

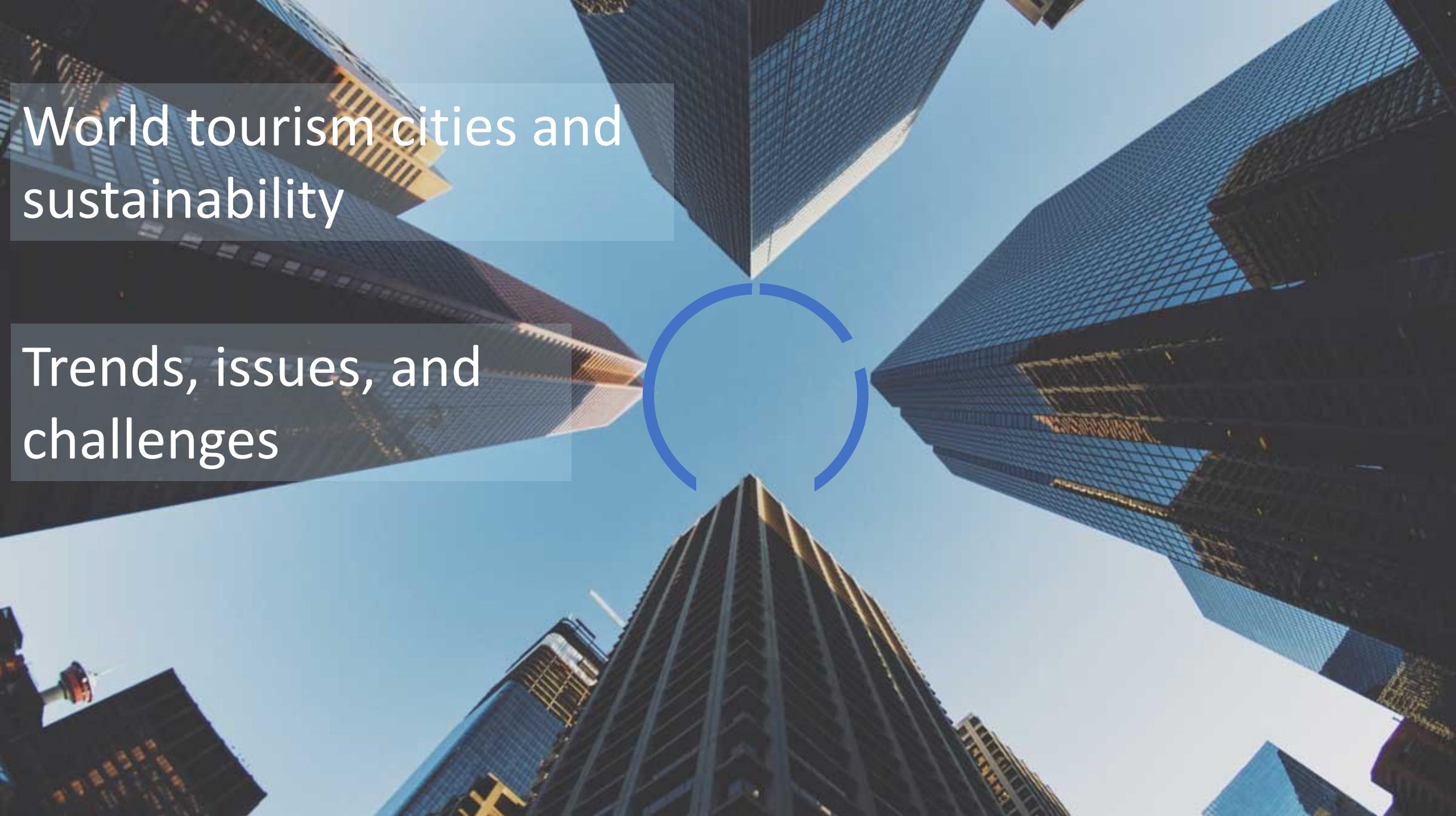
World tourism cities and sustainability

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World tourism cities and sustainability

- **Presentation outline**
- ***Trends, issues, and challenges, and sustainability***
 - Trends, issues and challenges for cities
 - Sustainability principle and stakeholder roles
- ***About world tourism cities:***
 - Evolution of urban tourism research
 - Tourism cities and world tourism cities
 - Future opportunities for world tourism cities





