

Safe,

Are you doing enough to protect your staff and guests? We surveyed hoteliers to find out what security procedures they have put in place since 9/11 and the Bali bombings – and the findings present a depressingly chilling study in complacency



EXCLUSIVE By Steve Shellum

ONE IN THREE HOTELIERS FEAR FOR THE SAFETY OF THEIR PROPERTIES – and a frightening number have done nothing to step up security following 9/11 and the Bali bombings. Some hotels have not checked their fire systems for more than six months, while others have failed to put in place even the most basic procedures to protect their guests and staff.

These are some of the key findings from an extensive online hotel security survey conducted by *HOTEL Asia Pacific* and hospitality technology consultancy Pertlink immediately after the terrorist attack in Bali that claimed more than 190 lives.

When asked: “Following the bomb attack in Bali, do you consider your hotel is secure?”, 35.9% of hoteliers answered, “No”. Tellingly, nearly 50% of respondents admit that they have not increased their investment in security – more than a year after the September 11 attacks in the US that claimed nearly 3,000 lives.

Despite chilling warnings that the al-Qaeda terrorist network has now switched its focus to “soft” targets such as hotel resort properties, and that Southeast Asia has become a hotbed of radical activity, less than a quarter of hotels have increased their security budgets since the Bali attack.

Whether due to lack of funds, complacency or an “it-can’t-happen-here” mentality, the lack of commitment to ensuring the safety of

not sorry

staff, guests and property is not just scary – it's an indictment on the industry.

What excuse can there be, for example, for nearly 40% of staff not wearing ID badges? Or for not ensuring that all entrances/exits are properly monitored?

The full survey is printed on the following pages (it can also be downloaded as a PDF file from www.hotelasiapacific.com), but a number of other key points are worth emphasising.

Among hotels that have stepped up their investment in security, more than half of the spending has gone into increased staff training, with about a third spent on security equipment and the rest on hiring extra security guards.

Reassuringly, more than half have taken the basic step of contacting an outside or government agency for advice.

But the data also pinpoints some potentially glaring security gaps – many of which could be remedied at little, or no, cost.

Nearly a quarter of hotels have not yet conducted any security briefing or awareness training among staff and, again, only about a quarter are performing extra vetting of prospective employees – although several say they plan to do so.

Frighteningly, a third of hotels admit to having lost master keys – while nearly half confess they do not know who has the keys for all their locks.

Nearly 40% do not issue security photo IDs for all their staff, and [can you believe it?] less than half perform security checks on contractors.

Just under half of hotels have no policy in place for handling suspicious packages, and less than 40% have stopped vehicles from parking near their premises.

Amazingly, some hotels still fail to print an inhouse guest list, or even an updated emergency staff-contact list with home telephone numbers – even in tough economic times, the cost of paper and printer ink should not make a major dent on the bottom line.

Nearly a third of hotels do not have any con-

tingency plans in place to deal with a major crisis although, to be fair, several are in the process of putting one together.

There is no excuse for any hotel not to have in place basic staff-training procedures and contingency plans – even the most cash-strapped property must make it *the* top priority to have these minimum security safeguards up and running.

Some properties that have increased their security budgets have invested in heavy-duty equipment like X-ray machines and metal detectors, which are fast turning the reception areas of some hotels into airport-like check-in counters. A small percentage now also have sniffer dogs on site at all times.

Nearly 70% of hotels have installed closed-circuit TV (CCTV), but there is a wide discrepancy – ranging from two days to more than a month – on how often the tapes or discs are rotated.

A number of hotels are planning to upgrade their PA systems so that emergency announcements can be made in several languages, while others are investing in PABX systems that have voice-recording capabilities to monitor threats.

Weak area

One obviously weak area identified in the survey is the lack of alarms on exit and storeroom doors – less than a quarter of hotels have them fitted, although another 5% say they are in the process of installing them.

Meanwhile, less than 40% of hotels man all entrances/exits, and nearly a third of access panels are not checked and secured.

Nearly 25% of hotels do not have sprinkler systems in guestrooms [we're talking basic stuff here, folks] and only a small minority have smoke hoods or other protective clothing available in guestrooms.

Even basic torches are common in less than a quarter of the hotels surveyed.

And what excuse on earth could there be for any hotel that has not checked its fire system

What excuse on earth could there be for any hotel that has not checked its fire system within the past six months?

