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New Horizons on Sustainable Tourism in Mega-Cities

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01 Urabn Tourism

- **Definition**
  - tourism withi cities and towns
  - places where various major facilities such as transport, hotl and event infrastructure are locaed.
- **Urbanization**
  - a contibutoir for the development of cities where people live, work and shop. during the development period, cities tends to improve the living standards and the areas become location for tourism activity that has the accommodation and entertainment function.

01 Urabn Tourism

- **Major factors**

Five major factors that characterize cities as tourism destinations; (1) major travel nodes that serve as gateways or transfer points to other destinations; (2) high populations which attract large number of tourists who are visiting friends/relatives; (3) focal oints for commerce, industry, and finance; (4) concentrations of services such as education, helath and government adminitrations center; and (5) places that offer a wide variery of cultural, artistic and recreational experiences.

02 Sustainable Urban Tourism

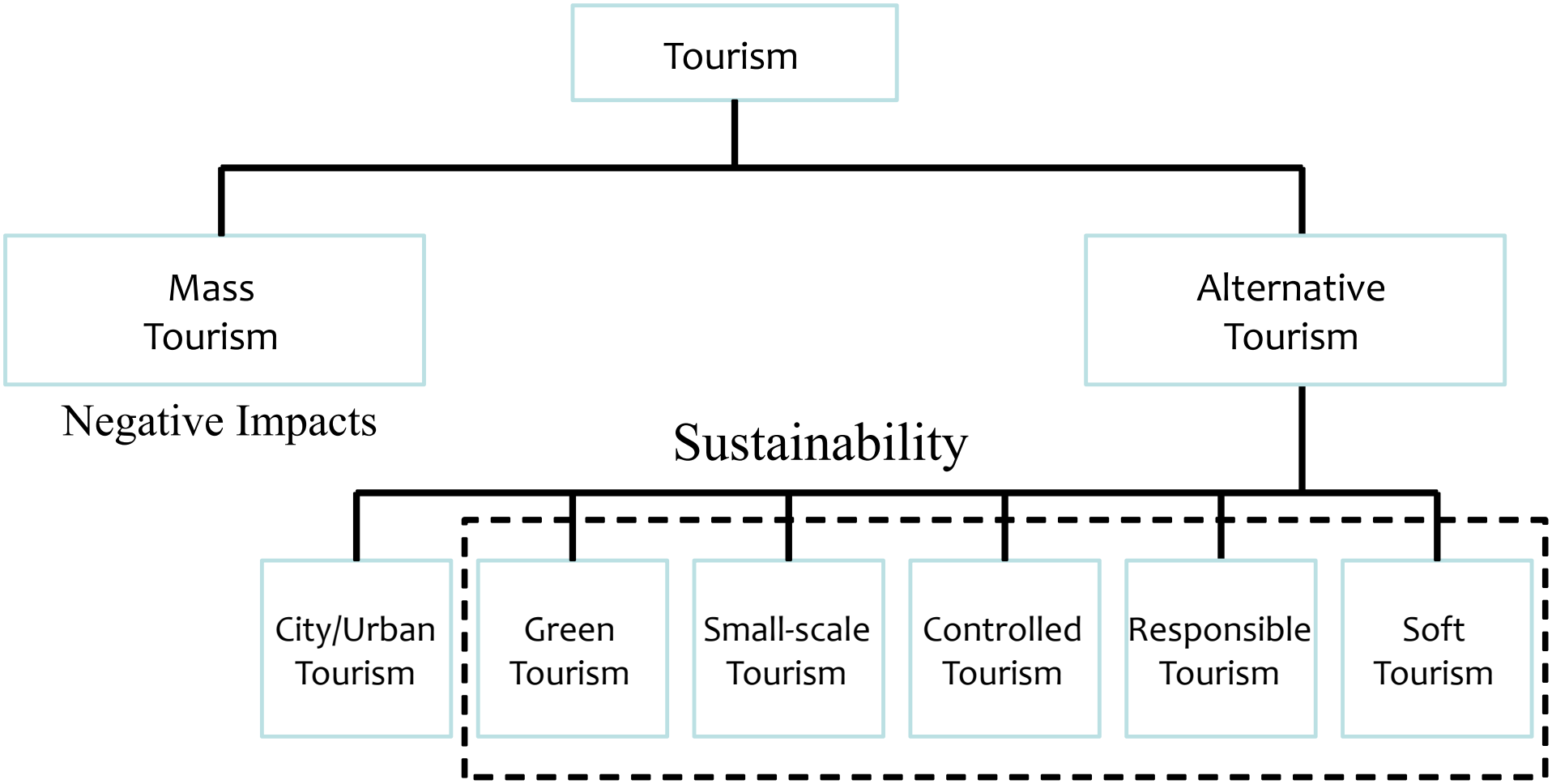
- The concept of sustainable urban tourism is relatively new in the area of sustainable tourim.

