

Communication on Road Safety and Responsible Travel & Tourism

Chania, Crete, 11th April 2019

Sixth Global Meeting of Non-Governmental Organisations
Advocating for Road Safety and Road Victims

We recommend the following actions by all tourism sector stakeholders to enhance safe and sustainable tourism:

International agencies

The UNWTO: to develop a specific policy on road safety and tourism, and to consider establishing a cross-stakeholder Advisory Panel on Tourism and Road Safety.

Travel and trade associations: to provide specific training and advice for members on ensuring safe road travel.

Foreign ministries and missions: to provide detailed and up-to-date information to travellers on road safety risks and safeguards for destination countries.

International and other investors in property and tourism: road safety should be a key criterion in planning and investment decision-making.

National governments and organisations related to tourism

Provide accessible advice for tourists on road safety risks and safeguards including key road safety laws (e.g. BAC limits, obligatory safety equipment): for example, information offices at terminals (airports, ports, train or bus stations).

Regularly monitor data on tourist road casualties.

Develop a national tourism road safety strategy, including combined measures for the improvement of safety of road users, infrastructure and vehicles.

Support and assign scientific studies for the analysis of road safety in relation to tourism.

Take action to develop a road safety culture at the national level and particularly in the main tourist areas.

Local governments (prefectures and municipalities)

Develop local tourist road safety strategies, particularly targeting high risk areas.

Review pedestrian safety, particularly in zones frequented by tourists due to the high pedestrian traffic during tourist seasons.

Develop accessible mobility policies and regularly review the state of local provision.

Develop safe and accessible transport policies aimed at ensuring good standards of public and private transport services, including buses, taxis and other transport modes.

Work with regional and national governments to ensure safe road design, beginning with the identification and rectification of hazardous locations in the main tourist areas.

Tourism industry

Trip advice and booking websites should include advice on road travel safety.

Tourist agencies and destination managers should have specific road safety policies including the use of safe service providers (taxi companies, vehicle rentals, and 'experience' providers such as off-road vehicle tours) and providing clear information on safety to tourists.

Hotel, airline and holiday chains should use their influence to encourage safe destination transport – for example by only recommending/ allowing taxi, car hire or bus companies that evidently follow safe practices (e.g. use of seat belts, checking customers' driving licenses, compliance with occupational safety rules such as working hours).

Hotels and holiday resorts should have clear information for their clients about how to keep safe on the roads, and should only use taxi and local transport companies that comply with safe standards.

Vehicle rental companies

When procuring vehicles, wherever possible, choose vehicles that have been rated as five star by a recognised New Car Assessment Programme, and which are fitted with best available crash avoidance technologies including electronic stability control and automatic emergency braking.

Ensure that all motor vehicles meet United Nations minimum regulations for occupant and other road user protection, with seat belts, air bags and anti-lock braking systems for motorcycles.

Check validity of customers' driving licenses for the desired vehicle according to the road traffic rules of the destination country.

Ensure availability of child restraints for families renting motor vehicles, and helmets for those renting two-wheelers.

Guarantee that all vehicles are well-maintained and road worthy at all times.

Supply essential equipment such as high-visibility triangles, fire extinguishers, first aid kits and other recommended safety gear.

Supply customers with information on local road traffic rules and information on how to ensure their own safety.

Companies and Safe Business Travel

Prefer hotels, leasing and vehicle rental companies with good road safety practices.

Have a clear and detailed Safe Travel Policy, applicable to all staff, and setting out requirements for wearing seat belts, not drinking and driving, and other essential safety behaviour.

Provide staff training on keeping safe on the roads.

Monitor road incidents affecting staff, identify any problem drivers and areas for attention.

Police

Record data on all road casualties, conforming with best practice.

Keep particular data on tourists involved in road incidents.

Identify hazardous locations, with specific reporting on tourism and road safety.

Share data at least annually with local authorities to assist with strategic development of local road safety planning.

Review enforcement policies and practices to improve road user behaviour.

Conduct regular local road safety awareness campaigns, working with local authorities, community groups and NGOs.

NGOs

Advocate for all stakeholders to take action on tourist road safety.

Work with police and local authorities to assist in the development of road safety campaigns.

Carry out awareness raising with target groups.

Work with universities, academics and others to assist in the development of evidence-based tourist road safety strategies.

Travellers

Take responsibility for their own safety.

Obey local road traffic rules and behave with at least the same care and attention to safety that they would in their home countries.

Seek information on travel safety.

Do not endanger others on the roads while travelling.