any hacking incidents, data protection breaches and theft/loss of devices

Take cyber security into account in your risk assessment as well!

Experiencing the service

These are actions related to the phase in which the traveller enters your service.

The traveller arrives at the airport, port, railway station or other transport hub and begins heading towards your service.

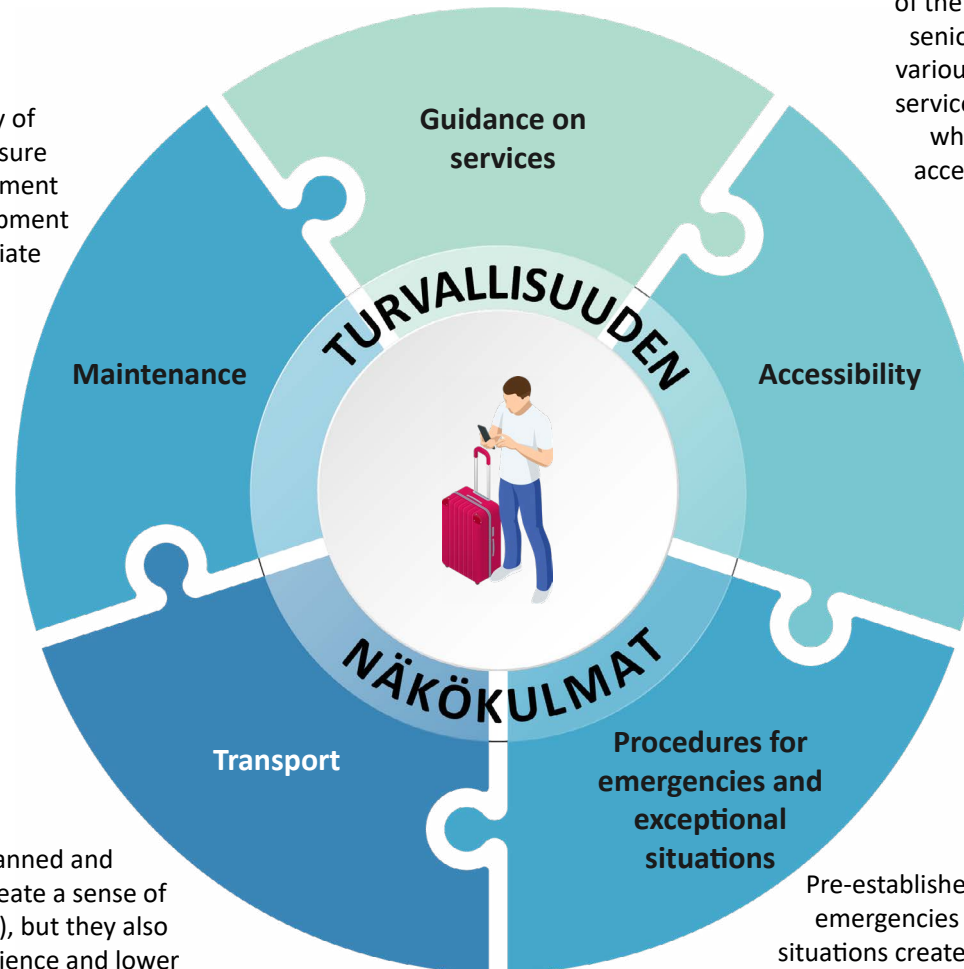
Explaining the content of the service, providing instructions on how to participate in the service and explaining any risks involved prevents incidents and accidents; the customer themselves can influence their own actions and identify whether the service is right for them.

According to the World Health Organization (2011), around 15% of the world's population, including senior travellers and people with various disabilities, need accessible services. This figure rises up to 40% when people with temporary accessibility needs are included.

It is an important duty of service providers to ensure that the service environment and other pieces of equipment are kept in an appropriate condition.

Not only do pre-planned and smooth travel chains create a sense of security (vs. getting lost), but they also improve the travel experience and lower the threshold to purchase the service.

Pre-established procedures for emergencies and exceptional situations create a sense of security and help with managing the situation in the event of something happening.