-Most of the researchers on sustainable tourism have focused on rural tourism and community-based tourism.

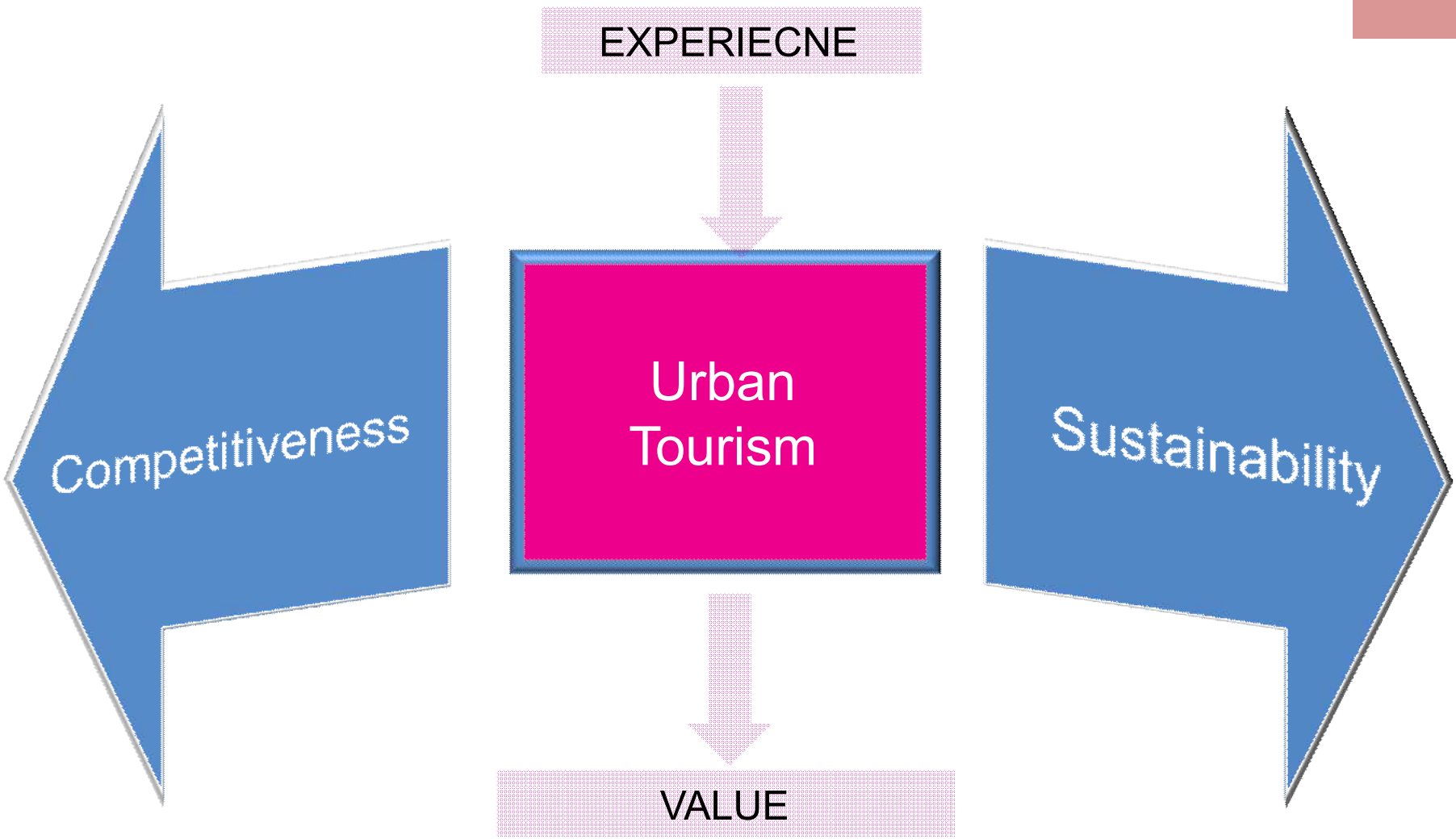
-It is very important to bring the concept of sustainable tourism to the urban area for long-term sustainability.