World tourism cities and
sustainability

Trends, issues, and
challenges

Trends, issues, and challenges for city tourism – 12 of them

- COVID-19
- Urbanization
- Traffic congestion
- Air pollution
- Overcrowding
- Civil unrest
- Crime
- Terrorism
- Sharing economy
- Homogenization
- Gentrification
- Water supply



UN SDG 11: Sustainable cities and communities



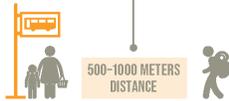
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

BEFORE COVID-19

SHARE OF URBAN POPULATION
LIVING IN SLUMS
ROSE TO 24% IN 2018



ONLY HALF
THE WORLD'S URBAN
POPULATION HAS
CONVENIENT ACCESS
TO PUBLIC TRANSPORT
(2019)



COVID-19 IMPLICATIONS



OVER 90%
OF COVID-19
CASES ARE IN
URBAN AREAS



AIR POLLUTION
CAUSED 4.2 MILLION
PREMATURE DEATHS
IN 2016



47% OF POPULATION LIVE WITHIN 400 METRES
WALKING DISTANCE TO OPEN PUBLIC SPACES



400M



Make cities and human settlements more inclusive, safe, resilient and sustainable

Major challenges affecting tourism and urban sustainability (9)

- Urbanization/urban growth vs. sustainability
- Resident freedom from disturbance vs. authentic experiences
- “Antisocial” visitor behavior vs. responsible travel
- Population growth vs. lack of pollution
- Globalization/homogenization vs. city uniqueness
- Traffic congestion vs. freedom of movement
- Crime/terrorism vs. safety and security
- Traditional neighborhoods vs. gentrification
- Rising costs of real estate vs. affordable housing



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The buildings are arranged in a circular pattern around the center of the frame. In the center, there is a blue circular graphic composed of two concentric arcs, resembling a stylized 'C' or a partial circle. Two semi-transparent text boxes are overlaid on the left side of the image.

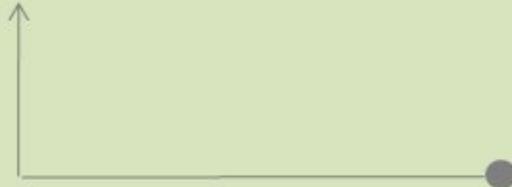
World tourism cities and
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Sustainability

Sustainable development (triple bottom line - TBL)

Environmental

Conserve and protect natural environments



Economic

Conserve and protect employment and income



Social and cultural

Conserve and protect quality of life and cultural-heritage resources



Stakeholder roles

International Development Agencies

- Integrate tourism in development policies
- Financial and technical assistance

Tourists

- Provide the main source of income to the sector
- Behave responsibly towards the environment & local communities
- Communicate information & opinions on destinations and sustainability issues accurately

Local community

- Engage in planning decisions on tourism at local level
- Represent local community interests
- Pursue equitable benefit sharing within communities
- Interact with tourists to mutual benefit
- Receive income from tourist spending

Employees & Related Bodies

- Represent interests of employees
- HR planning and development
- Provision of a reliable service in return for income

Voluntary Sector (NGOs)

- Represent different stakeholder interests
- Engage in strategic planning and development
- Stakeholder coordination and supporting implementation
- Capacity building and provision of expertise

National Government

- Tourism policies & strategies
- Relating tourism to wider policies
- Legislation, standards and regulation
- Infrastructure planning and development
- Resource management
- Communication, information and marketing

Local Government & DMOs

- Local strategic direction & planning
- Implementation of policy and regulations
- Local infrastructure development
- Stakeholder engagement, coordination and support

Private Sector Businesses

- Representation of, & influence on, the tourism sector
- Operation of tourism services
- Link to domestic and international markets
- Product development & investment
- Employment creation and generating local income
- Reflecting sustainability issues in

Education & Training Bodies

- Knowledge gathering & dissemination
- Supporting policy and strategy development
- Capacity building and training
- Specific advice and expertise

