

GLOBAL SUMMIT ON CITY TOURISM

Catalyzing Economic Development and Social Progress

14 – 16 November 2012
Istanbul, Turkey

Summit Summary Report and
Recommendation
Presented by Jafar Jafari

Program Structure

- **Opening Session:** Remarks by TOBB President; Mayor of Istanbul; UNWTO Secretary-General; Minister of Culture and Tourism; UN-Habitat Secretary-General
- **Session 1:** Presentation of UNWTO City Tourism Report
- **Session 2:** Smart Cities: Innovation and the Future of City Tourism

Summit Summary

This summary report is based on:

- Opening remarks
- Panel presentations
- Questions/comments from the audience
- My own interpretation/additions

Opening Session: Main Points

Urban/city tourism; urban and travel revolution; future development rooted in the past; tourism not an economic sector, also a social; sustainability; tourism's "transformative power"; "to promote tourism should promote urbanization"; need for public policies; tourism is to make a city better for its people: "a principle that should never escape us".

Panelist Sessions: Main Points

How to respond to tourism; residents as ambassadors; disneyfication; "just ask the locals"; "tourists look for hospitality"; welcome spirit: "if you are truly happy"; value chain: a total experience; "without local people, tourism has nothing"; "restaurant week"; "hotel rooms for residents"; social responsibility;

Continued

Panelist Sessions: Main Points

“right to travel”, but “right to receive?”; partnership with stakeholders; smart cities: accessible/livable; “smart cities rejuvenate”; smart cities: “those in which people can take initiatives”; “smart city: not for tourists only”. “tourists leave, but locals are left with the consequences”.

Main Themes

- Tourists: Guests
- Residents: Hosts
- Medium: Hospitality
- Serving the tourists and locals alike

Serving Tourists & Locals Alike

- Community-based tourism becomes a sustainable industry
- Using local cultural/resources adds color, authenticity
- Promoting local cuisine enriches
- It is also cheaper: “50-miles diet”
- Community participation leads to hospitality—the essence of tourism
- Featuring locally-based events binds
- Supplying locally-made artifacts earns
- Such actions create local sense of belonging/ownership

Serving Tourists & Locals Alike

We should:

- Recognize that a destination is not designed to make tourists comfortable. First and foremost, it is there for its own people
- Monitor quality of life of tourists and locals
- Examine rapport between tourists and locals

Conclusions & Recommendations

- That tourism is not for every city
- That the needs of developing nations are different
- That tourism development benefits the host
- That cultural and natural resources are preserved
- That tourism contributes to the economy
- That development is local-based, not market-based
- That tourism blends into the community
- That local gastronomy and events are favored
- That the culture of hospitality is locally rooted
- That tourism is seen through local lenses
- That locals have a sense of ownership
- That locals are involved in tourism planning
- That social responsibility actions are expected

Conclusions & Recommendations

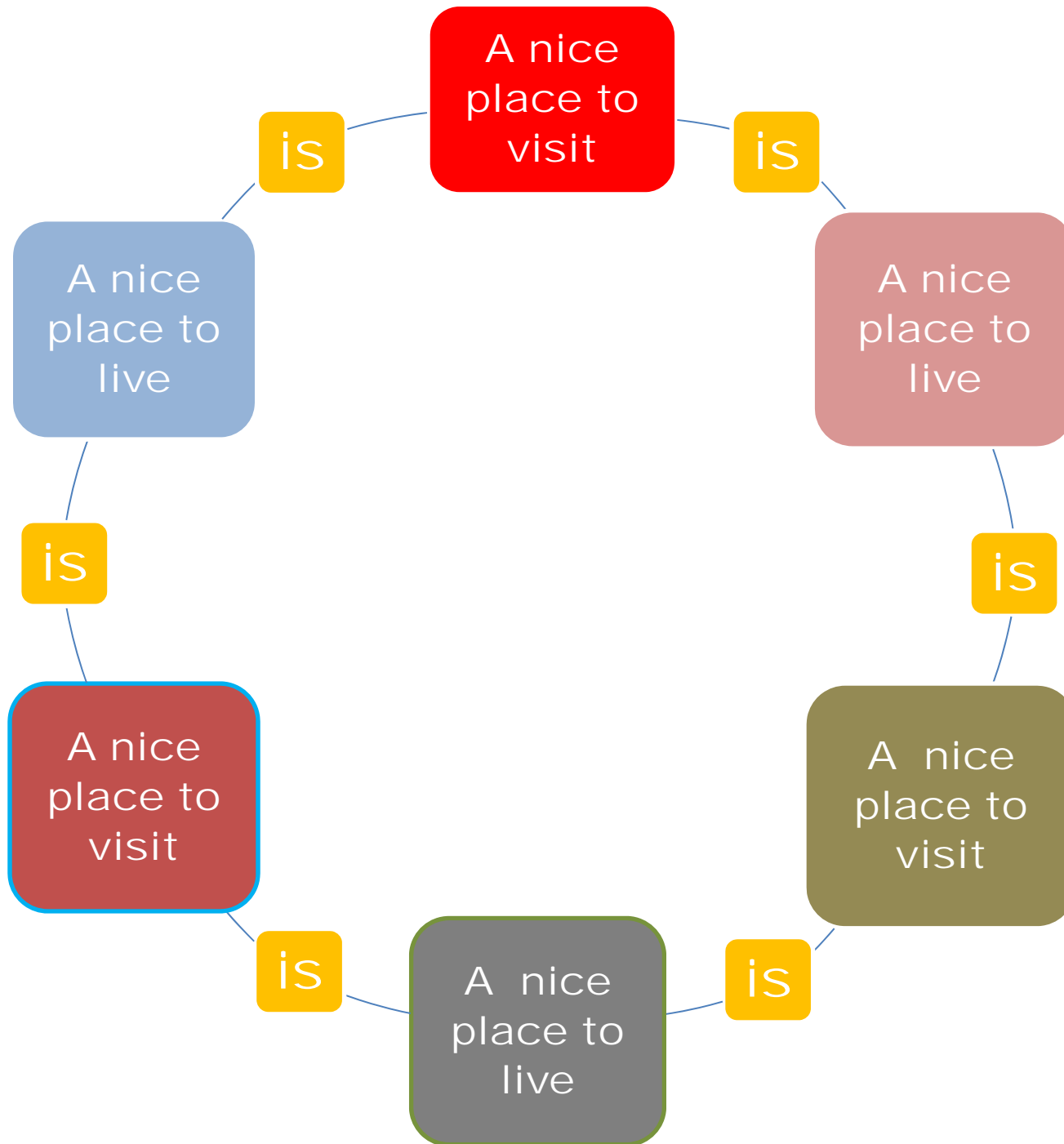
- That experience remain important—both for tourists and residents
- That tourism quality of life and wellbeing of both residents and tourists is enriched
- That tourism improves local's per capita happiness

City: <http://travgram.travelresearchonline.com/images/vienna/vienna090412.htm>

Why these propositions? Why tourism should think and act host community?

Because:

- A nice place to live, is a nice place to visit!
- A nice place to visit, is a nice place to live!





T O U R I S M :

Welcome Home!