



# **38th UNWTO Affiliate Members Plenary Session**

## **Yerevan, Armenia, 4 October 2016**

**17:00-19:00 Open Debate 5:**

### **City Tourism**

Introduced and Moderated by  
Dr. Donald Hawkins  
George Washington University

World urban development and global tourism growth are domains of action and intervention that require knowledge, analysis, innovation and education in order to ensure sustainability, prosperity and social equity



Urban development and tourism growth are driving forces impacting communities, life styles, & culture ... but they are not connected!

Shanghai

- Increasing conflicts are surrounding tourism in cities due to breakdowns in urban planning and real estate development

- Immediate inconveniences (congestion, noise, overcrowding, litter, privatization, uncivil behavior, crime)

- Structural transformation and tourist “conquest” of the city (opening of hotels and hostels, increase of legal and illegal tourist apartments, stores replacement, building conversions, rent increases)

KILL THE TOURIST!

- Cultural commodification (loss of distinctive attractiveness, distortion of cultural identity, overuse of heritage)



## Creating a Framework for our Debate

Excerpts from summary by  
Esencan Terzibasoglu,  
UNWTO at the 4<sup>th</sup> Global  
Summit On City Tourism, “Re-  
Inventing City Tourism” 14 -  
15 December, 2015  
Marrakesh, MOROCCO



## POSITIONING CITY TOURISM IN THE GLOBAL MARKETPLACE

- City tourism is growing because of: urbanization rate, increased global mobility, information boom, accessible tourism product, short break destinations, diversified attractions - culture, architecture and art, meetings, shopping, gastronomy, landscape, etc.; smart city concept also attracts.
- By 2050, 2/3 of the world population will live in cities and 600 cities will contribute to 65 % of GDP,
- City tourism grew by **58 per cent** between **2010 -2014** (ECM). This represents 20% of international tourism. Cities also contribute to global tourism: 80 % of the tourists are generated from cities (WTCTF).
- Tourism in cities creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities

## ENHANCE CITY TOURISM COMPETITIVENESS THROUGH CONNECTIVITY

- Connectivity as an essential factor for city tourism competitiveness, also strengthens the physical, social and virtual relationship and mobility between people, places, goods and services.
- The success and performance of the tourism sector in city destinations largely depends on its capacity and efficiency in terms of connectivity. Air transport has a crucial role in this process as long as it is well coordinated with the tourism policies.
- Over the next 20 years, IATA forecasts a 4 % annual average growth in global air passenger trips. Low cost carriers will also expand.
- The destination and the airport operations need to have a shared air service development programme.
- New airline business models need to be considered in the proactive strategies of cities to maximize the opportunities.

## THE ROLE OF ACCESSIBLE HERITAGE MANAGEMENT & WALKABLE URBANISM

- Tourism in cities creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure, local amenities, transportation, mobility and recreational facilities, cultural attractions etc.
- Cities must adopt the principles of “accessible tourism for all”, by involving a collaborative process among stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments.
- “Walkable urban places” is an initiative which contributes to improve the inclusiveness, resilience, safety and economic and environmental sustainability of cities for the visitors and the local community. It safeguards authenticity, enhances social interaction and well-being.

## SUSTAINABLE TOURISM AND EFFECTIVE DESTINATION MANAGEMENT IN CITIES FOR A QUALITY VISITOR EXPERIENCE

- Environmental, social and economic challenges must be tackled with long-term sustainable policies and through smart and innovative practices,
- Tourism management in cities must address sustainable practices and this needs to be communicated with the customer. Academic institutions and DMOs can join their efforts and build synergies to explore new ways of development and management.
- The city has to be *livable, lovable and profitable*. There is need to align the city tourism management strategies and activities with the urban growth policies. City residents must be involved,
- “*Sharing economy*” is the new challenge and captures the fastest growing customer segment.
- Public private partnerships are essential for launching long term policies and strategies.

## USING THE MEETINGS INDUSTRY AND MEGA EVENTS TO REVITALIZE REPUTATION AND STIMULATE INVESTMENTS

- Business tourism differs from leisure tourism in terms of motivation of the visitor, decision makers, service providers, marketing approach, etc. and requires a different strategy for marketing than leisure tourism,
- The meetings industry and city economic development should have a positive relationship ... by adding value to the local tourism economy, and perhaps more importantly, as an important component of a comprehensive government strategy for economic transformation and growth in priority sectors.
- The meetings industry engages a broader supply chain than the leisure tourism and therefore it requires an alignment of interest and commitment among the public authorities, the DMOs and the supporting tourism industry partners.



*Ministry of Tourism*

**5<sup>TH</sup> GLOBAL SUMMIT ON CITY TOURISM**

**“Cities: Local Culture for Global Travelers”**

**1-2 November, 2016 Luxor, EGYPT**

## Additional Topics

- ❖ The development of **sustainable cultural tourism** in cities can be a catalyst for revenue generation for innovative practices in heritage conservation and management.
- ❖ **“Cross-Cultural Behavior”** is becoming an issue in the tourism sector when the cultural differences between the host community and the visitors may cause a negative impact on both parties. The tourist and the host meet in the urban area at a cross-cultural setting. The inter-cultural contact all through the tourism value chain must result in mutual appreciation, understanding, respect, and tolerance by developing positive attitudes and reducing ethnic prejudices, stereotypes and tension.
- ❖ Tourism in cities also stimulates **innovation**. Use of information /communication technologies and the smart city concept which not only creates a quality visitor experience but also improves the quality of life of the local population.
- ❖ **New business models** have also changed paradigms in city tourism. Tourism companies are exposed to a variety of external and internal factors, which stimulate a continuous need for business model innovations such as the so called “sharing economy” which has exploded and become a powerful phenomenon in recent years, particularly in city destinations.

# UNWTO-WTCF City Tourism Performance Research Survey

The main performance criteria are the ones that are important for policy makers and destinations, which are relatively easy to collect (tourism board, statistical office, etc.).

- They consist of quantitative criteria such as numbers, percentages, or ratios.
- The second tier performance criteria include the ones that cannot be collected quantitatively. They are the ones that can be collected with yes/no questions to identify the existence of information.
- The third tier performance criteria are the qualitative criteria which can be collected via expert interviews to understand the matter in-depth.

# Possible City Tourism Discussion Topics

1. Positioning in the Global Tourism Marketplace
2. Enhancing Competitiveness by Connectivity
3. Accessible and Walkable Urbanism For All.
4. Effective & Sustainable Destination Management
5. The Impact of the Meetings Industry and Mega Events
6. Cross Cultural Behavior of Hosts & Guests
7. Role of Innovation & New Business Models
8. UNWTO-WTCF City Tourism Performance Research

## Other Topics?

Should a City Tourism Prototype be developed?