Stakeholders' role in ST

World tourism cities and sustainability

About world tourism cities

New book coming soon

A systematic approach to urban tourism



Evolution

Urban tourism research

1980s

Initiation

Urban tourism emerges as a concept

Research begins on urban tourism

Ashworth's article on urban tourism, double neglect

1990s

Development

Tourist Historic Cities published

Law's work on contribution to urban regeneration

Page's book on urban tourism as a system

2000s

Growth

D. Pearce's integrated framework

Edwards et al.'s literature review – strategic framework

2010s

Recognition

Ashworth and Page (2011) article

World Tourism Cities Federation established

International Journal of Tourism Cities launched

2020s

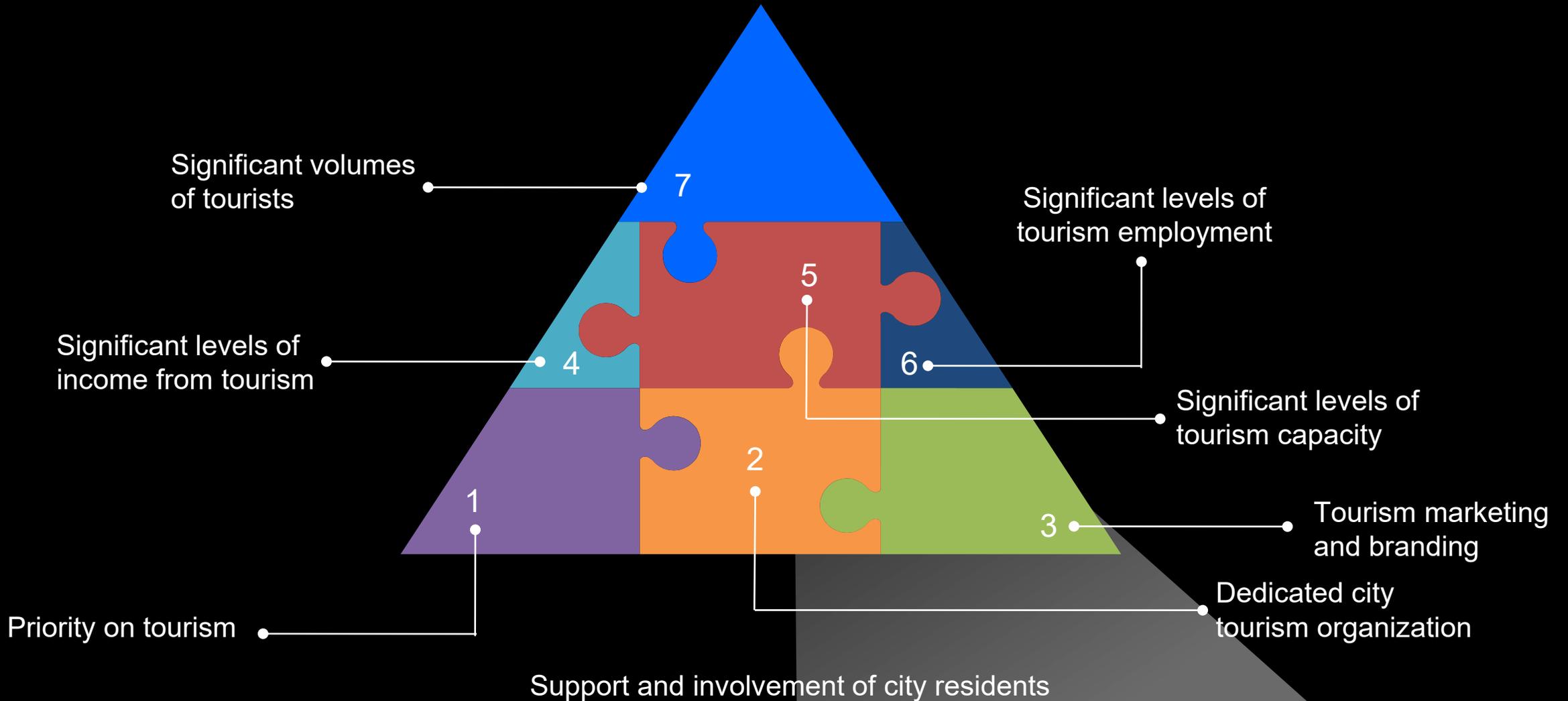
Consolidation

Routledge Handbook of Tourism Cities published

COVID -19 pandemic

World Tourism Cities published

What is a tourism city? (8 indicators)



What is a world tourism city?



Gateway. Air, land, sea, rail.



Influential. Market size, political, social-cultural.



Impactful. Resident and visitor volumes, exemplary.