Experiencing the service

Phase 1. Arrival

The traveller's goal:

Arriving at the transport hub and travelling to the destination is pleasant even though the journey has been long. I see that my mental image of the destination was correct.



Anticipation

Indicate how customers can get to the destination: arrival instructions for the whole travel chain, accessibility, reliable transport providers

Provide a number to call if customers need more information

Take into account the different cultural backgrounds and language skills of travellers when providing instructions and guidance

Make sure that travel to the destination is pleasant in different weather conditions, e.g. taking care of maintenance

Learning and aftercare

Increase and improve your information provision

Develop transport connections or assistance services

Document the situation in your accident records and learn from what happened

Comments and notes:

If something goes wrong

Contact details in case the customer gets lost

112

It is safe to ask for advice in Finland



I must remember to collect accommodation cards

Collecting and submitting them to the police is a legal obligation that also supports safety.



Experiencing the service

Phase 2. Participation in the service

The traveller's goal:

The sites and services give me a good experience of safety. I know that my payment or personal data will not be used inappropriately.

Themes related to safety are communicated about in an openly neutral way, not pointing out threats.

I do not get scared if incidents occur because I have already prepared for them. I know where I can find information in the language of my choice in the event of an emergency. When in trouble, I can get help easily and feel that I can trust the authorities.

Anticipation

Service guidance for customers and customers' capacity and ability to participate in the service

The more the customer participates in various activities and the more high-risk the service, the more and more detailed safety information, guidance and advice must be provided to participants. Provide the information in a clear manner that is understandable to service participants. You can determine your own best way to provide information. You can provide information to participants through signs and warning posts, orally, in writing, or through video, animation or other suitable means. Also indicate if the activity poses a risk of permanent effects on participants.

Customers must be informed at least of how demanding the service to be provided is and what equipment is required. Customers must be provided with instructions on what to do and how to behave, both during the activity itself and in the event of an emergency. The customer must be provided with guidance on the use of personal protective equipment where needed, as well as how they can suspend the service.

If the activity requires other authorisations or documents from the authorities, the customer must be guided through them.

Instructions on what to do after the service.

Accessibility

Make sure that participants are aware of the accessibility of your service: whether it is accessible or not.

Aim for accessibility as extensively as possible: An environment without thresholds and stairs also helps with the transport of items, as well as the cleaning and maintenance of the premises. Well-designed and implemented accessibility does not cost much but improves the usability of the premises and the customer experience.

Comments and notes:



Experiencing the service

Phase 2. Participation in the service

Hygiene

How are the hygiene regulations related to the handling of foods fulfilled (e.g. reporting on hygiene passports and inspection results)?

How and how often is cleaning organised?

Do you use borrowable equipment (e.g. bikes, helmets, kayaks, life jackets, etc.) and how is their cleaning arranged? How are winter clothes and shoes maintained and cleaned between uses? For example, do your winter trip products include the option of borrowing socks, gloves and balaclavas, or does each participant have to bring their own equipment?

Are there any specific rules for going to the sauna, especially regarding public saunas? What kind of specific hygiene practices are there in relation to visiting a spa?

Comments and notes:

Safe implementation of the service and procedures for emergencies and exceptional situations

Find out what insurance policies are needed and acquire them.

Carefully manage all agreement related to the service, including rental and other agreements.

Be prepared for unexpected changes during service provision, e.g. weather conditions, customer behaviour (see 'Risk assessment' p. 11).

Ensure that your staff's safety know-how is up to date.

Ensure the safety of the service environment

- List the documents that are used to monitor the safety of the service environment (e.g. equipment inventory, operational log, maintenance records, checklists, etc.)
- Establish how the safety of the facilities, equipment, tools and devices used in the service is ensured and how their inspections, maintenance and repairs are organised.

Define limits for the conditions under which the service can be provided safely, i.e. when the service cannot be provided safely, as well as circumstances that may prevent the customer from participating in the service.

Make sure that the service will not cause any harm or danger to non-customers. Any risks that the service may pose must be communicated to bystanders.