The trick with security is to ensure that you keep your guests and staff safe, without turning your hotel into Alcatraz

within the past six months? Or, for that matter, the emergency lighting system and the emergency generator?

More than 40% do not have any policy in place for handling suspicious packages, and there are concerns over secure roof access and air-conditioning vents.

THE TRICK WITH SECURITY IS TO ENSURE THAT YOU KEEP your guests and staff safe, without turning your hotel into Alcatraz.

This is a very fine balancing act indeed, and many hotels appear to be wary of inconveniencing – or even insulting – their guests, even though most customers would put security above convenience any day.

More than half the hotels surveyed do not ask guests for photo ID when registering, with some saying to do so would be “too intrusive”.

Nearly 20% of hotels still permit guests to register using aliases, rather than their real identities.

And here’s another sobering thought – nearly half of room attendants do not ask for ID if someone asks them to open a guestroom door.

Just over 35% of hotels employ plain-clothes security guards, and 12% don’t even bother to conduct regular patrols of their grounds.

Action stations

A NUMBER of respondents gave details of actions they have taken to increase security at their properties – most of which cost little or no money. Following are some of their comments:

- We have introduced permanent staff briefings, increased patrols, special training on anthrax, packages etc;
- We have secured a K9 unit permanently on property which makes random rounds, with the parking area being the main focus;
- In Beijing, newly arrived guests have to be registered with the Public Security Bureau (via a special computer and phone link) within 15 minutes of check in;
- We have met up with the local police authorities and asked them to do a security audit of our property; in addition, all security staff have been retrained on vigilance; have posted extra security at the fun pub; have made new traffic control and entrance blockage;
- We have set up a security committee in the hotel and also involve the city police authorities;
- We have stepped up training of guards, employed extra guards and more security officers, and installed more CCTVs;
- Increased access control to back-of-house areas and sensitive locations; access control through staff entry;
- We have improved our security-guards’ training and evaluated the standard operating procedures;
- We view staff-awareness training as being more beneficial than increasing the number of security guards;
- Security manager was employed in February;
- Caller-ID devices were installed in our telephone trunk lines to ensure that all “prank calls” can be traced. Front-office associates have been properly briefed on how to track and handle the calls. We have security-advisory letters in all guestrooms;
- We have an emergency action plan in place.

NEARLY 60% OF THE SURVEY RESPONDENTS ARE BASED in Asia Pacific, with one third of their head offices located in the US and nearly a quarter in Europe.

Given al-Qaeda’s well-publicised threats to target assets of US-based companies, as well as their allies in the global war on terrorism – both at home and abroad – these figures tell their own tale.

The massive push among the global hotel brands to plant their flags in the region has been well documented by this magazine in recent years.

Marriott, a true symbol of US globalisation, recently opened its first resort in Asia, the JW Marriott Phuket Resort and Spa, and global players are keen to prominently display their logos throughout the region’s key city and resort destinations.

There is no doubt that Marriott and the other global players have extensive security arrangements in place – after all, they are big enough to implement comprehensive safety arrangements across the board, and to afford the services of the world’s leading security experts to ensure [as much as is humanly possible in this inhuman world] the well-being of their people and properties.

Although we did not ask the survey respondents to identify themselves or their hotels [otherwise we would probably have achieved a response rate of 0%], the geographic locations of the properties and their headquarters suggest that many of the respondents are based in Asia Pacific and are employed by international chains.

Deep concern

The fact that so many security loopholes have been identified in the survey should be of deep concern to the industry.

The weakest links in the chain may, at first, appear to be the small, independently run hotels that do not have either the funds or the experience to implement more than a cursory nod to security. That is, until you realise that more than 80% of the respondents to the *HOTEL Asia Pacific Security Survey* work in 4- and 5-star hotels which are, presumably, part of the big international chains.

Here’s the bottom line: if there is one successful attack on a hotel in the region – in Bali or Phuket, Singapore or Hong Kong – whether in a 5-star branded city hotel or a no-star unbranded resort property, we might all just as well pack our bags and call it a day.

