## **BX3095: VISITOR AND CROWD BEHAVIOUR MANAGEMENT**

# **ASSESSMENT TASK 2**

# **COLLEGE OF BUSINESS, LAW AND GOVERNANCE**



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# BX3095 – Visitor & Crowd Behavior Management

Assignment – "The Challenge"

ABCDEFG - OMO Report

Challenge Topic: Riot in France after World Cup 2018

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Challenge: Riot in France after World Cup 2018

https://edition.cnn.com/2018/07/16/football/world-cup-win-paris-celebrations-clashes-intl-spt/index.html

France has won again and became the championship in World Cup 2018 after twenty years. Around 100,000 people watched the final match between French and Croatia at the foot of the Eiffel Tower. The celebration happened at every corner of France. There was a firework display in the vicinity of Eiffel Tower, Arc De Triomphe. However, the celebration turned into riots with two confirmed fatalities and several injuries during three days after World Cup. In the capital, there was serious scenes with smoke bombs, fire, dusty and vandalism in the public areas, robbery. The riots attracted a large group of young people, hooligans and even tourists. The riots destroy the France images. The assignment will elaborate more related issues about the riots. Using the ABCDEFGMNO approach and establishing similarly the work in the subject offer two suggested options which will emphasize the outcomes for the stakeholders.















# **Table of content**

Attitude	7
Beginning	8
Consider again	9
Definition of stakeholders	
Explore assumptions	11
Find information	12
Get the responsibility right	14
Options	15
Maximize Outcomes	18

## **Attitude**

A problem emerging in the "Riot after World Cup 2018" has been inherently iterated during and after the football season. This becomes an obvious consequence in each competition, which is published in the various journals in every sphere of the globe. Moreover, it also poses a challenge not only for the organization but also for the society to manage the crowds and visitors. To deal with this issue, the positive social attitude plays a vital role in contributing the right behavior towards the competition. The etic-emic party expressing their thoughts and proposing some initiatives assist the event organization committee to solve the problem.

# **Beginning**

The immediate core of the problem causing the Riot in World Cup 2018 stems from the visitors' perspectives. There is the extreme of passion from the perspectives of fans. The riot rouses the chaos or clash in the nation, which threaten the safe of the society. For example, people provoke the antigovernment demonstration such as throwing the debris, shooting to the polices. People gather in a large group and form the crowds to create the violent celebration, discriminate the race, burn and destroy the individual assets in the public areas such as cars, restaurants, shopping malls, the outlets, houses. They vandalize the public property such as the cars, transportations, toilets, the historical sites. They make sudden attacks or massacre on people such as the assault sexually, beating ruthlessly. They pick a quarrel with people in the instability psychology.

These activities destroy the destination image where the national government has put more efforts to develop the country. The national fame, the human moral and the education system are considered as meaningless. The national prestige and the cultural identity are deteriorated. Moreover, the riot causes the injuries or damages to the human beings in a way of physical body or psychological trauma. The governments should put forward effective measures to raise the awareness from local people. Otherwise, this challenges the sustainability in terms of the socio-cultural aspects.

Some demolishing acts affect not only the environmental but also the economic sectors. It is interestingly to notice that the riots in France also make a terrible impression about destination images from the etic and also attract more unsustainable tourists to visit France. Therefore, some visitors who possess visa Schengen will abuse the national disturbance to conduct some legal activities where the law violation is restricted in their countries. Consequently, the governments should proceed some works to make amends to the local people who are the victims for the riot, rehabilitate the green areas which devastate from the riot, be prepared for all serious contingencies that can threaten the nation stability.

# Consider again

According to the psychological perspectives, people riot in sports fields because it stems from the principle of group dynamics. The responsibility "built-in" diffuses in the crowd when the masses of people crowd together (Stankovich, 2012). Therefore, the way of thought, act and behavior stimulates the motivation of not being accountable for their activities (Stankovich, 2012). There was a survey conducted to identify the demographics of crowd. There were about 30% of juveniles who ages from 10 to 17, 49% of people who ages from 18 to 25, 26% of the White, 47% of the Black, 5% of Asian (Lewis et al, n.d).

Another form of riot in sports is known as hooliganism. Hooliganism involves with the violence in sports and the act of willful and malicious destruction of property (Hooliganism in Sports, 2016). The reasons for football hooliganism occur when the football team lose the match, there is not an sportsmanship performance, the football fans are associated with consuming alcohol (Cause and Solution, n.d). Hooligans participants originate from the lower-class backgrounds and they encounter with social exclusion and political powerlessness on their daily basis. They perform the riot by mitigating exist social problems. They regularly riot in the vicinity of football stadium on match day (Subcultures and Sociology, n.d.).