Establish a normal number of customers for the service, as well as the maximum or, where applicable, minimum number of customers allowed for safety reasons.

Plan what to do in the event of any emergencies and exceptional situations (see Chapter 3).

Regularly discuss the procedures and instructions with your staff and bring up the practices and instructions with potential partners as well.

Decide in advance how to communicate with the customer during the trip. In the event of an incident, you should use instant messaging channels, such as various social media platforms or SMS, where possible.

Comments and notes:

Experiencing the service

Phase 2. Participation in the service

If something goes wrong

- If you have a serious incident or accident during the service, take immediate action and call for help: Call 112
- Stop providing the service that poses a hazard until the service can be safely resumed
- Communication in exceptional situations
- Follow the agreed-upon procedures and instructions in the event of a risk or incident
- If the scope of the hazard exceeds that of your service, keep up to date on information provided through regional or national channels, e.g.
 - Finnish Government
 - The Finnish Border Guard website (border crossing procedures)
 - Finnish Institute for Health and Welfare (THL) website
 - Press releases by the Ministry of Economic Affairs and Employment (TEM)
 - Regional websites
 - Tourist region / municipality information websites
 - Business Finland
 - Suomen Yrittäjät (Finnish business confederation)
 - TE Services
 - Kela
 - Vero.fi
 - Centre for Economic Development, Transport and the Environment
 - Union-specific websites

Learning and aftercare

Incident records

Document the situation in your incident records

Incident records: Keep a record of any accidents and near misses that occur in the service. The incident records must indicate matters such as the following:

- What happened?
- To whom?
- Where?
- When?
- Why?
- What measures have been taken in response?

Report any serious accidents and related measures to the Finnish Safety and Chemicals Agency (Tukes): what happened and what measures you have taken in response.

Find out what kind of accidents and near misses are to be reported to Tukes, how to report them and who is responsible. For example, the notification can be submitted by filling out an [online form](#) or by email to kirjaamo@tukes.fi.

Comments and notes:

Learning

Discuss what happened with your staff and think about how you can prevent similar accidents in the future. Document clear measures and responsibilities

Update the safety document (logbook) after any serious accidents according to the lessons learned, incl. the risk assessment

If the accident was caused by a defect or deficiency in the equipment used in the service, e.g. play or gym equipment, please also inform the equipment supplier of what happened

Comments and notes:

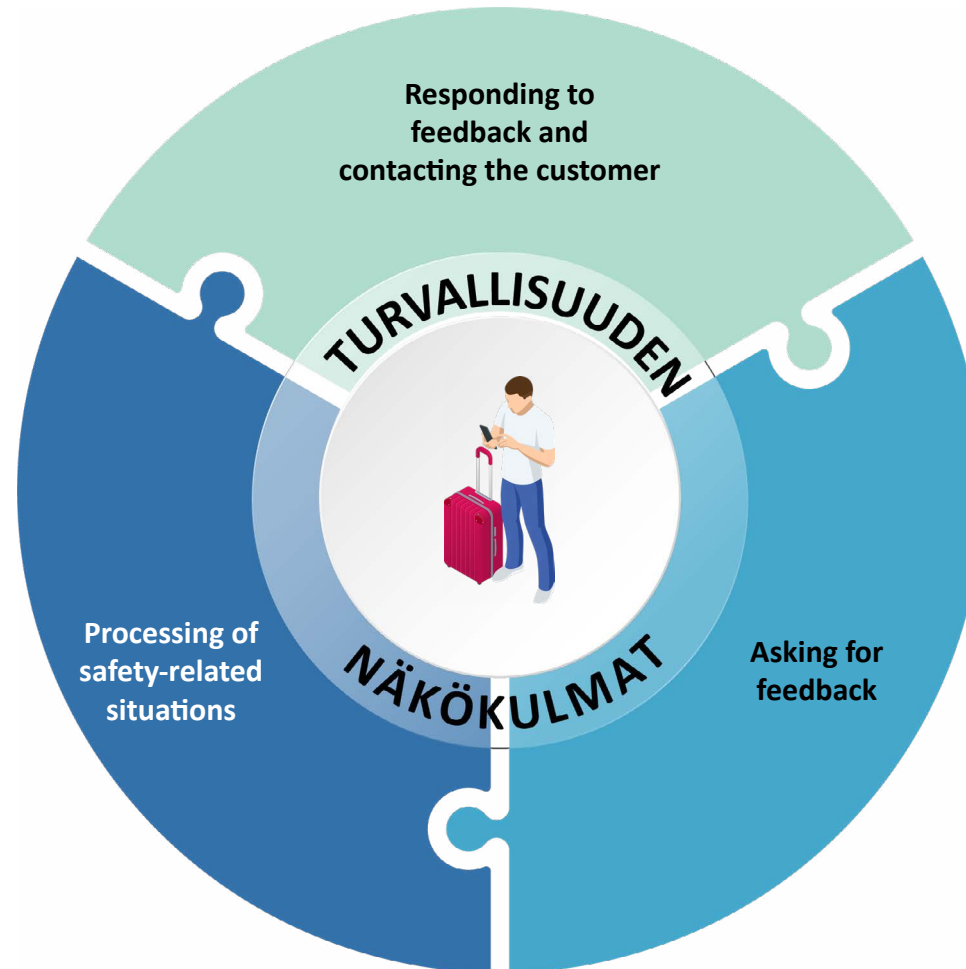
Communication

Inform customers about the hazards of the service and consumer rights.

Comments and notes:

Sharing the experience

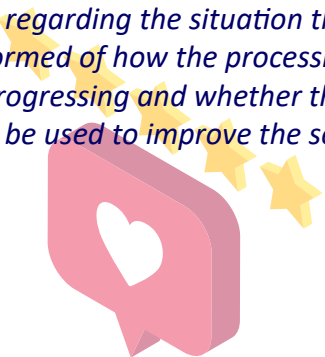
These are actions related to the phase when the traveller has already left your service and has returned to everyday life.



Sharing the experience

The traveller's goal:

I am actively asked for feedback and I feel that, as a customer, I can genuinely help with the development of the service. My feedback is responded to and, if necessary, I am contacted for further information regarding the situation that I reported. I am informed of how the processing of my feedback is progressing and whether the lessons learned will be used to improve the service.



Anticipation

Collect customer feedback electronically from each visitor and utilise the feedback on different channels

Also make sure that any issues are discussed within the business and remedied

Cooperate with different parties – the more the message is shared despite the disruption, the better it is for the whole tourism region!

Retention of personal data: please remember to delete your customers' personal data by the deadline as promised

Comments and notes:

If something happens / learning and aftercare

Safety challenges identified from feedback are to be addressed and learned from as described in the section 'Continuous safety measures'

Utilise different safety stories when developing and communicating about your operations to different target groups

Please note: Make sure that it is not possible to identify people or events from the stories – the best way is to ask the customer for permission to tell their story, even if the story is presented anonymously

Comments and notes:

Annual clock

Task

What procedures did you find for yourself?

Enter any regular and recurring practices onto the annual clock provided, at a more general level, to help you see the bigger picture in terms of safety.

