3rd GLOBAL SUMMIT ON CITY TOURISM

Summary/Conclusions

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3rd Global Summit on City Tourism

- Identified a detailed understanding of the new paradigms in city tourism through an interdisciplinary platform in order to set a shared vision on adapting to change; instruments for co-petition among city destinations.
- Provided a global insight into the positioning of city tourism along with the new dynamics and trends in the overall marketplace;
- Highlighted the mutual impact of tourism and urban development - especially the spatial, economic, geographical and social impact not only within the city itself but extending towards its hinterland.
- Explored the ways of how innovation can stimulate new products, niche markets, upgraded quality and hence enhance competitiveness of cities,
- Gave an overview of various strategic approaches to cope with sustainability issues, economic diversification, employment challenges, use of information technology,
- Illustrated methodologies and tools to develop indicators in order to measure the impact of tourism on cities.
1. **Setting the Stage - Opportunities and Threats in a Changing Environment:**
   KEY NOTE + 4 Panelists (ECM, WTCF, Turespaña, JMIC)

2. **Tourism as an Engine for Shaping Cities and Their Surroundings:**
   KEY NOTE + 5 Panelists (EC, Amsterdam, Barcelona, Las Palmas, Value Retail)

3. **Smart and Responsible Tourism – Knowledge and Technology:**
   KEY NOTE + 4 Panelists (Catalan Tourist Board, eTourism Lab-UK, Paris, George Washington University)

4. **City Tourism Measurement for Global Benchmarking:**
   KEY NOTE + 4 Panelists (Exeltur, CICtourGUNE, Vienna, Tourism Bank of Iran)
AROUND 350 PARTICIPANTS FROM 38 COUNTRIES
KEY NOTE: Karl WÖBER

- TourMIS – An analysis and monitoring platform for: Market analysis, seasonality, forecasts of demand, compares visitor surveys, measures the performance of DMO websites.
- City tourism is growing because of: Urbanization rate, increased global mobility, information boom, accessible tourism product, short break destinations, diversified attractions – e.g. cultural activities, meetings, shopping etc. and the smart city concept.
- Opportunities: Improves the quality of life for the local community, incubators of innovation and technology, availability of tourism data at sub-national level for policy making and strategic action.
- Challenges: Greater competition of products and services with lower profit margins, environmental challenges, controversial issues between the visitor and the local community.
- City tourism will keep on growing and city destinations will have better brands than countries and promotional budget shifts from country to city level.
1) Setting the Stage: Opportunities and Threats in a changing Environment

KEY NOTE: Karl WÖBER

**Top 15 Cities Total Bednights in ECM Report Cities 2013**

**Top 15 Cities International Bednights in ECM Report Cities 2013**
1) Setting the Stage: Opportunities and Threats in a changing Environment

The debate focused on:

- The increasing importance of knowledge management, sharing of qualitative and quantitative data, experience and expertise among city destinations; the regional and international city organizations/ networking platforms are very useful platforms for this objective;
- Co-petition among cities is the key concept (co-operation while competing) for dealing with the challenges and adapting to the new paradigms of change.
- NTOs, along with the city DMOs are also putting substantial efforts to strengthen the positioning of city tourism in the overall marketplace by allocating more resources for marketing (mostly for the emerging markets), research and by supporting the complementary activities like shopping, the meeting industry, etc.
- The meeting industry and the cities have a very positive relationship since the cities meet the requirements of many of the diverse stakeholders of the meeting industry and adds value to the city economy. The difference between the leisure visitor and the meeting visitor has to be clearly identified and there must be alignment between the meeting industry partners and the local community in the projection of the image of the city.
KEY NOTE: Johannes NOVY

Tourism, long considered a rather negligible factor in processes of urban and economic development, has in recent decades in numerous contexts emerged as a key driver of contemporary urban change;

Possible negative impacts:

1) Immediate ‘nuisances” : Environmental, social, cultural issues (pollution, congestion, overuse of public amenities, visitor-resident tension, crime, etc.

2) Structural issues: Change in retail function, rent increases, land use changes, building conversions, inflation, loss of authenticity and local identity, excessive construction, commercial use of housing,

3) Detrimental effects: “tourism can kill tourism!!”, touristification and erosion of quality visitor experience.

4) Recognizing tourism as an important force of urban change also requires facing the increasingly complex realities of contemporary tourism.
2) Tourism as an Engine for shaping Cities and their Surroundings

The debate focused on:

- The EC priorities like: Streamlining the regulatory and administrative framework for the public and private sector (consumer protection, taxation, etc.), digital tourism, seasonality, joint promotion, quality, sustainable/responsible tourism, skill development, governance etc… The aim is to achieve a coherent framework and consensus among the destinations, visitors and companies;

- “The city has to be livible, lovable and profitable”. There is need to align the city tourism management strategies and activities with the urban growth policies and administration. City residents must be involved in the process as much as possible.