-becasue It has a grey side as it has a negative impact on environement, socio-cultural, and economic issues.

02 Sustainable Urban Tourism



03 Global Tourism Trend in Cities



03 Global Tourism Trend in Cities

- **intensified competition**
  - shaping an adequate business environment
  - innovation, diversification of products, markets and segments, product development, ICT and technology in general, marketing and promotion, research, evaluation, human resources development, quality, etc.
- **sustainability** (social, economic and environment) is ever more critical
  - addressing issues such as use of resources and waste, energy dependency, climate change adaptation and mitigation, green economy, congestion management and risk management

03 Global Tourism Trend in Cities

Experience

As goods and services become commoditised the customer experiences that companies create will matter most

Customer experience: "[…] is the cumulative impact – both emotional and practical – of all the encounters and interactions that a customer has with a company." (Soudagar, Iyer & Hildebrand, 2012)

03 Global Tourism Trend in Cities

- Experience economy provides the key differentiator to commoditised products and services allowing destination and service provides to focus on what adds value to consumers.

  - Sustainable initiatives
  - Local experiences
  - Authenticity
  - Value

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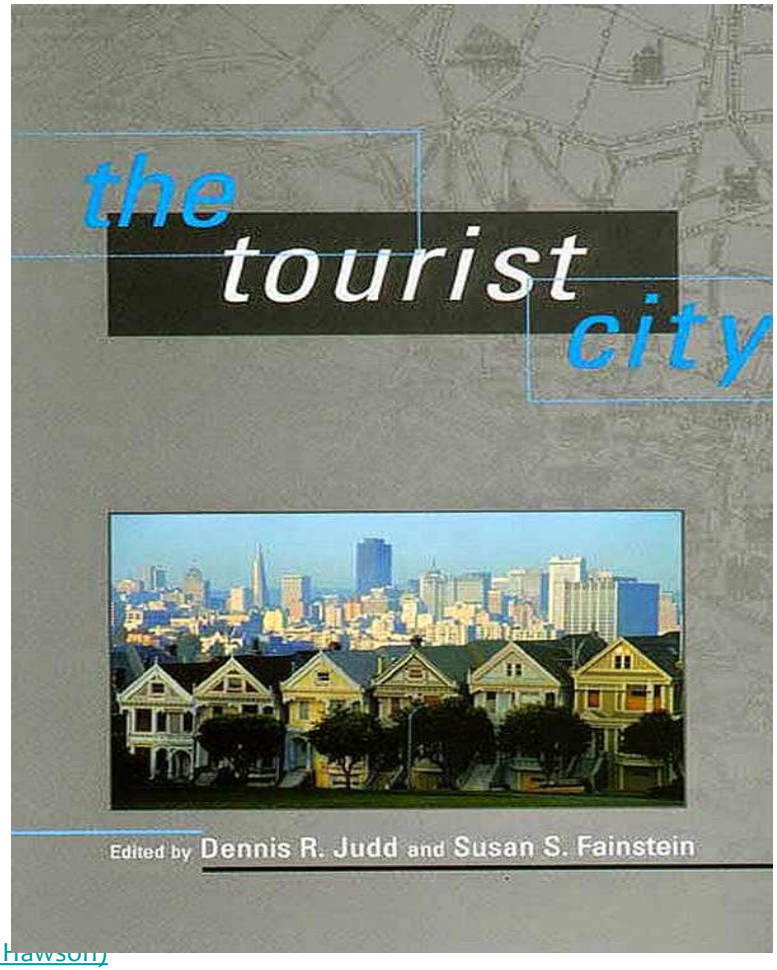


