New Horizons on Sustainable Tourism in Mega-Cities

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Urban Tourism

• **Definition**
  – tourism within cities and towns
  – places where various major facilities such as transport, hotel and event infrastructure are located.

• **Urbanization**
  – a contributory for the development of cities where people live, work and shop. During the development period, cities tend to improve the living standards and the areas become location for tourism activity that has the accommodation and entertainment function.
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 points for commerce, industry, and finance; (4) concentrations of services such as education, health and government administrations center; and (5) places that offer a wide variety of cultural, artistic and recreational experiences.
Sustainable Urban Tourism

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

- 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.

- Because it has a grey side as it has a negative impact on environment, socio-cultural, and economic issues.
02 Sustainable Urban Tourism

Tourism

Mass Tourism

Alternative Tourism

Negative Impacts

Sustainability

City/Urban Tourism
Green Tourism
Small-scale Tourism
Controlled Tourism
Responsible Tourism
Soft Tourism
Global Tourism Trend in Cities

- Competitiveness
- Urban Tourism
- Sustainability

Value Experience
• **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
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)
Experience economy provides the key differentiator to commoditised products and services allowing destination and service providers to focus on what adds value to consumers.

- Sustainable initiatives
- Local experiences
- Authenticity
- Value
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- Sustainable initiatives
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Photo: Before and after gentrification near the historic Rigaer Strasse street in Berlin. (Supplied: Louise Hawson)

city-making
& the challenge of tourism gentrification
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.

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.
“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”
## 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 underprivileged people.
Is it fair and sustainable for all in cities?
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)

Source: http://icr.unwto.org/content/tourism-and-sdgs
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
Issues of Sustainable Tourism in Urban Spaces

Emerging Issues

- Re-evaluation of Tourism Effects
  - Expanding negative Perception and Image toward tourism effects

- Socio-Cultural Trends
  - Increasing demand for justice and happiness of community
  - Raising criticism of unfair reality and desiring for ideal society
  - Discoursing social justice and shared value

- Diversification of Tourism Needs
  - Expanding desires for ethical, moral and authentic holiday

- Change in Tourism Environment
  - Emerging new tourism such as ethical tourism, responsible tourism, etc. overcoming old tourism
Establishing New Horizons of Sustainable Urban Tourism

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Fairness</td>
<td>To encourage fairness among all stakeholders in the tourism value chain</td>
</tr>
<tr>
<td>Utilization</td>
<td>To maximize tourism benefits (positive impacts), minimizing tourism damage (negative impacts)</td>
</tr>
<tr>
<td>Happiness</td>
<td>To raise vital awareness of happy travel, protecting anti-human rights’ practices in tourism activities</td>
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New Horizons on Sustainable Tourism in cities

- Economic Efficiency
- Social Equity
- Environmental Conservation

Sustainable Urban Tourism

Value
Viblity
11 Suggestions

- Revising UNWTO's Sustainable Tourism Principles

- **Tourism Gentrification**
  - AirBnB Syndrome
  - Disneyfication phenomenon
  - Musemification syndrome
  - Esthetic capitalism
  - Artialism syndrome
  - Poly-tropical living
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