- City hinterlands need to be included in the product development and management/ marketing of cities. (local food, golf, beach and others) An integrated approach is necessary in terms of planning and management.

- Island vs. city tourism must be handled in a horizontal and integrated manner, not as competing products.

- Shopping and/ or the retail sector as a competitive advantage for city destinations, adds further value than only the economic one: integration, education and others.
Further topics discussed during the debate:

- Mature city destinations and the emerging cities may need different strategies, however, mature cities also need to adapt to new trends and set their priorities to maintain their market share and combat the difficulties related to consumer protection, safety issues and local community stress.

- Possibilities must be seeked to develop a European City Product and effective instruments for joint promotion.
3) Smart and Responsible Tourism

KEY NOTE: Xavier Font

- Co-created value: Capturing and creating value for the consumer through innovative businesses and tourism value chain;

- Visitor experience must be market driven, unique, authentic, personalized, environmentally and socially responsible,

- Growth as well as the visitor experience must be inclusive, inspirational, safe and accessible to all.

- Local community must be involved / engaged in tourism development. Tourism must also improve the quality of life of the citizens,

- Work with city partners to create a local “sense of place” and pool efforts to communicate this with your target market.
The debate focused on:

- The power of IT and its impact on the society. The fast changing dynamics and the relevant use of IT in tourism. The cities must be prepared to adapt to this fast paradigm change,
- Sustainability and quality are the two key parameters for city tourism competitiveness. This also incorporates inclusive growth,
- Innovation in tourism is another significant determinant for city tourism competitiveness. Welcome City Lab is a collective incubator with the participation of the industry, academia and decision makers for facilitating the business with the necessary dynamic information,
- Public Private Partnership is essential for innovation as well as sustainable management. DMOs need to be the leading entities for these initiatives on a daily basis. However, innovation must involve the broader concept of place.
- The opportunity cost of the visitor must be taken into consideration for management purposes. Here lies the importance of knowledge management, in particular the threshold indicators must be identified.
3) Smart and Responsible Tourism

Further topics discussed during the debate:

- Information and empirical data must be analyzed and evaluated in a relevant manner. The interpretation and anticipation of trends seem to be more difficult from only obtaining “data for the sake of data”.
- NTOs and DMOs will have to adapt to the new paradigms of change too. They have to re-address themselves and be pro-active with the private sector and the customer and rather be more flexible with updated and tailor-made information.
- Urban areas are eco systems and living organisms. The city has to be open to the visitors in a way to allow them to be part of the experience/system. Growth policies must consider the integration instruments.
- Sustainable management practices (if exist) must be communicated in a convincing manner to the consumer (actions instead of labels).
- Products must be market driven. They need to be adapted to the demand. Market strategies must be based on this approach in which consumer experience and consumer requirements are the main objectives.
- Bussiness development and investment issues need to be considered within this framework.
KEY NOTE: Yolanda PERDOMO

- Monitoring and evaluation both allow cities to compare their performance with domestic and global competitors;
- Given the different methodologies to collect, process, analyze and communicate data at national and sub-national level, there is need to develop a robust framework for comparison and benchmarking;
- Key indicators: e.g. demographic indicators, economic indicators, business capacity indicators, seasonality indicators, etc.
- Planned initiative: A Global City Tourism Benchmarking Report create a professional platform which can act as an advisory panel to provide guidelines and recommendations.
4) City Tourism Management for Global Benchmarking

The debate focused on:

- The set of indicators must be relevant and intelligently used in the process of sustainable tourism policy making in cities,
- The importance of the development of human resources, SMEs and employment in cities along with tourism,
- The generated knowledge needs to be turned into action, technology is used for benchmarking and measuring the performance with the data used for anticipating qualitative and quantitative trends.
- Business confidence indicators are very useful tools to assess the return on investment and measure industry competitiveness and performance. This is different from measuring only the results and can be implemented at city level for benchmarking,
- City tourism competitiveness indicators must not be only quantitative and based on empirical data but also must include strategic issues, accessibility, diversification of tourist products, local authority priorities and economic performance.
Further topics discussed during the debate:

- Benchmarking of indicators can help cities improve their competitive advantage and in their efforts of promotion and positioning.
- Data does not mean knowledge and benchmarking is the only way of transparent knowledge,
- Close collaboration and joint efforts are necessary to utilize the data for identifying the strategic objectives and appropriate action in the decision making process. Traditional statistics and measurement methodologies do not give us guidance for the policy making in real terms.
Thank you!

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