SUMMARY/CONCLUSIONS

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6TH GLOBAL SUMMIT ON URBAN TOURISM
“Sustainable and Competitive Tourism on the New Urban Agenda”

IN GENERAL TERMS:

1. Identified a detailed understanding on how urban tourism has the potential to create the right environment for resilient and sustainable economic growth;

2. Provided a global insight into its spatial dynamics for transformation, rejuvenation, regeneration, infrastructure, connectivity in urban areas;

3. Highlighted the importance of governance/management models and structures at urban destination level which embrace all stakeholders and local community with knowledge, transparency and professionalism;

4. Highlighted the significance of innovation, information technologies and new business models and explored how those create benefits for the visitors and the local community;

5. Gave an overview of various strategic approaches to cope with sustainability issues by stimulating new products, targeting niche markets, upgrading quality, authenticity and cultural identity;

6. Illustrated showcases from different urban destinations at different scales by exploring how they improve their performance and cope with current and future challenges.
THEMATIC STRUCTURE

1. SESSION 1: Tourism and the New Urban Agenda
   • Keynote + 4 panelists

2. SESSION 2: Key Factors for Urban Tourism Competitiveness (I)
   • Introduction + 4 panelists

3. SESSION 3: Key Factors for Urban Tourism Competitiveness (II)
   • Keynote + 5 panelists

4. SESSION 4: Success Stories on Urban Tourism Performance
   • Keynote + 5 panelists
PARTICIPATION:
AROUND 700 PARTICIPANTS FROM 45 COUNTRIES
1. TOURISM AND THE NEW URBAN AGENDA

**Keynote: UN-HABITAT**

- Correlation between urbanization and tourism.
- **Global challenges:** Peace, human rights, sustainable development, climate change, new production and consumption patterns, immigration.
- **Urban challenges:** Slums, informal urbanization, lack of housing and affordability, high cost of urban services, deficit of land, lack of appropriate local financial models.
- **Sustainable urbanization** as a *tool for development* depends on national urban policy and local implementation strategies as well as rules and regulations, urban planning and local finance, all in coherence and synergy.
1. TOURISM AND THE NEW URBAN AGENDA

Keynote:
- Comparable concepts of “value of location” and “value of agglomeration” help decision makers to choose where to invest in urban areas.
- Addressed the importance of urban planning in designating the allocation of land for public space.
1. TOURISM AND THE NEW URBAN AGENDA

Highlighted points:

- Mixed land use planning codes represent the synergy among different urban sectors - residential, commercial, tourism, medical and retail zones in urban development (case of Abdali district in Amman).

Main challenges:

- Urban governance systems for the re-distribution of financial resources and/or value generated by urbanization;
- Stakeholder involvement in decision making;
- Urban identity and authenticity;
- Changing production and consumption patterns.
1. TOURISM AND THE NEW URBAN AGENDA

Highlighted points:

Key themes for sustainable tourism in urban areas:

- Social inclusiveness;
- Decent jobs, gender equality and empowerment;
- Governance, knowledge and professionalism;
- Accessibility;
- Cross cultural behaviour, mutual understanding and cultural diversity;
- Safety and security;
- Innovation and technology;
- Continuous transformation;
- Cities for all.
2. KEY FACTORS FOR URBAN TOURISM COMPETITIVENESS (I)

Highlighted points:

- Urban governance is one of the main areas addressed on the New Urban Agenda;
- Within this context, tourism governance needs to be positioned and improved by establishing the right systems and models to achieve effectiveness, performance, inclusiveness and coherence;
- Vertical integration of national, regional and local governance help improve better coordination, join efforts, split costs, align the message and improve the brand;
- Competitive urban tourism necessitates competitive governance;
- Accessible tourism is not just an opportunity but it is a social responsibility.
2. KEY FACTORS FOR URBAN TOURISM COMPETITIVENESS (I)

Highlighted points:

- Accessible Tourism needs to be addressed at national level through appropriate policies, finance mechanisms and adequate infrastructure. It needs to be implemented by the public and private sector by putting in place innovative initiatives, accreditation and certification schemes and with a user friendly approach.
- Urban regeneration adds high value to the quality of life of the local inhabitants and in the meantime creates quality visitor experience,
- Space which has been under-utilized in urban areas can be rejuvenated and be converted into lively, sustainable and attractive public space.
3. KEY FACTORS FOR URBAN TOURISM COMPETITIVENESS (II)