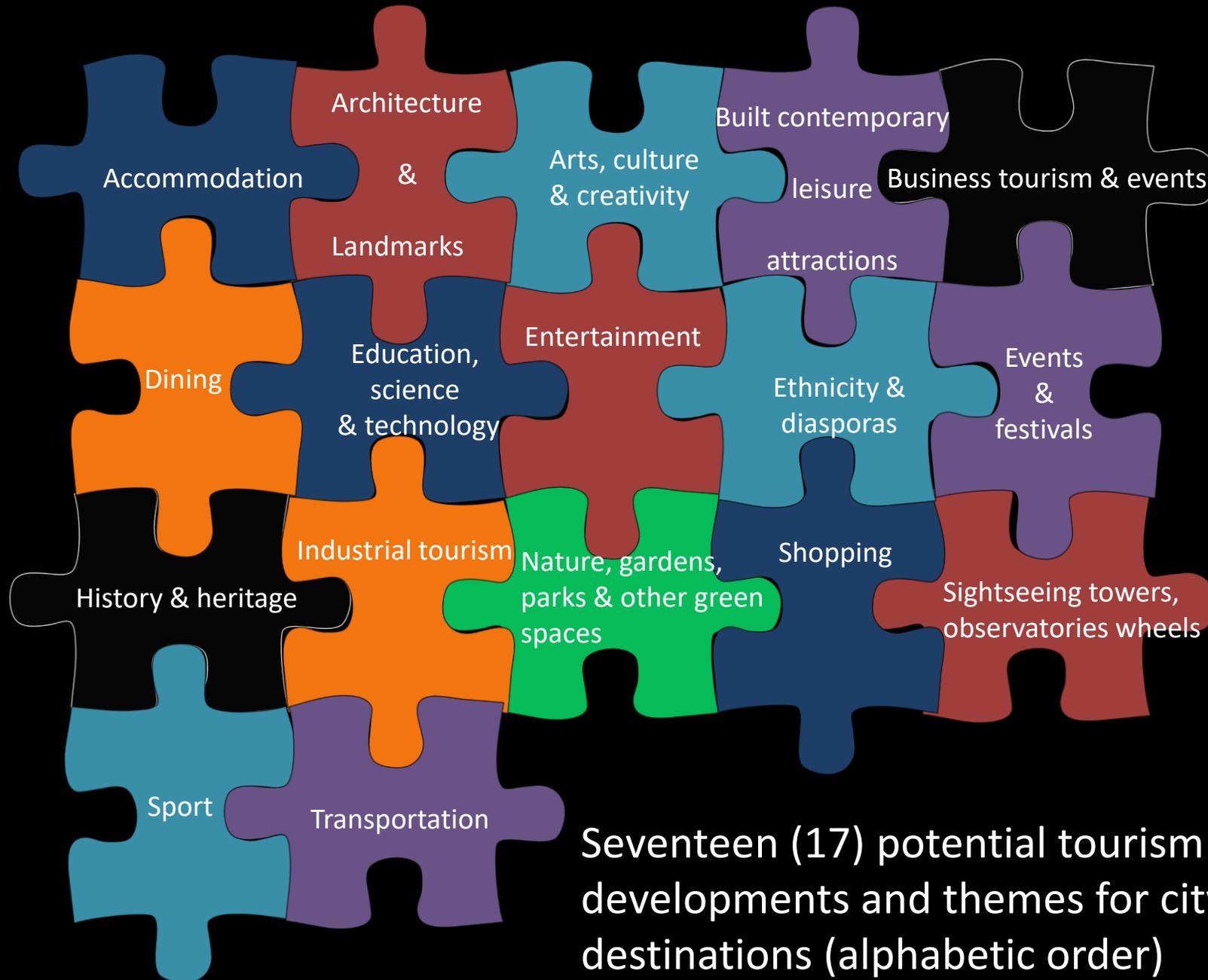


Cosmopolitan. International, worldly, dynamic.



Recognized. Listed, famous, memorable.