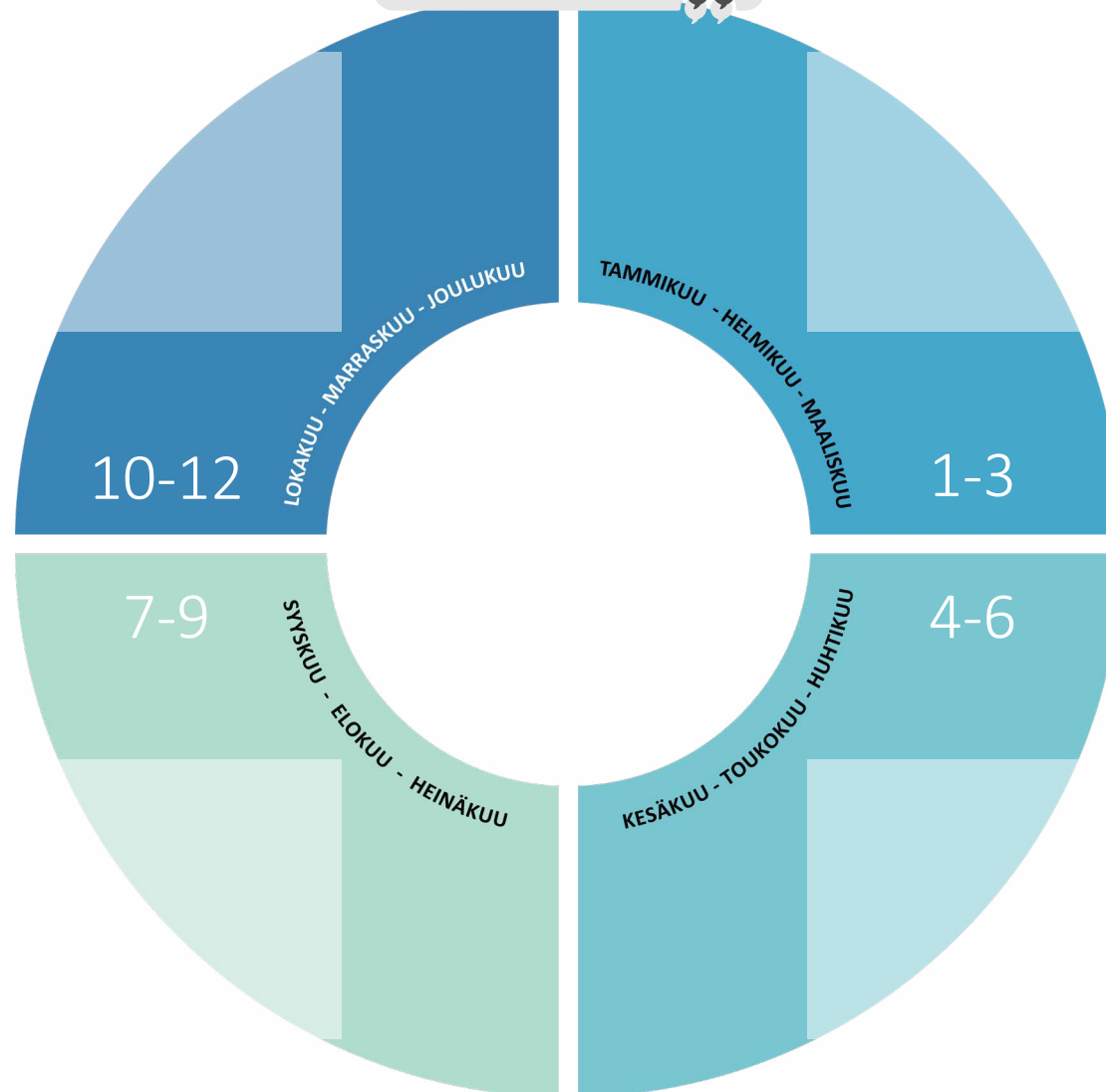
When timing your measures, take into account your season. If possible, it is advisable to carry out the measures outside tourist seasons.

In the material bank, you will find worklist templates on which you can list measures for general-level practices in more detail, as well as more detailed information about them (e.g. responsibility, time).

Examples of procedures:

- It has been agreed with a cleaner that they will check the smoke detectors every month and makes a record entry of it.
- Fire extinguishers must be checked every two years. On ships and in outdoor areas, they must be inspected every year.
- Insurance policies are to be renewed annually while also checking aspects such as whether your liability insurance is adequate.
- Remember to make sure that you are visited by a fire/health inspector.
- Contingency planning – the backup generator is to be checked annually.
- Changing passwords regularly.
- Regular backup of files.
- Installing software updates.

Tip:
[See the annual clock of cyber security measures for the tourism sector](#)



Sources and further information

1/2

Safety tools for the tourism sector

Visit Finland

▶ Finnish

Tourism Safety Passport training

Finnish National Rescue Association

▶ Finnish

What kind of activities require official authorisation?

Check which permits you need to operate [here](#).