Photo: Before and after gentrification near the historic Rigaer Strasse street in Berlin. (Supplied: Louise Hawson)

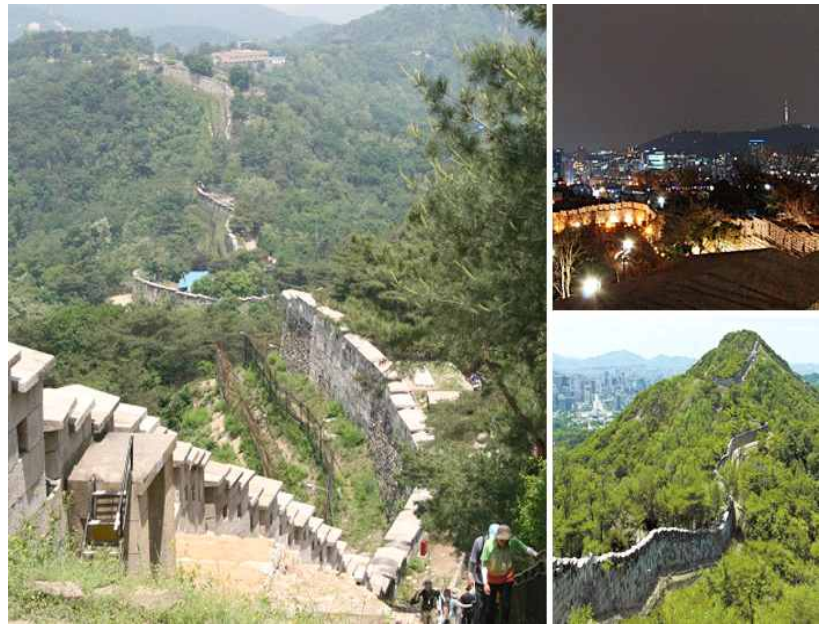
04 Tourism and Gentrification

Gentrification is a process of renovation and revival of deteriorated urban neighborhoods by means of influx of more affluent residents, which results in increased property values and the displacing of lower-income families and small businesses.

Tourism gentrification refers to the transformation of a middle-class neighbourhood into a relatively affluent and exclusive enclave marked by a proliferation of corporate entertainment and tourism venues. It is argued that the changing flows of capital into the real estate market combined with the growth of tourism enhance the significance of consumption-oriented activities in residential space and encourage gentrification.

It contributes to the growth of securitisation, changes in consumption and increasing dominance of large entertainment firms manifest through the development of a tourism industry in Mega-cities, giving gentrification its own distinct dynamic and local quality.

05 Cities and Sustainability



"We are living in the era to raise a question about sustainability
to Mega-cities which consume all kinds of resources unceasingly
and maintain their presence. Why? It is a matter of survival and coexistence
to utilize resources " (Gentrification, Its Light and Shadow)

“Touristification”

06 Problem Recognition on Tourism Effects

General View on Tourism Effects

- Generating huge revenue, utilizing natural resources such as mountains, seas, while most industries were socially criticized due to environmental degradation, pollution, exhaustion of resources.
- Producing effects of local development such as building infrastructure and job creation, etc.
- Supporting int'l aid project through tourism development by various int'l organizations.

