

Reseña de Publicaciones

Tarlow, Peter (2017); *Sports Travel Security*.

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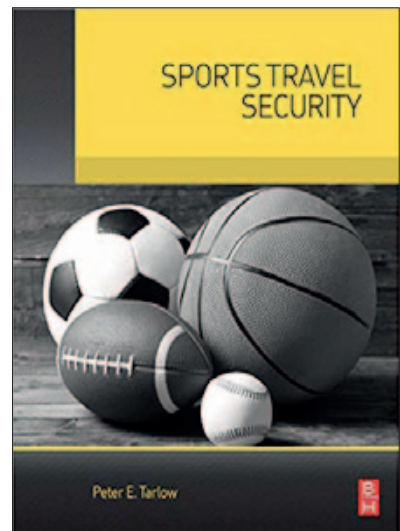
Although the violence against athletic delegations are not new, following for example the Munich massacre held in 1972 where a terrorist Islamic group (Black September) took hostage and later killed almost eleven Israeli Olympic teams, no less true is that over the recent years, the probabilities for Olympic villages as Rio de Janeiro, of being the target of terrorist attacks turns higher than other times. As a global threat, terrorism forces us to reconsider a large part of security programs in the globalized hosting cities.

As this backdrop, this seems to be one of the main goals of recently-published Peter Tarlow's book, which is entitled *Sports Travel Security*. In such a project, Tarlow, who is an authoritative voice in the study of security and safety in tourism industry, explores the puzzling dichotomy between the idealization of sports, which plays a crucial role as a catalyst of emotions, and security originally-oriented to stability and certainty. As Tarlow puts it, athletic games are something else than a simple form of entertainment, since they pursue different aims.

At some extent sports not only boost the local economies, situating international cities as the main destination of hundreds thousands of tourists, but also serves in disciplinary terms, as a form of cultivating skills. One might speculate that spectatorship is not the only that stares out these kinds games or mega-events. Many terrorist cells may very well take the opportunity to target athletes to cause political instability or undermining the state's credibility. Hence the notion of security should be prioritized as one of the main pillars of sport games over the recent decades. In this vein, Tarlow intends to fulfill a gap, which discusses critically to what extent the specialized literature in events is known about the wellbeing of athletes.

In the first introductory chapter, Tarlow reviews the limitations of classic literature to evince the exemplary symbolic archetype of athletes as mythical heroes for modern society.

"In this way, many athletes not only are objectified, but also they appear more often in the media. This means that their private lives are often not their own, and their notoriety exposes them to unscrupulous people" (Tarlow 2017: 6)



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The second chapter, complementarily, deals with athletes as target of external or internal attacks as well as the new security challenges policy-makers face for the years to come. As Tarlow adheres, a much deeper inspection to the literature evinces there is no clear definitions on the terms *sports or athletics*, in which case, there is not clear boundaries who should be protected. In view of this, Tarlow suggests to categorize sport travellers into the following variables

- a) Gender.
- b) Age Cohorts
- c) Professional vs Amateur athletes.
- d) Well-known vs. less known players.
- e) Team Members vs. individual players.

As aforementioned above, the security programs conducted by specialists should firstly focus on the target as well as its individual or collective featuring, which may lead towards an all-encompassing model to enhance security in sport games. We must evaluate that the emotional impact of violence when exerted against celebrities will turn higher for public opinion than when directed against less known athletes. Whatever the case may be, sometimes athletes should move into a climate of hostility created by different international disputes among states, which ushered them in a difficult position, whereas in others, athletes confront discursively with a bloody dictatorship which serves as a hosting nation. As protagonists of the game, athletes run the risk to be attacked because of multiple issues.

The third and fourth chapters analyze sports as the key factor for tourist destinations to gain further attraction and competence in the international market. Tarlow introduces the Weberian term *Enchantment* to denote the production of experiences, which are enrooted in a specific environment.

Fifth chapter dissects the problem of terrorism in view of its potential effects on tourism and sport tourism industry. What terrorists want is harming the society through the imposition of fear and vulnerability as negative emotions, and in so doing, they use different techniques which allow social scientist to build a conceptual typology of terrorists, cells and the counter-policies states should adopt. While sixth chapter focuses on the food- security of athletes, chapter seven emphasizes on the different interactions and reactions between athletes and their fans. This chapter spans from the formation of Athletes organizations to the legal issues according to spectator's risks. The chapter eight sets forward the risk critical management steps to hotels and sporting venues in a near future. The type of stadiums, venues and hotels would be playing a vital role in the configuration of more secure destinations.

As the previous argument given, it is important not to lose the sight that athletes symbolically emulate the archetype of ancient heroes, who as idols represented how unjust nature is or the philosophical dilemmas of destiny which confronts humankind from its outset. What in the bottom sports remember seems to be associated to the human-will before adversity, its possibilities of resiliency despite the odds against; to put this slightly in other terms, games crystalize the complex intersection of contingency and the creative capacity of humanity as specie.

At a closer look, the mass media delineates the borders of how the experience is produced, marketed, and disseminated to spectatorship. The performance of sport destinations depend on the type of publicity generated by the media. Last but not least, Tarlow conducts some interesting interviews on professional soccer (football) and tennis players.

After further review, this fascinating book, which is a center-piece for those scholars and policy makers concerned for security issues, sheds light on a new horizon of research which merits further explorations in the years to come. Accordingly, I am confident this book not only will be a theoretical point of convergence where tourism as a-mechanism-of-escapement and tourism for-teaching collide but also will be widely accepted as a point of reference for readers interested in sport-tourism. To sum up, Tarlow brought a high quality work into the foreground combining mastery in field-working with fresh study-cases.

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