



UNWTO

AFFILIATE MEMBERS

Istanbul Declaration on City Tourism

“Catalysing economic development and social progress”

The city is part of our culture, our history; it's the epicentre for many of our traditions. The city has been and will continue to be a prime hub for the transmission of ideas, information and knowledge. In an increasingly globalized world, cities are interconnected nodes. This is the reason behind their success in attracting talent, especially young people who are striving to realize their dreams.

Most of us live and work in cities and yet we visit other cities during our free time. As society is in constant change so are cities, trying to adapt and meet the needs of residents and visitors as well as making it an attractive destination for future visitors. This is a unique economic and social opportunity; it brings dynamism and vitality, growth and development, and becomes an important element in people's lives.

Tourism is a very important factor in all policies related to urban development, it is not just a strategy to provide a competitive product to meet visitors' expectations but a way to develop the city itself and provide more and better infrastructures and living conditions to residents.

Today, in the face of so many and such rapid changes—social, economic, technological and environmental—taking place before our eyes, we feel the need to gain a fundamental understanding of the evident complexity and uncertainty of the current context, which also applies to the tourism activity that takes place in cities. For this reason, we note the clear advisability of continued discussion in global tourism forums of the current situation of tourism cities in the different regions of the world to gain better knowledge of their problems and opportunities, to share the best proposals and experiences, to provide guidance and, ultimately, to improve our global responses.

Declaration

All participating cities in the “Cities 2012 Project” promoted by UNWTO AFFILIATE Members Programme, gathered at the GLOBAL SUMMIT on CITY TOURISM: Catalysing economic development and social progress to be held in Istanbul, Turkey, on 14-16 November 2012 convened by the World Tourism Organization (UNWTO) in partnership with the Ministry of Culture and Tourism of Turkey, and the Union of Chambers and Commodity Exchanges of Turkey (TOBB)

Referring in particular to the following instruments:

- The Global Report on City Tourism, (Cities 2012 Project), published by the UNWTO with the participation of 21 tourism cities of all parts of the world, as well as other relevant Recommendations and Resolutions of the UNWTO on city tourism, and
- The Instruments and Recommendations of the United Nations relative to cities, in particular, those promulgated by UN HABITAT, as well as

Taking into consideration the proposals, recommendations and the support received from the tourism entities of the following cities:

- | | |
|----------------|------------------|
| ▪ Athens | ▪ Melbourne |
| ▪ Barcelona | ▪ Moscow |
| ▪ Berlin | ▪ New York |
| ▪ Bogotá | ▪ Paris |
| ▪ Buenos Aires | ▪ Quebec |
| ▪ Cape Town | ▪ Quito |
| ▪ Hong Kong | ▪ Rio de Janeiro |
| ▪ Kazan | ▪ Shanghai |
| ▪ Lisbon | ▪ Vienna |
| ▪ London | ▪ Zaragoza |
| ▪ Madrid | |

Agreed that:

- Tourism is a key resource for cities and local residents.
- The importance and projected evolution of cities, with the concomitant opportunities and vulnerabilities, demand development predicated upon economic, social and environmental sustainability that offers the best experience for their visitors.
- Tourism will continue to be a vital component of the global economy and in particular to cities. It can bring substantial economic benefits and plays an important role in terms of employment, income and maintenance of urban infrastructure and public services.
- Tourism connects people, creates relationships, it teaches them how to live in close proximity to one another.
- Tourism needs the diverse and flexible products a city can offer and cities need tourism to achieve their social and economic objectives.
- Urban Tourism triggers a more competitive approach in promoting destinations; cities have to focus on their product offerings and on being more specialized in order to stay ahead.
- Urban Tourism has a high capacity for innovation and therefore innovative strategies have to be implemented to provide the city with new products with high added value, addressing niche markets and upgrading the quality of their services.
- Urban Tourism has the potential to implement and project a consistent brand image for the benefit of all the services and activities offered by cities and therefore provide significant revenue and added value to their residents as well as to the tourism brand of their respective countries.

Given the above, action is required to:

- Raise awareness of the economic and social impact of city tourism to national economies.

- Integrate urban tourism as a key pillar of governments' policies.
- Establish effective and renewed instruments for partnerships between all stakeholders involved with tourism in order to ensure the sharing of information, initiatives and knowledge to benefit the destination, tourists, as well as local residents.
- Highlight the importance of human capital and consequently invest in professional training. Tourism provides employment for millions of people in the cities of the world. Employees play an important role and have the potential to provide differentiation from competitors.
- Favour measures to encourage, foster and recognize sustainable local policies and initiatives that can serve as models and guides for all international tourism actors.
- Advance towards the concept of Smart Cities, urban destinations that prioritize strategies and actions that include sustainability policies and innovative technological developments as integral elements.

The Conference

- Sets out a range of specific actions to be taken by all stakeholders to begin to establish a range of initiatives geared to invest and increase employment
- Invite cities, international organizations, all stakeholders in the tourism sector to implement these general guidelines with specific commitments and action plans
- Stresses the need to continue the discussion of this subject and focus on the specific and concrete challenges that cities in different regions around the world have to face

This Declaration, together with the **Global Report on Urban Tourism** and the results of the '**GLOBAL SUMMIT on CITY TOURISM: Catalysing economic development and social progress**' will be referred to the governing organs of the UNWTO through its Secretary-General for information, and for the adoption, as the case may be, of any statements that may be made by their Members.

Done in Istanbul, Turkey, on 16 November 2012,