- Justifying development models in developing /underdeveloped countries due to meaningful economic and socio-cultural contributions of tourism to regions.
- Positive evaluation in terms of improvement of local communities' infrastructure and leisure facilities, wider understanding of other cultures, increase of income, and expansion of job creation.

Critical Review on Tourism Effects

Increasing negative perception toward tourism economic impacts and resulting in prohibition from diversification of tourism.

- Lack of quality jobs
- Tourism development destroys tourism. Tourism is perceived as a social evil due to environmental destruction and damage of ecosystem, wetlands, coastal resources, etc., in building hotels and developing tourism resorts.

Damage of heritage and cultural resources by tourism tends to surpass environmental destruction

- Commodification of local culture
- Staged authenticity
- Distortion of destination image

Negative effects to local residents due to conspicuous travel consumption by affluent and irresponsible visitors

- High leakage
- Imbalanced revenue distribution
- Unsolved issue of poverty in underdeveloped countries
- Abuse of children and underprevileged people.

07

Fair and Sustainable Tourism in Cities?

Business

Competitiveness

Differentiation

Diversity

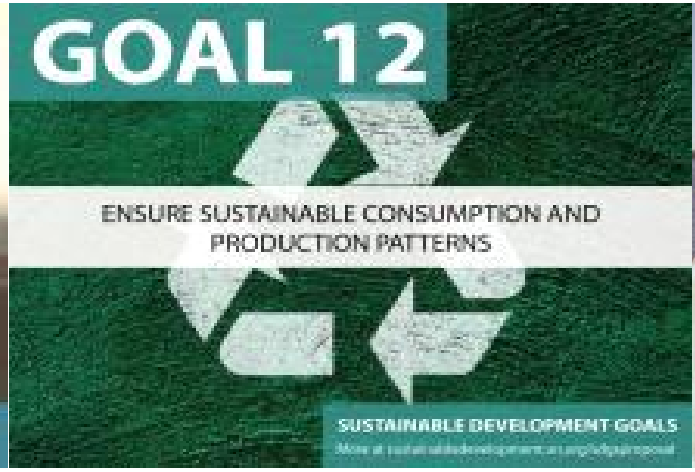
Sustainability

Is it fair and sustainable for all in cities ?

Source: http://icr.unwto.org/content/tourism-and-sdgs

SDG Goal 11 acknowledges the significance of the role of cities. (SDG Goal 11: Sustainable cities and communities – Making cities and human settlements inclusive, safe, resilient, and sustainable)

SDG Goal 8, 12, and 14 featured tourism.



