2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

UNWTO

Technical Workshop:
"UNWTO-WTCF City Tourism Performance Research"

26 September 2017, Buenos Aires, Argentina

Esencan TERZIBASOGLU
Director
Destination Management & Quality

World Tourism Organization (UNWTO)
eterzibasoglu@unwto.org

MAJOR CHALLENGES:

1. Lack of relevant quantitative and qualitative data (comparable) at city level;
2. Lack of adequate tools to measure data at tourism sub-sector level and to set monitoring mechanisms for the impact of actions and initiatives;
3. Environmental issues related to the city (not necessarily caused by tourism) and inadequate data to measure the impact. e.g.
   - Congestion
   - Public space
   - Energy efficiency
   - Greenhouse emission reduction
   - Air quality
   - Landscape and bio diversity protection
4. Mobility performance (urban public transport);

MAJOR CHALLENGES:

5. Connectivity (needs to be diversified – alternative modes and infrastructure;
6. Lack of SME support;
7. Tourism is not included in the urban growth policies;
8. Need for product diversification;
9. Improvement of the "city brand "by including the community concept;
10. Need for improved public amenities and services;
11. Seasonality;
12. Lack of "quality management systems" at urban destination level:
13. Limited quality accommodation capacity to meet the demand;
14. Need to develop <u>responsible</u> cruise tourism;
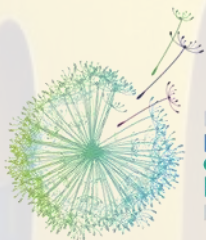15. Ensure on-going innovation and creativity;

MAJOR CHALLENGES:

16. Lack of long-term political stability;
17. Safety and security;
18. Price competitiveness;
19. Lack of legal framework for " new digital platforms" (so-called sharing economy);
20. Long-term marketing strategy;
21. Congestion and carrying capacity issues caused by tourism;
22. Social reaction to immediate inconveniences: cultural issues - overuse of public amenities, visitor-resident tension, competition for space, crime, etc;
23. Detrimental effects: "tourism can destroy tourism", turistification and erosion of quality visitor experience;
24. Authenticity;
25. Need for more flexible governance/management structures.

Gracias!

**Esencan Terzibasoglu
Director
Destination Management & Quality**

eterzibasoglu@unwto.org