How to prepare for long power outages

Ministry of Defence 2019

▶ Finnish

Preparedness guidelines

Red Cross

▶ Finnish

▶ Swedish

▶ English

72-hour survival guide

Finnish National Rescue Association

▶ Finnish

▶ Swedish

▶ English

How to prepare for a power outage

Rescue Services

▶ Finnish

▶ Swedish

▶ English

Camping area safety guide and fire safety guides

Finnish National Rescue Association

▶ Finnish

Sources and further information

2/2

'Supporting a solo traveller on the digital customer path' guide

Municipality of Enontekiö

▶ Finnish

Preparing a safety document

Avec Marja – Travelling with Marja

▶ Finnish

Commitments by tourism operators to act to protect customers from COVID-19

Clean & Safe Turku

▶ Finnish

▶ Swedish

▶ English

Compass – A Handbook for Safety in Tourism in Helsinki

City of Helsinki

▶ Finnish

Preparing and utilising a safety document

Finnish Safety and Chemicals Agency (Tukes)

▶ Finnish

▶ Swedish

▶ English

EU General Data Protection Regulation (GDPR)

Office of the Data Protection Ombudsman

▶ Finnish

▶ Swedish

Data protection guide for small businesses

Opsec

▶ Finnish

Corporate security

Confederation of Finnish Industries

▶ Finnish

10 tips for improving cyber security in the tourism industry

Visit Jyväskylä Region & JAMK

▶ Finnish

Guide for inclusive tourism

Visit Finland

▶ Finnish

Accessible content – guide for planning and content production

City of Helsinki

▶ Finnish

Sustainable Travel Finland programme

Visit Finland

▶ Finnish

4.

Outline your way of communicating about safety

How to communicate about safety in everyday life

Summary

Create safety by providing information about basic operations

- 1 Emergency number
- 2 Money and payment
- 3 Language
- 4 Mobility and transport
- 5 Drinking water
- 6 Seasons
- 7 Clothing
- 8 Physical safety

Create a sense of security

- 1 Be present and available to the customer:
"Feel free to ask questions and talk with us whenever"
- 2 Instructions
- 3 Diversity in aspects such as visual materials
- 4 Reliability of public authorities
- 5 Trust between people as a Finnish special characteristic
- 6 Anticipation in exceptional situations
- 7 What to do in the event of an emergency

Safety in the service

- 1 Service availability information
- 2 Accessibility information
- 3 Instructions for using the service
- 4 Requirements for participation in the service (activities)
- 5 Safety know-how in your business (e.g. first aid, hygiene passport)
- 6 Emergency phone number of your business, if applicable
- 7 Remember feedback!

How to communicate about safety in everyday life

Summary

Planning the trip

Websites

Provide key information about your destination/service on your website and keep it up to date:

Consider the service languages that are the most important to your customers when communicating about safety

Present all information in a clear and accessible way

Diversity in aspects such as visual materials

Instructions for safe travel to you (the destination)

Tips for a safe experience (what the customer can do, basic information about the destination: 112 as the emergency number and downloading the 112 app, the tap water is safe to drink, everyday services run smoothly even in winter)

Accessibility and availability of the service (requirements for participation)

Safety know-how (e.g. first aid, hygiene passport) and your other responsibility actions, e.g. sustainable tourism deeds and certifications.

Ensuring customer safety by staff in the event of an incident

Instructions for the traveller to follow while participating in the service at the destination

Processing of personal and payment data

Health services, incl. availability, opening hours, contact details

Communicate about any exceptional arrangements in good time

Reservation conditions: in case of cancellation or changes

Reminder about travel insurance

Links to regional and national information websites

Experiencing the service

Communication at the destination

Be present and available to the customer: *“Feel free to ask questions and talk with us whenever”*

Instructions for a safe service experience: displayed on site

Instructions on what to do in the event of an emergency: displayed on site

Sharing the experience

Contact

Ask for feedback on safety

Communicate how feedback will be processed

Communicate how feedback has influenced your operations

Social media / websites

Communicate about your efforts towards improving safety

Share safety stories on your channels to your different target groups

How to communicate about safety in everyday life

Summary

In crisis situations, the authorities are responsible for providing information and businesses pass on said information. Here are some instructions on how you yourself can prepare for crisis communication.