And then start asking ourselves what we should have done to prevent it. ■

- *The HOTEL Asia Pacific Security Survey in full, pages 26-27*
- *The HOTEL Asia Pacific Security Workshop in Bali, page 28*
- *The Select Few, pages 28-29*

ABOUT YOUR HOTEL

1. In which region is your hotel located?

- Asia Pacific 58.97
- North America 12.82
- Europe 10.26
- Other 17.95

2. What type of property do you work for?

- City 61.54
- Resort 17.95
- Convention 5.13
- Airport 2.56
- Other 12.82

3. What is the star rating of your property?

- 5- and above 46.50
- 4- 38.46
- 3- or below 15.04

4. What is your job-title/position or department?

- GM 43.59
- Security 25.64
- Engineering 2.56
- Other 28.21

5. Where is the headquarters of your company based?

- Asia Pacific 38.46
- North America 33.33
- Europe 23.08
- Other 5.13

SECURITY AT YOUR HOTEL

6. Following the bomb attack in Bali, do you consider your hotel is secure?

- Yes 64.10
- No 35.90

7. Have you increased your security budget since the Bali attacks?

- Yes 23.08
- No 61.54
- We plan to 15.38

8. Has your hotel increased its investment in security since 9/11?

- Yes 51.22
- No 39.02
- Not yet 9.76

9. If yes, where has the investment been made?

- Extra security guards 17.95
- Increased staff training 51.28
- Extra security equipment 30.77

10. Have you positioned extra security guards?

- Yes 33.33
- No 48.72
- Not yet 5.13
- Not required 2.56
- N/A 10.16

11. Have you contacted an outside or government agency for advice?

- Yes 53.85
- No 38.46
- Not yet 5.13
- Not required 2.56

12. Have you installed metal detectors at your premises?

- Yes 17.95
- No 48.72
- Not yet 5.13
- Not required 12.82
- N/A 15.38

13. Do you have sniffer dogs?

- Yes 7.69
- No 79.49
- Not yet 5.13
- Not required 7.69

14. Do you have bullet-proof or locked windows overlooking sensitive areas?

- Yes 15.38
- No 74.69
- Not applicable 10.26

15. Are you performing any extra vetting of prospective employees?

- Yes 25.64
- No 66.67
- Plan to do so 7.69

16. Are all your exit and storeroom doors alarmed?

- Yes 23.08
- No 71.79
- In progress 5.13

17. Have you conducted any security briefing or awareness training?

- Yes 74.36
- No 12.82
- We plan to 12.82

18. Do you regularly print an in-house guest list?

- Yes 84.62
- No 12.82
- We plan to 2.56

19. Have you ever lost any master keys?

- Yes 33.33
- No 66.67

20. Do you really know who has keys for all your locks?

- Yes 58.97
- No 17.95
- I think so 23.08

21. Do you issue a security photo ID for all staff?

- Yes 61.54
- No 28.21
- We plan to 10.26

22. Do you perform security checks for contractors?

- Yes 48.72
- No 38.46
- We plan to 12.82

23. Have you installed X-ray machines?

- Yes 92.31
- No 7.69

24. Are all entrances/exits manned?

- Yes 38.46
- No 58.97
- Not required 2.56

25. Are all fire exits clear of blockages?

- Yes 94.87
- No 2.56
- I'm going to check 2.56

26. Do you employ plain-clothes security guards?

- Yes 35.90
- No 56.41
- Not required 7.69

27. Do you have adequate measures to safeguard handicapped, blind, deaf and mute people?

- Yes 33.33
- No 56.41
- I think so 10.26

28. Do you have a policy for suspicious package handling?

- Yes 56.41
- No 41.03
- I think so 2.56

29. Have you stopped cars parking close by?

- Yes 38.46
- No 58.97
- I think so 2.56



Security Survey



- 30. Do you have regular patrols of your grounds?**
 • Yes 87.18 • No 12.82
- 31. Are the toilets regularly checked for packages?**
 • Yes 58.97 • No 33.33 • I think so 7.69
- 32. All access panels checked and secured?**
 • Yes 66.67 • No 23.08 • I think so 10.26
- 33. Are air-con vents secure?**
 • Yes 46.15 • No 30.77 • I think so 23.08
- 34. Do you have clear roof access – is it secure?**
 • Yes 66.67 • No 17.95 • I think so 12.82 • Not necessary 2.56
- 35. Do you have helicopter access?**
 • Yes 15.38 • No 84.62
- 36. Do you have a sprinkler system in guestrooms?**
 • Yes 76.92 • No 23.08
- 37. Do you have an updated emergency contact list with home numbers?**
 • Yes 84.62 • No 5.13 • Needs updating 10.26
- 38. Is there an established chain of command outside of normal working hours?**
 • Yes 74.36 • No 10.26 • Needs updating 15.38
- 39. Do you have in place any contingency plans for a major crisis?**
 • Yes 66.67 • No 17.95 • We plan to 15.38
- 40. When did you last test the emergency power generator?**
 • Last week 28.21 • Two weeks 12.82 • Last month 28.21 • Two months 2.56
 • Three months 2.56 • Can't remember 17.95 • Never 2.56 • Not applicable 5.13