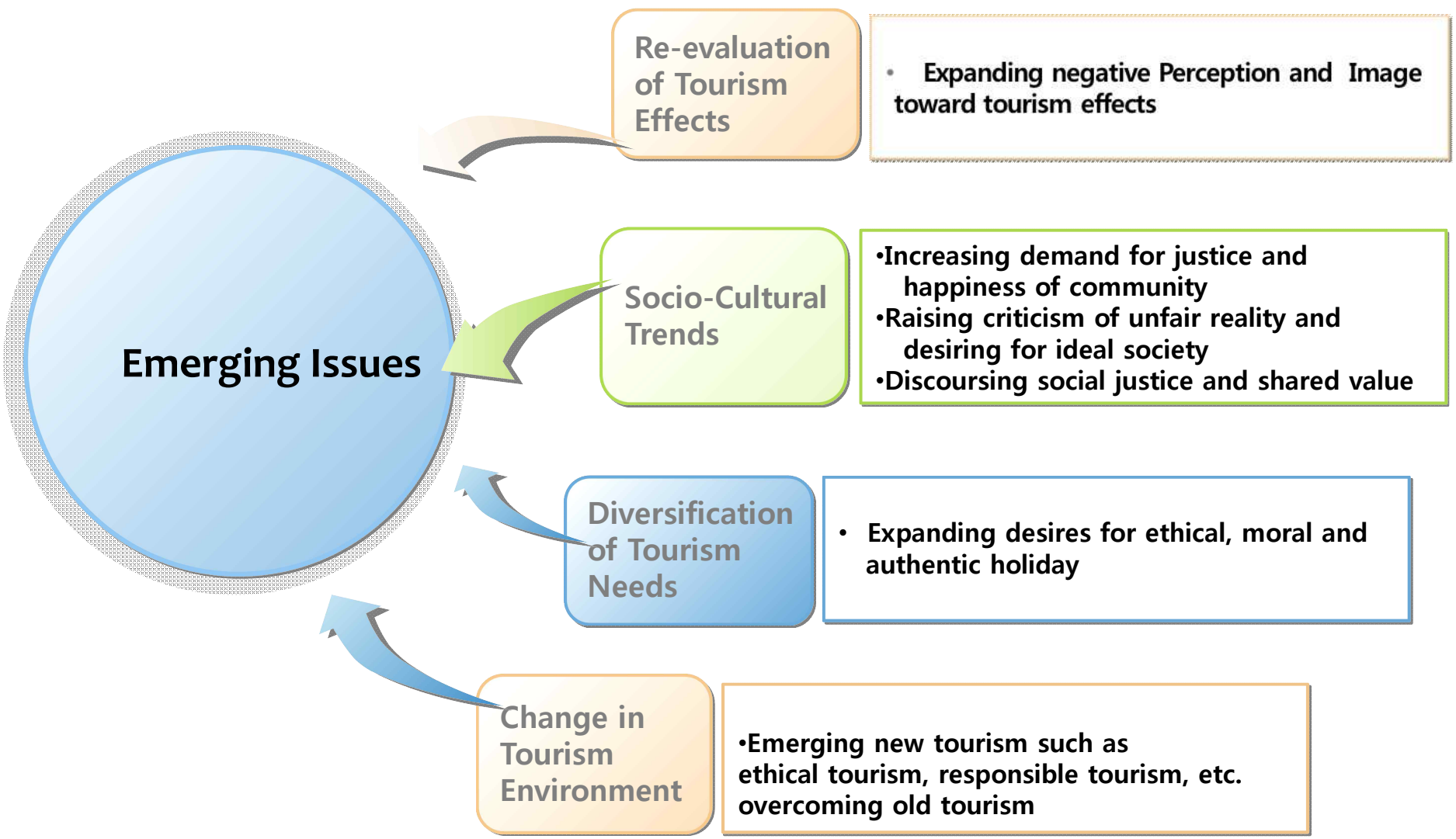
The sector's contribution to job creation is recognized in target 8.9 ***"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".***

"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products". The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social ,and environmental outcomes.

