



MOSCOW CITY GOVERNMENT
COMMITTEE ON TOURISM
AND HOTEL INDUSTRY

2nd UNWTO Global Summit on City Tourism

Implementing Innovative Strategies to enhance Competitiveness and Business Development

19-20 September 2013

Moscow, Russia

TECHNICAL NOTE

I. Background

With more than half of the world's population living in cities the scope for city tourism is growing rapidly. Urban tourism has a major role to play in the preservation of cultural identity, economic development and as a mechanism for enriching city life. For these reasons city tourism must be considered a critical element in urban planning and management.

In light of the importance of cities, the UNWTO initiated the "Cities" project in 2012 in conjunction with 21 cities worldwide. Through a consultative process involving the tourism promotion bodies of a large number of cities ([page52](#)), key issues were identified and an initial framework developed to guide work priority action areas. This work resulted in the publication of a special report, the Affiliate Members Report No. 6 on City Tourism.

This report was presented at the 1st UNWTO Global Summit on City Tourism held in Istanbul in November 2012, where key topics pertaining to the initial phase of the project were addressed. Examples of issues addressed in the report included the strategic role of tourism in the development of cities, the keys for successful development of city tourism and the concept of the Smart City.

The Report also included the "Istanbul Declaration", signed by the 21 participating cities and the city of Moscow in Istanbul in 2012. The Declaration calls for the implementation of specific actions to develop city tourism and highlight seven areas that were identified as being vital to the continued development of city tourism.

Following the 1st Summit on City Tourism, the UNWTO Affiliate Members Programme adopted a motion to include the seven areas of action identified in the Istanbul Declaration as one of its strategic objectives. The objective aims to implement a specific plan to undertake a program of further analysis based on interaction and exchange of experiences between companies, destinations and universities worldwide.

II. Objectives

The 2nd Global Summit on City Tourism, organized in collaboration with the Moscow City Government Committee on Tourism and Hotel Industry, will provide a platform for the presentation of the second phase of the project. In this phase the prototype of a model designed to assist in the creation of new urban tourism products, and developed in Madrid through collaboration with the Madrid Visitors and Convention Bureau and UNWTO Affiliate Members, will be presented. This will be followed by presentations by a number of cities and from experts who are examining methodologies to facilitate competitiveness and to measure the economic impact of tourism in cities.

The Summit will also act as a forum for the exchange of experiences by cities in the field of public-private partnership, the role of tourism in the overall picture of city development and how tourism relates to infrastructure, local visitors and culture.

The 2nd Global Summit on City Tourism will also facilitate the exchange of ideas, experiences and information among stakeholders in the public and private sectors. This exchange will build a platform for on-going knowledge sharing and the promotion of mutual learning. The Summit is also designed to generate city tourism projects that will lead to new models able to be implemented in other cities worldwide. The final aim of the UNWTO and the Committee on Tourism of Moscow is to position tourism as a leading urban sector able to take a leading role in urban development.

A new feature of this Summit will be a Speed Networking session to encourage direct contact and further exchange among participants.

As part of the Summit there will be a meeting of the Affiliate Members on 19 September, open to existing and potential members. This forum is unique in the United Nations in that it is designed to promote a platform where private companies, destinations and universities are able to build new networks to review issues related to tourism.

III. Topics to be covered

1. *Panel 1: Specialized products*

Paragraph 6 of the Istanbul Declaration states "Implementing innovative strategies to design specialized products with high added value for specific market niches that enhance the visitor's experience". The opening session of the Summit will address this aspect of the Declaration by presenting a case study developed through collaboration by Affiliate Members in the city of Madrid. The case study will highlight the findings of the companies and public bodies involved in the prototype. It will explore a number of issues highlighted in the Declaration, including human capital formation, communication, tangible and intangible heritage, a new model of collaboration between the stakeholders involved in the project and the technological component linked to the product.

2. *Panel 2: Measuring the impact of tourism in cities*

Paragraph 1 of The Istanbul Declaration makes specific reference to the importance of the economic and social impact of city tourism on national and local economies. To address this

issue, the second session will focus on a project designed to develop a common methodology able to be used by tourism observatories to measure the economic impact of tourism in cities. This project is based on a collaboration between participating destination promotion entities and universities..

3. *Panel 3: Cities, case studies and assessment tools*

The exchange of proven experiences in terms of public-private collaboration, communication strategies, and technology, as well as benchmarking tools for the evaluation of such actions will be presented in the panel session.

4. *Panel 4: The role of tourism in urban development*

Tourism should be seen as having an essential role in the design of strategies related to urban development in the broadest sense. It forms part of a large and complex puzzle in which disparate and independently managed pieces need to fit together, and be linked to issues as diverse as infrastructure, transportation, culture, sustainability, quality of life and local idiosyncrasies. Understanding how this puzzle fits together and being able to address, from an overall perspective, where and how tourism meshes with it is therefore essential, and will be addressed as a specific topic at the end of the session.

IV. Participants

This Summit aim is designed to attract representatives from the governmental and non-governmental sectors responsible for accommodation, transport, intermediation, technology, culture, academia, retail, handicrafts, insurance, payment systems, tourism services of all kinds and any other segment related to urban development and tourism.

V. Languages

The sessions will be held in English and Russian. Simultaneous interpretation will be provided in both languages.