ABOUT YOUR GUESTS

- 41. Do the room attendants ask for photo ID before opening guestroom doors?**
 • Yes 41.03 • No 46.15 • Not required 7.69 • They will now 5.13
- 42. Do you have smoke hoods or other protective clothing available in the guestroom?**
 • Yes 12.82 • No 76.92 • In progress 7.69 • Not required 2.56
- 43. Do your guests have access to torches?**
 • Yes 23.08 • No 69.23 • In progress 2.56 • Not required 5.13
- 44. Do you allow guests to register using an alias?**
 • Yes 17.95 • No 82.05
- 45. Do you ask guests for photo ID when registering?**
 • Yes 48.72 • No 41.03 • It's too intrusive 10.26
- 46. Do you keep a copy of the guest ID when registering?**
 • Yes 53.85 • No 41.03 • It's too intrusive 5.13

ABOUT YOUR TECHNOLOGY

- 47. Do you have a CCTV system?**
 • Yes 69.23 • No 28.21 • Not yet 2.56
- 48. What period are the tapes/discs rotated?**
 • 2 days 10.26 • 1 week 20.51 • 1 month 35.9 • Other 33.33
- 49. When was the emergency lighting system last checked?**
 • 1 month 71.79 • 2 months 10.26 • 6 months 2.56 • Other 15.38
- 50. When was your fire system last checked?**
 • 1 month 69.23 • 2 months 15.38 • 6 months 2.56 • Other 12.82
- 51. Do you regularly print an inhouse guest list?**
 • Yes 92.31 • No 5.13 • Will do from now on 2.56
- 52. Do you keep off site back ups of *all* data?**
 • Yes 53.85 • No 38.46 • Will do from now on 7.69
- 53. Do you think you have adequate protection against hackers?**
 • Yes 64.10 • No 17.95 • We're updating our system 17.95
- 54. Do you think you have adequate protection against a virus attack?**
 • Yes 76.92 • No 12.82 • We're updating our system 10.26
- 55. Do you have an emergency PA system that gives messages in multi-languages?**
 • Yes 48.72 • No 38.46 • We plan to update our system 12.82
- 56. Do your staff have walkie talkies or two-way radios?**
 • Yes 87.18 • No 7.69 • Not required 5.13
- 57. Does your PABX have a voice-recording capability to monitor threats?**
 • Yes 23.08 • No 64.10 • I think so 2.56 • We will install this function 10.26



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Hotel groups sponsor Bali security workshop

FOUR leading hotel groups – Starwood, Six Continents, Hyatt International and Shangri-La – have joined forces to sponsor hotel security workshops in Bali and Jakarta.

The one-day events, organised by *HOTEL Asia Pacific* and Bali Discovery Tours, take place in Bali on December 16 and Jakarta on January 9.

The *HOTEL Asia Pacific Hotel Security Workshops* will present the latest thinking in both technical and human approaches to improve hotel security, and will showcase top speakers in the field as well as demonstrations of the latest equipment available in the field of hotel security. Discussions will also be held on how to deal with security issues in marketing a specific destination to the conference and meeting markets.

Through the generous support of its sponsors, the *HOTEL Asia Pacific Hotel Security Workshops* will cost Bali participants only Rp. 100,000 (about US\$11) and Jakarta workshop participants US\$50.

The fee will cover lunches, coffee breaks, bilingual course materials

and a certificate of participation.

The Rp. 100,000 paid by the Bali workshop participants will be contributed entirely to the Casa Grande Hotel Association Bali Relief Fund. Similar workshops are also being planned throughout the region, including Thailand, the Philippines, Malaysia, Hong Kong and Singapore.

“The Bali tragedy should serve as a wake-up call to the hotel industry,” says *HOTEL Asia Pacific* publisher/editor Steve Shellum.

“The workshops will provide a valuable platform for sharing essential knowledge, experience and resources to help prevent the unthinkable happening at hotels, whether resort or city properties.

“The commitment of Six Continents, Hyatt, Shangri-La and Starwood towards these workshops is highly encouraging and commendable.