"by 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

Source: http://icr.unwto.org/content/tourism-and-sdgs

08 Issues of Sustainable Tourism in Urban Spaces



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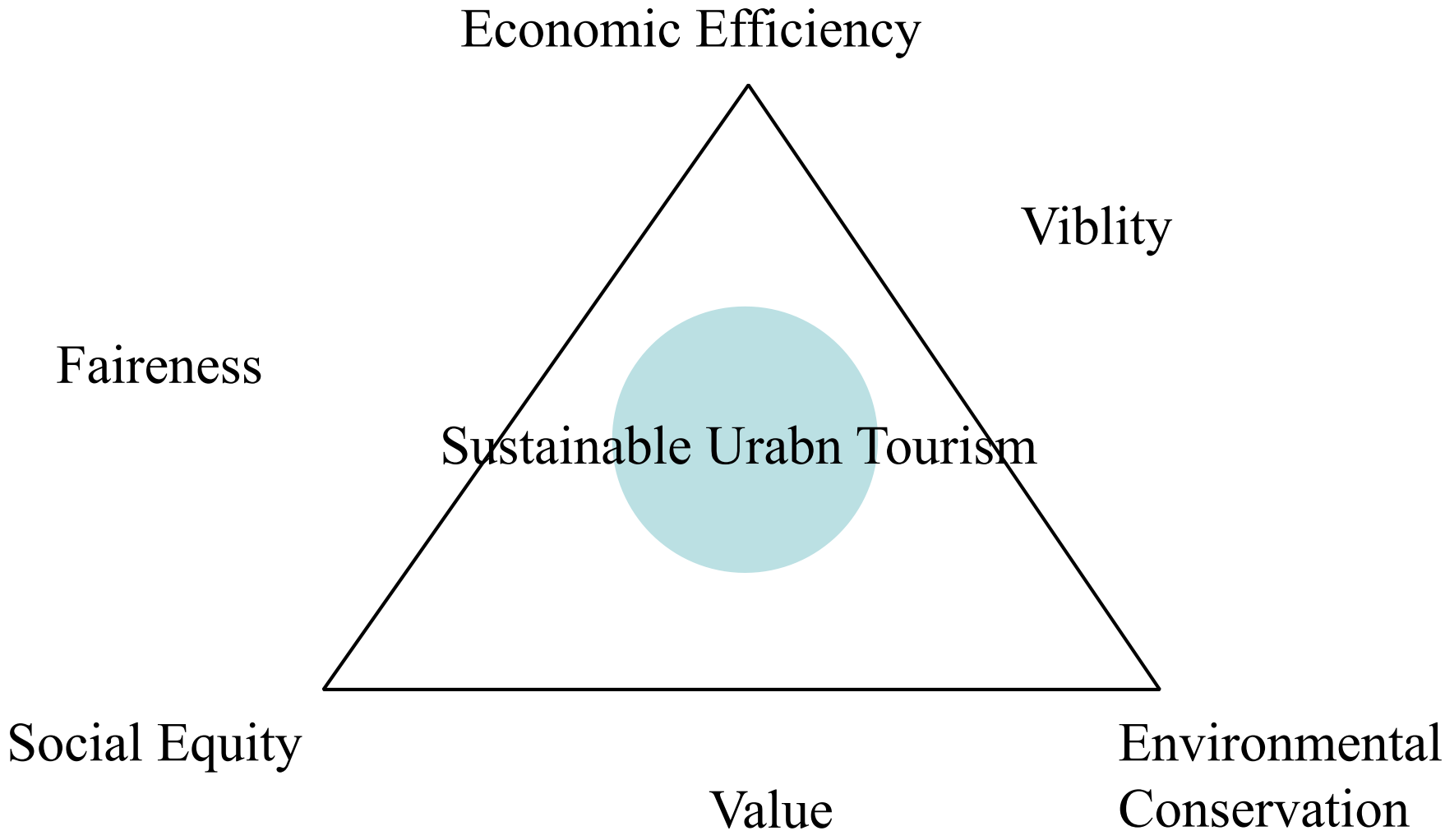
Establishing New Horizons of Sustainable Urabn Tourism

Fairness	To encourage fairness among all stakeholders in the tourism value chain
Utilization	To maximize tourism benefits (positive impacts), minimizing tourism damage (negative impacts)
Happiness	To raise vital awareness of happy travel, protecting anti-human rights' practices in tourism activities

New Horizons on Sustainable Tourism in cities



11 Suggestions

- Revising UNWTO's Sustainable Tourism Priinciples

- **Tourism Gentrification**

- AirBnB Sysdrome
- Disneyfication phenomenon
- Muesemfication syndrome
- Esthertic capitalism
- Artialism sysdrome
-Poly-tropical living

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