#### **Definition of stakeholders**

The stakeholder for the Riot in France after World Cup 2018 includes the hooligans and the governments. Hooliganism involves with the violence in sports and the act of willful and malicious destruction of property (Hooliganism in Sports, 2016). The majority of riot happened the suburb of French cities which contains the large immigrant populations (Hussey, 2018). After a 4-2 win over Croatia at Luzhniki Stadium in Moscow, there were a plenty of riots and hooligans in France. For example, about 500 people were arrested due to vandalism (Liponne, 2018). About 92 people was taken to cells (The Sun, 2018). According to the video and photos on several websites posted on Facebook and Youtube, it is straightforward to recognize that the majority of rioters are young people with the White and the Black. The rioters who stem from the 22-year-old youths also attacked the police by throwing the Molotov cocktails (The Straight Time, 2018). Moreover, about 30 rioters wearing ski masks ransacked a luxury shop - the Pubicis Drugstore close to the Acr de Triumphe to get bottles of wines, champagne and jewelry (Young, 2018). Seriously, the riot caused injuries and deaths. There were the deaths of two fans due to the injuries from broking the neck and driving a car into a tree (The Sun, 2018).

It is significant to point out that watching football match attracts the local people, tourists who visiting France, relatives. Therefore, the potential opportunity to participate in the violent activities is also remarkable.

For the governments, there were the police. About 100,000 police officers assisted to deal with riots (Liponne, 2018). The French National Reserve Police used tear gas and water cannons to quell crowd disturbances (Liponne, 2018). The police were reinforced after the three nights of riots in France after World Cup 2018 (The Straight Time, 2018).

# **Explore assumptions**

It is assumed that the riots are caused by the political instability and the issues of social problems. When the football nation becomes the champion in World Cup, it becomes a pride not only for the nation but also for the citizens of that country. However, the riots reveal the weakness in governing the country. There are some social problems in France in terms of the economic, politics, security and geopolitics, education, heath, justice, environment and energy, transportation, immigration, religious (Oshiro, 2018). Some outsiders will misuse the standstill of government and unite with the reactionaries to launch a campaign of terror in France.

#### **Find information**

The Riot in France after World Cup 2018 refers to the violence abuse from the hooligans. The relationship between grievances and networks nurtures the likelihood of riot participation (Scacco, 2008). The riots become serious because it partly originates from the weak police capacity where the police are poorly trained and underqualified that they are not available to control the huge crowds. Hence, it facilitates for people to congregate and violate laws (Scacco, 2008). Overall, the riots are ignited by the form of communication between the hooligans and the governments (Mesquita & Smith, 2011). For example, the riots in Tottenham in 2011 was considered as the persuasive examples. On the day 1, there was just the riot in Tottenham. After the crude interference from the police, the riots spread to London on the day 2 where the disorder situations occurred on the day 3. On the day 4, there were a show of violent force in other parts of England such as Gloucester, Liverpool, Nottingham and Birmingham (Lewis, n.d). No matter the riots happened in any events or situations, the measure of violent inference from the police will increase the likelihood of riots. Therefore, the suggested solutions to reduce the risk of crowds stems from the police by strengthening the police training and responding the non-violent impose on crowds where the crowds are non-violent (Mammana et al, 2016). This can apply to address the issue related to visitor and crowd management.

The event celebration also plays a vital role in riots, especially for the event of non-social change based. The non-social change based events includes the celebrations, parties or other non-political occasions (Mammana et al, 2016). The non-social change based events includes sports events where fans express their admiration for the team. The mission of sports events is providing hope, offering the avenues for connecting people and giving an escape from reality (Mammana et al, 2016). Therefore, the proper control between each perspective about fans will reduce the level of violence and provide a great opportunity for community to unite.

The participation of social media also impacts on the riots (Mammana et al, 2016). Twitter, Facebook are well-known social media where there is a communication platform between social networks. During the World Cup, several news related to the national football team are posted. The exposure about negative news can form the riots to some extent. The social media exposure can leave a deep impression on the young people and spread through all communities. The riots in France becomes seriously when the news were posted and broadcasted on the social media. This stimulated some rural areas in France to riot due to the circulation effects from the social media.

In visitor and crowd behavior field, there is the contagion theory. People will not do things in the crowds alone and they make poor decisions in crowds. They lose their self-control and feel a sense of safety in crowds (South China Morning Post, 2018). Some neuroscientists found that when human beings' medial prefrontal cortex which is responsible for self-reflection is more dormant when they are in crowds. The disappearance of self-

reflection allows people in group act in a way of unconsciousness (South China Morning Post, 2018). Therefore, when someone misbehaves, people are easily to imitate the bad behavior. It gradually becomes the riots Moreover, the alcohol element obviously appears in riots, which is knowns as the catalyst to enhance the level of riots. There is no deny that alcohol consumption negatively impacts on human health across the lifespan (Eze, 2017). The strict control of alcohol consumption after World Cup for a short period of time can eliminate the likelihood of riots.

Last but not least, there are some recommendations to enhance the visitors and crowd management such as delivering the positive messaging about the celebration responsibility, maintaining the constant contact with the group to prevent the smaller groups from merging into a large, cohesive group, putting the nation in an alarming condition after each event.