“Security is the one issue that hotel groups must be prepared to discuss openly, and willingly share information and expertise.” ■

• For more information or to register, contact: jack@balidiscovery.com

HOTEL ASIA PACIFIC SECURITY WORKSHOP

Monday, December 16, 2002 – Bali International Convention Centre

08:45-09:15	Registration
09:15-09:20	Welcome by Steve Shellum, Publisher/Editor <i>HOTEL Asia Pacific</i> .
09:20-09:30	Opening by KAPOLDA Bali Brigen Polisi Budi Setyawan, Governor of Bali *
09:30-10:15	<i>The Tourism Industry and the Threat of Modern Terrorism – An Overview</i> , Ir Gen Polisi Drs. Made Mangku Pastika *
10:15-10:30	Coffee Break
10:30-11:15	<i>Overview of 9/11: The US Response to Terrorism and the Special Challenges to the Tourism Sector</i> , Tim Dumas, Chief Security Officer, US Embassy Jakarta.
11:15-12:00	<i>Fighting Terror with Technology</i> – Chester Doty, Group Director of Security, Shangri-La Hotels and Resorts
12:00-13:00	Lunch
13:00-13:45	<i>Training Staff as the First Line of Defence</i> – James Filgo, Consolidated Services, Inc
13:45-14:00	<i>Security at Nusa Dua and the BTDC: A Brief Case Study</i> , Robert van der Maas, Grand Hyatt Hotel.
14:00-14:45	<i>Case Study: Singapore – The Response to 9/11</i> , Robert Guy, Chairman of SITE Singapore.
14:45-15:15	Live Demonstration by the Bali SWAT and Bomb Team *
15:15-16:00	<i>Crisis Communication</i> , Hill & Associates.
16:00-16:45	Moderated Panel – Q&A
16:45-17:00	Closing Address – Prof Dr Ir, I Gde Pitana, Kepala Dinas Pariwisata Bali *

(* To be confirmed)



Mark Greedy:
code of honour.

The Select Few



Rugby-mad Mark Greedy lost several mates in Bali. The Leading Hotels of the World VP for Asia Pacific pays tribute to his friends who perished – and explains why terrorists will never kill their spirit

'Rugby is a game for thugs, played by gentlemen'

(Quote from Steve Finnane's book, The Game They Play In Heaven)

THE young gentlemen of Bali I played with and against, from Hong Kong to Singapore to Australia to Jakarta, were from our global rugby tribe. A tribe of more than 100 million "natives" are unified from all continents, languages, races, religions, physiques, gender, professions, skills and ability.

This fusion has created the indomitable mould of a rugby tribal culture.

The hallmarks of the rugby tribe are their stalwart strength of character and their enduring code of honour. They possess a self-effacing humour, a knowing intellect, a respectful demeanour and lusty vitality.

They are the elite but benevolent. They are the triumphant, but well regard their adversaries. They are the school prefects, the leaders of the pack, the responsible citizens, the givers of strength, the "can-do" contributors of effort.

They are individuals worth knowing. For these reasons alone, they did not deserve to be selected from Bali for the heavenly rep side. We needed more time with them.

Now selected, I am comforted with the thought that they have, in quick time, proudly accepted their new kit, mapped out the after-game social programme, identified

the prettiest supporters, trained with partial determination, briefly discussed strategy, confused themselves with the throw-in calls, confidently practised miraculous moves and angles that will never work in execution, changed into their lucky items of boots, socks and jocks, and mentally rehearsed their songs of victory or loss.

Such is the tribal ritual.

As always, they will accept the fine athletes from other codes into their fraternity, confident that more participants will add to their global tour festivities. The rugby tribe is a migrational species. The unique experiences and memories of their journey is mandatory to the code.

To travel is a birthright of their generation, and this rugby tribe will not be sidetracked by unprovoked aggression.

The Heavenly Rugby Team will now travel the globe. They will be playing in the Sydney Rugby World Cup, the Six Nations, the Hong Kong 10s, the SCC 7s, the Dubai 7s and, most definitely, the Bali 10s. I will tip my Australia cap to them all whenever I sense their company at these events. They will be remembered.

These gentlemen I played with and against, and the ladies who supported them, have now been selected for the Heavenly Team. ■

• Email Mark Greedy at: mark.greedy@lhw-offices.com

To travel is a birthright of their generation, and this rugby tribe will not be sidetracked by unprovoked aggression