Sustainable tourism and the new urban agenda

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Introduction
Urban tourism continuously growing and growth is expected to increase. Cities are dynamic and relatively resilient.
Urban tourism is not a panacea

Focus on everyday life experiences, in combination with ‘new platform tourism services’ increases impact

Pressure on local communities, culture, heritage and the environment
Growth is not the enemy, it is how we manage it

Look beyond silos and ensure relevance of tourism for other’s agendas

Urban Tourism & The New Urban Agenda
The New Urban Agenda

Guideline for urban development for the next twenty years – “Cities for All”

Sustainable and participatory people-centered approach with inclusive economic growth, social and cultural development

Linked vision of future for cities where urban aspirations of prosperity and sustainable development are linked by desire for equality

Tourism in the New Urban Agenda

Support to **employment**

Support to **empowerment**

Support of **quality of life**

Support for **revitalisation**

Support of **cultural heritage**

Support for **diversity and equality**

Support for **ecological sustainability**
Successful tourism needs an interesting city to visit; having sustainable tourism makes a city more interesting to live.

It is not about developing tourism, it is about **developing the city as a whole**

**Long-term benefits** of all stakeholders – **tourists, businesses and citizens**

Residents as **guests** of the city, **visitors** as temporary residents

Transitions and transformations to sustainable urban tourism
Transformations are societal processes of fundamental change in culture, structure and practices. No focus on ready-made solutions that become outdated quickly, but a process of continuous urban tourism transformation.

Attractive and inclusive cities with a high quality of life for residents and visitors

Beyond the triple bottom line, towards a resilient tourism city

Stakeholder engagement and empowerment to enable continuous innovation

“Transformative commitments for sustainable urban development from New Urban Agenda” (art. 24-80)
In other words

Equity

Ecological Sustainability

Economic Wealth
Quality of Life

Attractiveness

Smartness
From theory to practice: integrating tourism within the city
Hotel con Corazón is often called the nicest boutique hotel in the center of Granada in Nicaragua. It has 15 comfortable rooms, a swimming pool, a friendly local staff and according to our guests the best breakfast in the region. An ideal spot to call your home away from home. But there is more. Your stay helps Nicaraguans build a brighter future, because 100% of our profits are invested in education. Have a look at our education page and see what makes Hotel con Corazón so special.
Immersive day activities you won’t find anywhere else

Hike, weave, bike, surf & cook with local communities, but this time, make an impact.

Lima Artisan Workshop: Connect with Huarpas & Wari Culture
- 3-4 hours
- Lurin, Peru
- Ichimay Wari
- Artisany, Cultural exchange

Barcelona Culture Tour: Discover Castells, Traditional Human...
- 2.5 hours
- Barcelona, Spain
- Castellers de Badalona
- Cultural exchange

Sapa Trek Tour: Rustic Farms and Historic Ruins
- 6 hours
- Sapa, Vietnam
- Sapa O’Chau
- Natural landmarks, Homestay, Hiking

From $18 USD per person

From $29 USD per person

From $23 USD per person

From $31 USD per person

From $25 USD per person
A Social Enterprise working with homeless, ex-homeless and vulnerably housed Londoners.

BRICK LANE £12.00
C AMDEN £12.00
LONDON BRIDGE £12.00
Medellin

Concluding thoughts
Sustainable tourism goes beyond a narrow triple-p approach and needs to connect with debates and systems in the city outside of tourism.

Transformative changes are already visible in the tourism industry already, but we can stimulate more.

The New Urban Agenda sets out priorities and opportunities to link with wider urban planning.

Engage with New Urban Agenda when developing tourism for maximum positive impacts and a long-term sustainable tourism.
Thank you

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