# Get the responsibility right

All stakeholders who are the local people, the governments, the tourists should have the responsibility to reduce the likelihood of riots. They must involve in the possible solutions where the stakeholders are the most directly affected. The local community and tourism organizations can be involved to a certain extent by proposing the possible solutions and providing the support and other relevant departments can offer the additional resources to conduct the implementation.

All stakeholders must avoid using controversial verbal and non-verbal gestures, cultural patterns and forming negative relationships when they participated in the celebrations. The local people should be actively involved. Their positive behaviors and decision making will affect the destination images and attract more sustainable tourists for future of the nation. The local people can form the group according to the right messages about promoting the pride of nation in terms of positive social morals and national anthem when they participate in celebrations. The police play a vital role in controlling the crowds by applying the non-violent measures and deploying the force in every corner of the country. Hence, they prevent timely any violent situations and overcrowded capacity. The tourists travelling in France after World Cup should become mindful the about destination legislation and regulations so that they would not be mindlessness to participate in dangerous activities in the destination regions.

# **Options**

From the discussion above, the riots after World Cup can be prevented and well controlled by the governments. The governments should aim to restrict any form of violent activities from the crowds to avoid some serious situations. There is no deny that France is an attractive destination where the nation attracts more than 89 million visitors in 2017 with some stunning attributes like the City of Light, a variety of sun, sea and mountains, strategic location, escape to the countryside, food and wine, art, history and culture (The Local, 2018). Therefore, there are two options to prevent the riots to promote France as a sustainable tourism destination.

Firstly, there is a method of space zoning. There are about 13 metropolitan regions in France, which is presented in Figure 1. In each metropolitan region, there are several districts. For example, in Paris, there are 20 districts. The governments will appoint the venue for celebration such as the vicinity of Eiffel Tower, St. Germain, Opera, Marais, the Islands, which is presented in Figure 2. The government will allocate the number of police force according to the districts and metropolitan regions at the essential venues to control the crowds. The government should prohibit some traffics around these venues to prevent the traffic congestions. Moreover, the governments should cooperate with the security of primary buildings, shopping malls and propagandize to the local people about protecting their personal assets when they are in public areas. The government also deploy the police force in the vicinity of bars where there is a common place to violent activities. Hence, the situation of vandalism will decrease. It is crucial that fans will have the march around the districts. Governments should provide the high quality of fences to provide the aisles. The government also impose the strict laws and penalty about the serious riots and violent activities. The police should appear in crowds to monitor and detect any violent activities. Therefore, fans will have an amazing platform to enjoy the celebrations. Tourists also feel safety to participate in march and celebrations.



Figure 1: The zone of metropolitan in France

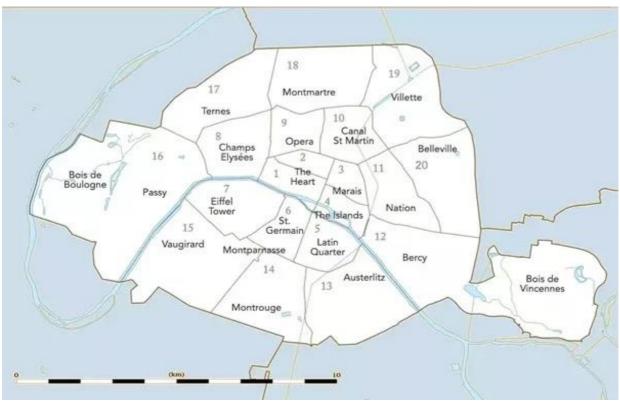


Figure 2: The division of districts in Paris

The second option is to disseminate the drawbacks of riots by the education. The government and local communities will create the video about the side-effect of riots. The video contains some pictures from other countries which was the previous championships in the previous World Cup seasons. It displays the consequences of vandalizing national works to emphasize the further imply that it will deteriorate the national image and attract more insane and conscienceless tourists to visit France. The video will deliver the right message about expressing the positive behavior about celebrations to all generations in France. The video will broadcast regularly on Facebook, several websites in France, Youtube, TV, newspapers and other forms of media during the World Cup season. The video also mentions the human injuries and the distorted culture, social norms happened in riots. It implies that the riots deteriorate the human personality and health. The riots could not solve the issues but it makes the issues become worse. The absence of video will curb and control the local people about the awareness, behaviors and attitudes. The relatives and friends also remind in each other about the drawbacks of riots.

#### **Maximize Outcomes**

Both of the options adapt the requirement about preventing the riots after World Cup and both of them have some latent issues. The greatest concern for the implementation of either option is that whether or not they work effectively. Option One emphasizes on the interference of government body but this is just a short-term method and for the riots in sports only. For some riots in some social issues, the option One seems to be ineffective. Option Two mentions the education and it affects in a long-term period. However, the concerns is that whether or not people are willing to watch the video when their emotion is extremely exciting.

Option One requires the preparation of government where the large amount of money is spent. However, the option Two does not require the large amount of money. In my opinion, the option Two is the best choice because it impacts directly and easily to human moral and it affects in a long-term period.

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