



5th Global Summit on City Tourism

Summary/Conclusions

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5th GLOBAL SUMMIT ON CITY TOURISM

- I. Explored the position of tourism on the global urban agenda in terms of policy making, planning and governance and identified the global challenges in terms of issues related to safety and security, sustainable development , innovation, technology and new business models;**
- II. Provided a global insight about the recent market trends and the strategic tools to attract niche markets;**
- III. Highlighted the importance of tangible and intangible “culture” and “cultural heritage” as a means for destination competitiveness and also for local community empowerment;**
- IV. Illustrated the new paradigm change in terms of demand and supply through innovation, new technologies and new business models.**

THEMATIC STRUCTURE

❖ **HIGH LEVEL PANEL** : Opportunities and Challenges
10 panelists

- 1. SETTING THE SCENE** – Recent Trends and Emerging Niche Markets in City Tourism
 - Keynote + 6 panelists
- 2. CULTURE** – A Driving Force for City Tourism
 - Keynote + 5 panelist
- 3. CHANGE AND INNOVATION:** The Digital Revolution and the Millennial Traveler
 - Keynote + 4 panelists

The background image shows the interior of an ancient Egyptian tomb. The walls are covered in hieroglyphs and painted figures. A prominent figure is a woman with green skin, wearing a blue and white striped headdress (nemes) and a white dress. She is holding a staff or scepter. To her left, there is a large falcon-headed figure, likely a deity or a protective spirit. The ceiling is also decorated with hieroglyphs. The overall scene is brightly lit, highlighting the colors and details of the ancient art.

PARTICIPATION:

**AROUND 400 PARTICIPANTS
FROM 38 COUNTRIES**

HIGH LEVEL PANEL

Highlighted points:

- Urbanization shapes today's world. Cities have become a dynamic vector for growth , they stimulate change and innovation;
- Tourists bring diversity to cities. The interaction between the local inhabitants and the visitors on a daily basis plays an important role in building cultural awareness and helps for a tolerant and respectful society;
- Cities need long term policy, planning and good governance for development. Tourism must be integrated in this process;
- To be able to position your city as a tourism destination, you must focus on sustainable development, cultural heritage conservation, inclusiveness, accessible tourism, PPPs, efficient resource deployment, authenticity. Make your city vibrant for the locals and the visitors all through the year.

HIGH LEVEL PANEL

Highlighted points:

- Mega events constitute a major bet for a city's development strategy. They can imply high investments and major changes in the structure of host cities. Needs to be linked with tourism strategies;
- Safety & security is a challenge and it needs to be tackled within a crisis management plan through the involvement of all stakeholders and the local community. Build synergies to overcome the consequences;
- Tourism in cities is an opportunity to safeguard and enhance the quality of life of the local community and an incubator of innovation and technology;
- There is a strong correlation between "city tourism" and "cultural heritage". Tourism can be a catalyst for revenue generation for innovative practices in heritage conservation and management, It creates public awareness in this sense. ROI must be well deployed.

HIGH LEVEL PANEL

Highlighted points

- 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 the hinterland;
- Cities must compete with attitude. Competition and cooperation must go together. This applies to competition at national and local levels;
- Protect, correct and promote what you have. Involve all the local partners in this process to make them instrumental for development and for the consciousness of local identity.

1. SETTING THE SCENE – Recent Trends and Emerging Niche Markets in City Tourism

Keynote: Javier Hernández

- Destinations can be transformed in terms of its brand identity, positioning, product and visitor experience, e.g. city of Malaga. (from coastal tourism to city tourism);
- This transformation needs a long-term and shared vision which encompasses investment friendly and visitor and local community friendly policies;
- Diversify your product (culture and art, meetings industry, port activities, events), make spatial arrangements (land use), improve your infrastructure and connectivity, adopt a cross cutting concept of the territory, improve your local governance structure, etc.;
- Economic impact is higher, seasonality – mitigated, better quality of life for the citizens, higher yield and ROI.

1. SETTING THE SCENE – Recent Trends and Emerging Niche Markets in City Tourism

The debate focused on:

- Urbanization policies and planning must have a long term sectorial approach in which tourism must also be positioned and supported;
- Sustainable city tourism development and management can be achieved by involving a collaborative process among all the public, private and local stakeholders (horizontal and vertical) and needs strong and committed leadership;
- Niche market segments must be analyzed in terms of customer behavior patterns and the DMOs and business must adapt to new paradigms (millennials, governmental and institutional travel and tourism);
- Fairs and meetings have a huge economic impact on cities (direct effects and induced effects, eg. ITB/Berlin).