Keynote:

- Key opportunities and mega trends to be addressed for the upcoming tourism and travel age; e.g. Perm anxiety and over tourism;
- Collision of visitor and local economies will form the next frontier of cities;
- Meetings and events will be “festivalized”, innovative management;
- All travel brands will compete to become experience platforms;
- New paradigms will shape accommodation;
- Brands will embrace diversity and inclusiveness;
- New types of technology chains will prevail; e.g. blockchain;
- Luxury will be a small brand with big stories behind;
- Gastronomy will be a competitiveness factor; also helps mitigate over tourism and contributes to local economy.
3. KEY FACTORS FOR URBAN TOURISM COMPETITIVENESS (II)

Highlighted points:

- Region of Asia has experienced the fastest growth, largely driven by China and India during the last two decades;
- Demand was reflected to urban tourism to a large extent due to the fact of improvement of the purchasing power of the consumer and the growth in the millennial traveler segment;
- Innovation in the digital technology shaped the consumer patterns;
- Connectivity has a broader context – further than transportation: business connection, co-operation, share of information through digital platforms, etc.
- Connectivity needs diversification (not limited to air) and should target not only the consumers but reach all the active sectors and contribute to a new lifestyle.
3. KEY FACTORS FOR URBAN TOURISM COMPETITIVENESS (II)

Highlighted points:

- Authenticity (destination, product and experience) is a significant determinant for competitiveness;
- Multi cultural character of the destination, if properly managed, highly contributes to the image and perception of the destination;
- City of design can create a strong city brand;
- A careful / harmonious balance between nature & technology and ancient & modern can enhance the identity of place;
- Host and visitor connection can be positioned for a destination brand;
- Demand for air travel is growing fast: more travel, more jobs, more traffic in the region; China is the biggest market;
- Consumer behavior needs to be monitored;
- Smart initiatives to analyze data need to be put in place.
4. SUCCESS STORIES ON URBAN TOURISM PERFORMANCE

Keynote:
Results of the survey (joint initiative with WTCF on 15 cities from different regions at different scales
➢ Strengths under key performance areas
   ▶ Long term strategic planning;
   ▶ Connectivity, urban public transport and infrastructure;
   ▶ Efficient governance model and structure, vertical/horizontal coordination > PPPs;
   ▶ Tourism sector's involvement in urban policies and planning;
   ▶ Efficient IT use;
   ▶ Authenticity as unique selling point.
4. SUCCESS STORIES ON URBAN TOURISM PERFORMANCE

Keynote:

- Strong brand identity;
- Research and market intelligence;
- Inclusiveness and local community involvement in decision making;
- Product diversity and innovative products and experiences;
- Quality management schemes;
- Visitor satisfaction assessed and monitored;
- Environmental sustainability measured and monitored; congestion management, public space, energy efficiency, green house gas emission, etc.
4. SUCCESS STORIES ON URBAN TOURISM PERFORMANCE

Highlighted points:
- Research
- Efficient and operational legislative framework
- Diversification and decentralization of attractions and activities/ use of urban hinterland

Main challenges
- Lack of quantitative and qualitative < comparable < data at city level
- Environmental issues related to the city / inadequate data to measure the impact
- Mobility performance
- Connectivity to be diversified
4. SUCCESS STORIES ON URBAN TOURISM PERFORMANCE

Main challenges

- Seasonality
- Limited quality accommodation capacity to meet the demand
- Safety and security
- Price competitiveness
- Lack of legal framework for “new digital platforms”/ so called sharing economy
- Long term marketing strategy
- Social reaction to inconveniences
- Authenticity
- Need for more flexible governance structures

LET’S PLAN “LIVE·ABLE, LOVE·ABLE AND PROFIT·ABLE CITIES”
UNWTO.QUEST initiative
A DMO Certification System
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7th GLOBAL SUMMIT ON URBAN TOURISM
SEOUL (REPUBLIC OF KOREA)
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THANK YOU

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