



Turning Information into Action

NH Governor's Conference on Tourism - Topic Overview

In these turbulent economic times it is essential that tourism promote not only its attractions but also the experience. Tourism is about creating memories and one of the ways that we create memories is by developing unique customer service experiences and environments. Come and learn how together we cannot only be up when the economy is down, but help our visitors and guests to return home refreshed psychologically ready to take on new and exciting challenges. Customer service in difficult times is all about making a difference in people's lives.

BIOGRAPHY



Dr. Peter Tarlow, PH.D, Founder and President of Tourism & More

Dr. Peter E. Tarlow is an expert specializing in such areas as: the impact of crime and terrorism on the tourism industry, event risk management, and in tourism and economic development. Tarlow earned his Ph.D. in sociology from Texas A&M University. He also holds degrees in history, in Spanish and Hebrew literatures, and in psychotherapy. Since 1990, Tarlow has been teaching courses on tourism, crime & terrorism to police forces and security and tourism professionals throughout the world.

In 1996, Tarlow became Hoover Dam's consultant for tourism development and security. In 1998, Tarlow's role at the Bureau of Reclamation expanded. He was asked to develop a tourism security program for all Bureau of Reclamation properties and visitor centers. In 1999, the US Customs service asked Tarlow to work with its agents in the area of customer service, cultural awareness, and custom's impact on the tourism and visitor industry. In 2000 Tarlow, due to interagency cooperation on the part of the Bureau of Reclamation, helped to prepare security and FBI agents for the Salt Lake City 2002 Winter Games. In 2003, Tarlow was asked to take on special assignments dealing with iconic security for the US National Park Service.

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Tarlow's fluency in many languages enables him to speak throughout the world (United States, the Caribbean, Latin America, Europe, and Africa, and the Eastern Pacific). Tarlow lectures on current and future trends in the tourism industry, rural tourism economic development, the gaming industry, issues of crime and terrorism, the role of police departments in urban economic development, and international trade. Tarlow has done extensive research on the impact of school calendars on the tourism industries, on tourism crime, and on terrorism. Tarlow is also well known in the area of rural tourism having lectured on this subject in numerous states throughout the United States. Tarlow publishes extensively in these areas and writes numerous professional reports for US governmental agencies and for businesses throughout the world.

Tarlow also lectures for Homeland Security. In that capacity, he has lectured to both urban and rural tourism areas across the United States. Tarlow lectures at major universities around the world. Tarlow lectures for the US Department of Justice. He has provided lectures for both the Bureau of Prisons on have focused on the topic of prisons as breeding grounds and for US Attorney Offices on how US Businesses and Tourism Industries need to confront security challenges.

Tarlow has also worked with other US government and international agencies such as the US Park Service at the Statue of Liberty, The Smithsonian's Institution's Office of Protection Services, Philadelphia's Independence Hall and Liberty Bell and New York's Empire State Building. He has also worked with the Federal Bureau of Investigation, The Royal Canadian Mounted Police, and the United Nation's WTO (World Tourism Organization), the Center for Disease Control (Atlanta, Triangle Series). Tarlow speaks throughout North and Latin America, the Middle East and Europe. Some of the topics about which he speaks are: the sociology of terrorism, its impact on tourism security and risk management, the US government's role in post terrorism recovery, and how communities and businesses must face a major paradigm shift in the way they do business. Tarlow has trained numerous police departments throughout the world in TOPS (Tourism Oriented Policing Skills) and offers certification in this area.

Tarlow is a member of the Distance Learning Faculty of "The George Washington University" in Washington, DC. He is also an adjunct faculty member of Colorado State University and the Justice Institute of British Columbia (Vancouver, Canada) and a member of the graduate faculty of Guelph University in Ontario, Canada. Tarlow is an honorary professor at the Universidad de Especialidades Turisticas (Quito, Ecuador), of the Universidad de la Policia Federal (Buenos Aires, Argentina), and on the EDIT faculty at the University of Hawaii in Manoa, (O'ahu). At numerous other universities around the world Tarlow lectures on security issues, life safety issues, and event risk management. These universities include institutions in the United States, Latin America, Europe, the Pacific Islands, and the Middle East.

Tarlow is a well-know author in the field of tourism security. He is a contributing author in the first major book on tourism security book Tourism, Crime and International Security Issues (John Wiley & Sons) and has published numerous academic and applied research articles regarding issues of security including articles published in The Futurist, the Journal of Travel Research and Security Management. In 1999 Tarlow co-edited "War, Terrorism, and Tourism." a special edition of the Journal of Travel Research. In 2002 Tarlow published Event Risk Management and Safety (John Wiley & Sons). Tarlow also writes and speaks for major organizations such as the Organization of US State Dams, and The International Association of Event Managers.

Tarlow's wide range of professional and scholarly articles includes articles on a subjects such as: "dark tourism", theories of terrorism, and economic development through tourism. Tarlow also writes and

publishes the popular on-line tourism newsletter *Tourism Tidbits* read by thousands of tourism and travel professionals around the world read "Tourism Tidbits" in its English, Spanish, Portuguese and Turkish language editions. Tarlow has been a regular contributor to the joint electronic tourism newsletter, ETRA, published jointly by Texas A&M University and the Canadian Tourism Commission and to the magazine *Brilliant Results*.

Tarlow has appeared on National televised programs such as Dateline: NBC and on CNBC and is a regular guest on radio stations around the US. Tarlow organizes conferences around the world dealing with visitor safety and security issues and with the economic importance of tourism and tourism marketing. He also works with numerous cities, states, and foreign governments to improve their tourism products and to train their tourism security professionals.

Tarlow is a founder and president of Tourism & More Inc. (T&M). He is a past president and former executive director of the Texas Chapter of the Travel and Tourism Research Association (TTRA). Tarlow is a member of the International Editorial Boards of "Turizam" published in Zagreb, Croatia, "Anatolia: International Journal of Tourism and Hospitality Research," published in Turkey, "Turismo: Viso e Ao" published in Brazil, and "Estudios y Perspectivas en Turismo," published in Buenos Aires, Argentina.

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