1. SETTING THE SCENE – Recent Trends and Emerging Niche Markets in City Tourism

The debate focused on:

- The economic impact involves the fair revenues, jobs, taxes, accommodation, dining, complementary activities and this sector is a dynamic factor for the growth of the city;
- Immediate nuisances can be a problem for the local community along with the benefits;
- CVBs have a significant role to link leisure and meetings;
- River tourism helps to spread and diversify the tourism attractions in the territory and it can be a catalyzer to help developing new destinations (clusters) along the route. It connects various stakeholders.

2. CULTURE – A Driving Force for City Tourism

Keynote: Graham Brooks

- Local culture and tourism need each other. There is a strong correlation between city tourism and cultural heritage;
- Cultural heritage helps cities to position them in the marketplace and create brand identity. It also contributes to sense of place for the visitor and local identity for the inhabitants;
- Building the social infrastructure, getting the political support, international recognition, creativity and innovation are necessary elements to develop cultural tourism. Re-mobilize your cultural resources;
- This needs planning, long term vision, commitment and engagement of all stakeholders, PPPs;
- Festivals create opportunities for the integration of the local community with the visitors and builds a co-created value.

2. CULTURE – A Driving Force for City Tourism

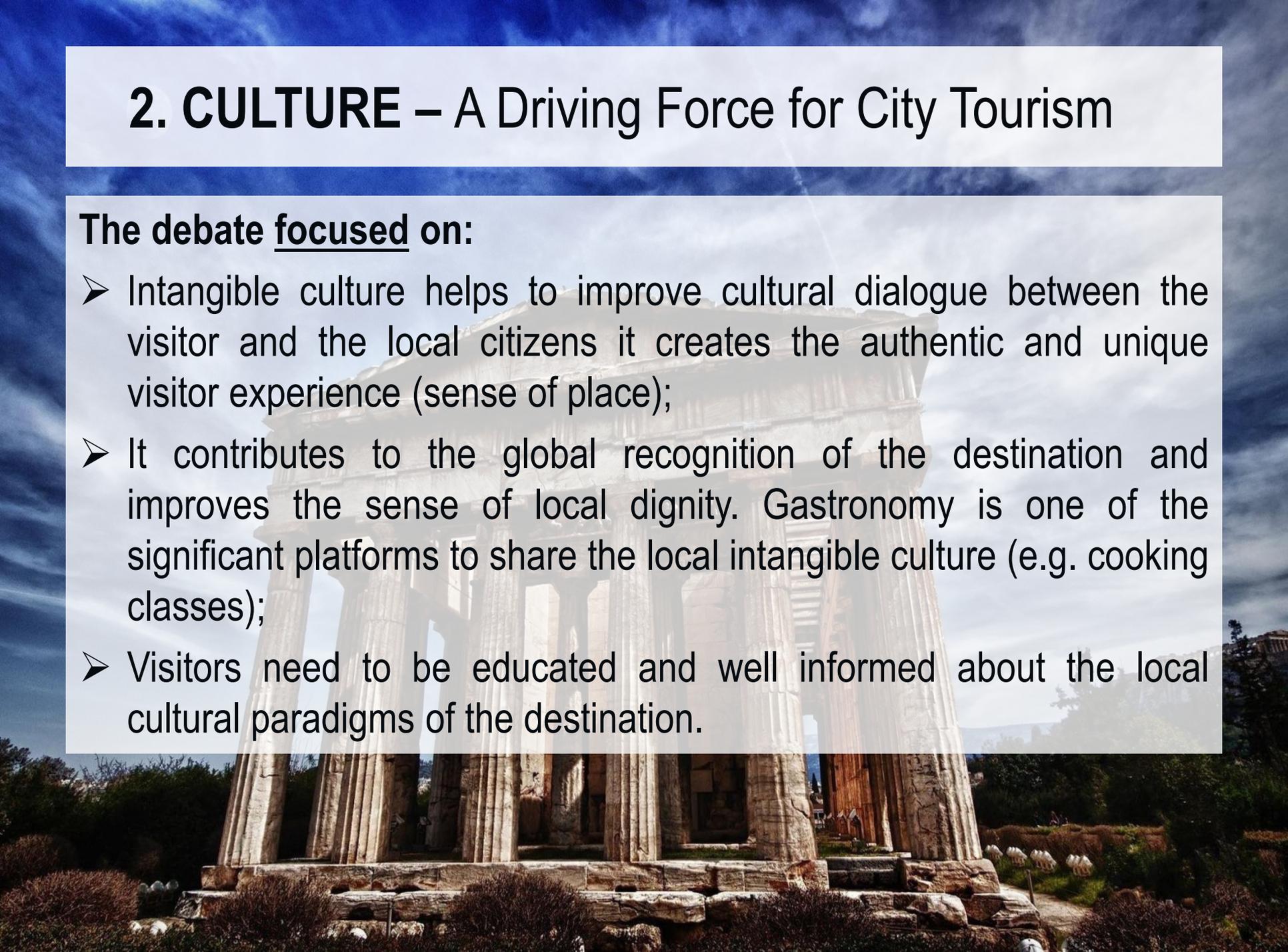
The debate focused on:

- Local festivals help local community empowerment and need support from the public authorities;
- Culture must be shared to be a basis for sustainable development;
- Cross cultural behavior issues can be mitigated by education and by creating mutual appreciation, understanding, respect and tolerance. Authenticity should be maintained;
- There is a new thinking and management concept of museums. This involves innovation and smart applications (e.g augmented reality), it gives insight to potential visitors and enhances demand to the city.

2. CULTURE – A Driving Force for City Tourism

The debate focused on:

- Intangible culture helps to improve cultural dialogue between the visitor and the local citizens it creates the authentic and unique visitor experience (sense of place);
- It contributes to the global recognition of the destination and improves the sense of local dignity. Gastronomy is one of the significant platforms to share the local intangible culture (e.g. cooking classes);
- Visitors need to be educated and well informed about the local cultural paradigms of the destination.



2. CULTURE – A Driving Force for City Tourism

The debate focused on:

- The public sector has a significant role in this process to communicate this with the global traveler. IT helps to change the mindset of people. Different target groups need to be communicated accordingly. Reach out to emotions;
- It is important to create products and itineraries which are linked to each other within a given context (market driven, unique, personalized but stressing on the local values and culture).

3. CHANGE AND INNOVATION: The Digital Revolution and the Millennial Traveler

Keynote: John Kester

- 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;
- 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 media applications;
- Private tourism services offered through digital platforms (so called sharing economy) is the new challenge and captures the fastest growing customer segment;
- Along with some possible opportunities, the challenges (governance issues, re-competition, labour conditions, consumer protection etc. needs to be well addressed and managed by engaging all the related stakeholders.

3. CHANGE AND INNOVATION: The Digital Revolution and the Millennial Traveler

The debate focused on:

- Digital traveler has a different behavior and consumption patterns. Looks for experience and story telling likes sustainable products, last minute decision maker, likes sharing (customer for the new digital platforms), well connected , well educated;
- The millennials form a huge market, they dictate the future of travel and tourism industry;
- “Youth” needs to be embraced by the destinations and tourism businesses. It is no longer a niche market: it is a huge market segment which generates 286 billion US Dollars;
- Stay is longer, high spenders, innovative, a resilient segment, get cultural benefits, flexible, return to the destination.

3. CHANGE AND INNOVATION: The Digital Revolution and the Millennial Traveler

The debate focused on:

- “Youth” looks for festivals, culture , museums, shopping, free Wi-Fi;
- Look for content in social media, interactive communication, fast access;
- Millennials are frequent travelers and combine business trips with leisure;
- Accommodation industry is also adapting to the mindset, needs and expectations of this segment. Innovative approach is useful and Wi-Fi is a MUST;
- The City DMOs have the leadership role in launching reliable research and market intelligence so as to adapt to new customer paradigms, address the challenges and advocate transparent norms and regulations for the customer and the industry.



**CITIES MUST BE LIVEABLE, LOVABLE AND
PROFITABLE**

**THINK GLOBALLY, ACT LOCALLY AND
COMPETE WITH ATTITUDE
THANK YOU**

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