1 If a crisis situation affects just a single business, this business is responsible for communication.

Prepare as follows:

Build and describe your own operating model for crisis communication

Use and follow any communication guidelines issued by your city or municipality

Remember to designate responsibilities and progress at the person level

2 If you need or want support, you can get it from the communication services of your tourism region.

3 Other communications are handled by the investigating authority and the business itself in accordance with its own guidelines.

4 Establish who is responsible for crisis communication and coordinating cooperation at the level of the city or region.

Checklist

Create a crisis checklist for your business:

- ✓ Identify and describe the channels to call immediately
- ✓ To whom we will report the incident
- ✓ How we can reach our customers
- ✓ Agree who will comment to the media (spokesperson): do not hide from the media, but do not speculate either
 - I know the answer and will tell you now (facts)
 - I do not know the answer, but I will find out and get back to you (state also when)
 - I cannot answer the question yet, but we will be able to tell you later (state when)

5.

Material bank

Risks

(Common hazards in consumer services)

	Risk	Risk	Risk	Risk	Risk
Identified hazard					
Probability 1: Unlikely 2: Possible 3: Likely	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Impacts Who is at risk of being harmed? Participants? Bystanders? Workers? What other kinds of harm might occur?					
Magnitude of the risk 1: Minor 2: Harmful 3: Severe	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Measures What has been done about the risk so far? Has the risk been effectively eliminated? Are the measures being implemented as planned? What new measures are needed to improve safety?					
Name the different responsible parties here					

Risks

(Common hazards in consumer services)

	Risk	Risk	Risk	Risk	Risk
Identified hazard					
Probability 1: Unlikely 2: Possible 3: Likely	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Impacts Who is at risk of being harmed? Participants? Bystanders? Workers? What other kinds of harm might occur?					
Magnitude of the risk 1: Minor 2: Harmful 3: Severe	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Measures What has been done about the risk so far? Has the risk been effectively eliminated? Are the measures being implemented as planned? What new measures are needed to improve safety?					
Name the different responsible parties here					

Logbook for learning

Accidents (A)

Accidents that have occurred:

What lessons have been learned from the situations? What changes have been made to the service to improve safety as a result of the lessons learned?



Logbook for learning

Incidents (I):

Incidents that have occurred:

What lessons have been learned from the situations? What changes have been made to the service to improve safety as a result of the lessons learned?



Logbook for learning

Near misses (N)

Near misses that have occurred:

What lessons have been learned from the situations? What changes have been made to the service to improve safety as a result of the lessons learned?



Worklist template

Measure																				
Time	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12
Responsibility																				
Comments																				
Acknowledgement <i>Name & date</i>																				

Measure																				
Time	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12
Responsibility																				
Comments																				
Acknowledgement <i>Name & date</i>																				



Euroopan unioni
Euroopan aluekehitysrahasto



Vipuvoimaa
EU:lta
2014-2020



Uudenmaan liitto
Nylands förbund



Varsinais-Suomen liitto
Eteläisen Suomen alueellinen neuvosto
REGIONAL COUNCIL OF SOUTHWEST FINLAND



Helsinki



FORUM
VIRIUM
HELSINKI



ENTER
ESPOO



TURKU
BUSINESS
REGION

Worklist template

Measure																				
Time	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12
Responsibility																				
Comments																				
Acknowledgement <i>Name & date</i>																				

Measure																				
Time	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12	1-3	4-6	7-9	10-12
Responsibility																				
Comments																				
Acknowledgement <i>Name & date</i>																				



Euroopan unioni
Euroopan aluekehitysrahasto



Vipuvoimaa
EU:lta
2014-2020



Uudenmaan liitto
Nylands förbund



Varsinais-Suomen liitto
Eteläisen Suomen alueellinen neuvosto
REGIONAL COUNCIL OF SOUTHWEST FINLAND



Helsinki



FORUM
VIRIUM
HELSINKI



ENTER
ESPOO



TURKU
BUSINESS
REGION