SUMMARY / CONCLUSIONS

Esencan TERZIBASOGlu
Director
Destination Management and Quality
UNWTO
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; tools 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 importance of connectivity as a factor of competitiveness and performance of tourism in cities and their hinterland.

Explored the ways of how adequate spatial organization and planning can help achieve “Accesible Tourism for All” in cities.

Gave an overview of various strategic approaches to cope with sustainability issues, stimulating new products, niche markets, upgrading quality through innovation and smart technologies.

Illustrated the impact of the meetings industry and the mega events on the city’s brand to improve its economic competitiveness.
1. Setting the Scene: Positioning City Tourism in the Global Marketplace: Quantitative and Qualitative Approach

2. Enhance City Tourism Competitiveness through Improved Connectivity

3. Spatial Organization and Rejuvenation of City Destinations: The Role of Accessible Heritage Management and Walkable Urbanism

4. Sustainable Tourism and Effective Destination Management in Cities for a Quality Visitor Experience

5. The Impact of the Meetings Industry and Mega Events to Revitalize Reputation and Stimulate Investments
AROUND 400 PARTICIPANTS FROM 40 COUNTRIES
1) SETTING THE SCENE: POSITIONING CITY TOURISM IN THE GLOBAL MARKETPLACE: QUANTITATIVE AND QUALITATIVE APPROACH

Highlighted points:

- 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.

- City tourism grew by **58 per cent** between **2010 - 2014** (ECM). This represents 20% of international tourism.

- Tourism in cities is an opportunity to safeguard and enhance the quality of life for the local community, incubators of innovation and technology, availability of harmonized and comparable tourism data at local level for policy making and strategic action. (ECM & WTCF)
1) SETTING THE SCENE: POSITIONING CITY TOURISM IN THE GLOBAL MARKETPLACE: QUANTITATIVE AND QUALITATIVE APPROACH

- It is an opportunity to improve the social and economic impact through the interaction between the visitor and the local community.

- Cities also contribute to global tourism: 80% of the tourists are generated from cities (WTCF).

- There is a strong correlation between “city tourism” and the “cultural heritage”. Tourism can be a catalyst for revenue generation for innovative practices in heritage conservation and management. It creates public awareness in this direction (Morrocco).

- 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 (Morrocco and Emirates).
A long term vision which encompasses investment friendly and visitor friendly policies is a key to success (Dubai).

It is very important to diversify the tourism product across a variety of attractions through a well-defined and unique brand identity. Making impact is crucial.

Cities must lay emphasis on a co-created value, i.e. capture and create value for the customer through innovative business and tourism value chain.

Visitor experience must be market driven, unique, authentic, personalized, environmentally and socially responsible (Chinese outbound).

The city DMOs must play the key leader role in building the dialogue, integration and collaboration (horizontally and vertically) with the region.
## 2) ENHANCE CITY TOURISM COMPETITIVENESS THROUGH IMPROVED CONNECTIVITY

### Highlighted points:

- 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.
Highlighted points:

➢ 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.

➢ Accessibility has to be a priority in planning and design.
“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.

Accessibility must apply all through the tourism value chain and must encompass areas of information, transport, infrastructure all the tourism services.

Also creates opportunities for the destinations (competitive advantage - e.g. enhance quality, differentiate the destination, civic pride for the city, social responsibility, mitigate seasonality, create a unique selling proposition, etc.)

Opportunities for the visitor (e.g. personal fulfillment, personalized service, greater independence, travel with family and friends, etc.)
It is important to create a synergy among all the stakeholders to establish the practices all through the value chain. The public sector and the local authorities have a major role in this process (e.g. Tenerife).

It is also important to establish a framework of incentives to encourage accessible tourism (e.g. certification systems, labelling, education and training, co-operation with international organizations and institutions, organization of events, creating public awareness - Quebec, Canada)
4) SUSTAINABLE TOURISM AND EFFECTIVE DESTINATION MANAGEMENT IN CITIES FOR A QUALITY VISITOR EXPERIENCE

Highlighted points:

- Cities have become a dynamic vector for development and growth.
- By 2050, 2/3 of the world population will live in cities and 600 cities will contribute to 65% of GDP.
- Environmental, social and economic challenges must be tackled with long-term sustainable policies and through smart and innovative practices,
- Urban areas are living organisms and eco-systems. Tourism management in cities must address sustainable practices and this needs to be communicated with the customer,
- 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.
It is important to work with city partners to create a local sense of place for the visitor; this is not limited to the customer’s experience (Bilbao).

Innovation is a significant determinant of city tourism competitiveness. This also applies to the transformation of the city in terms of product, perception and brand (Bilbao).

Public private partnership is essential for launching long term policies and strategies.

Recognizing tourism as an important force of urban change also requires facing the complex realities of tourism which may cause nuisances in the city and its hinterland (impact of mass tourism).

City tourism strategies must encompass the development of the diverse segments of supply and demand in a horizontal/vertical and integrated manner to be able to manage visitor experience (Belfast).
It is increasingly important to clearly understand the power of IT and the digital media, its impact on the society, the fast changing dynamics and their relevant use in tourism. The cities must adapt to this fast paradigm change.

Cities need to re-address themselves and be pro-active with the business and the customer and be flexible with information and the rapidly changing digital media applications.

“Sharing economy” is the new challenge and captures the fastest growing customer segment.

Academic institutions and DMOs can join their efforts and build synergies to explore new ways of development and management.
5) THE IMPACT OF THE MEETINGS INDUSTRY AND MEGA EVENTS TO REVITALIZE REPUTATION AND STIMULATE INVESTMENTS

- **Highlighted points:**

  - 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,
  - The meetings industry and the cities have a positive relationship since the cities generally meet the requirements of many diverse stakeholders of the meetings industry and adds value to the local tourism economy.
  - 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.
The mega events and the meetings industry both have a significant impact on the economic and social transformation of the city.

Mega events also constitute a major bet for a city’s development strategy. They can imply high investments and major changes in the structure of the host cities.

Properly planned and managed events can generate a relevant and beneficial economic, social, environmental, emotional and political impact.

They can trigger the transformation process of the city towards an attractive tourist and business destination (Kuala Lumpur).

A successful “meetings industry” requires investments in infrastructure, superstructure, connectivity, adequate accommodation capacity, complementary products and attractions (Istanbul).
CITIES:

Think globally, act locally and compete with ATTITUDE!!!
THANK YOU

Esencan Terzibasoglu
Director
Destination Management & Quality

eterzibasoglu@unwto.org