Seventeen (17) potential tourism developments and themes for city destinations (alphabetic order)



Kuching is a world tourism city



Globalization



Urbanization



Destination
management



Quality of life



Sustainability



Smart cities



Crises



Asian cities



Political

1



Economic

2



Social
Cultural

3



Technological

4



Environmental
Ecological

5



Legal
Regulatory

6

Future opportunities for
world tourism cities

7



Residents

8

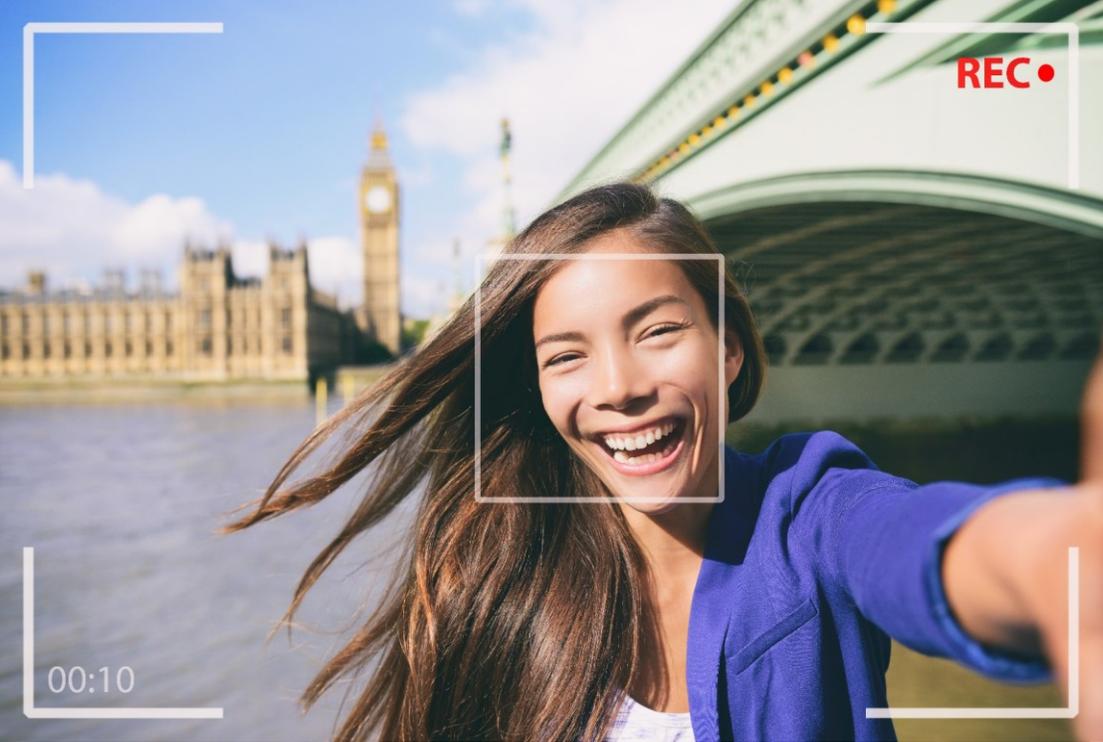


Visitors

9



Stakeholders





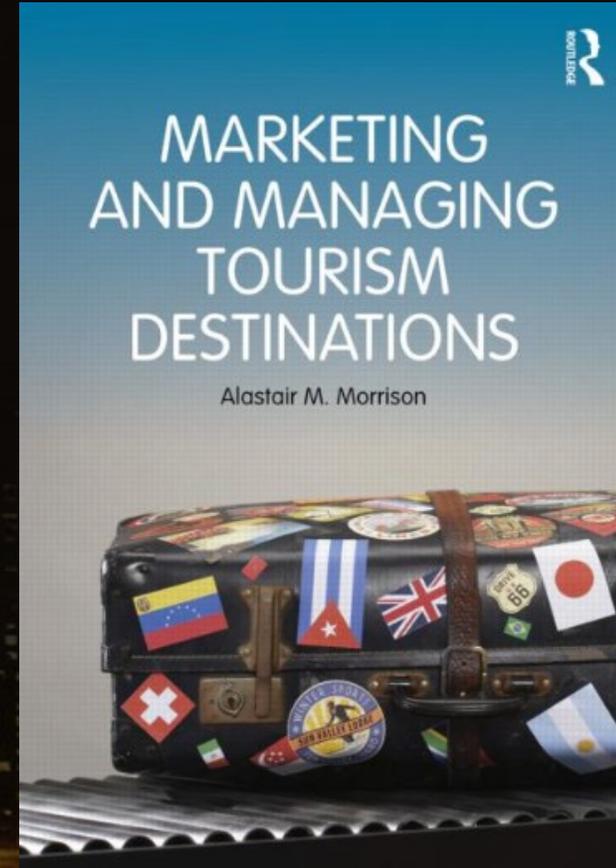
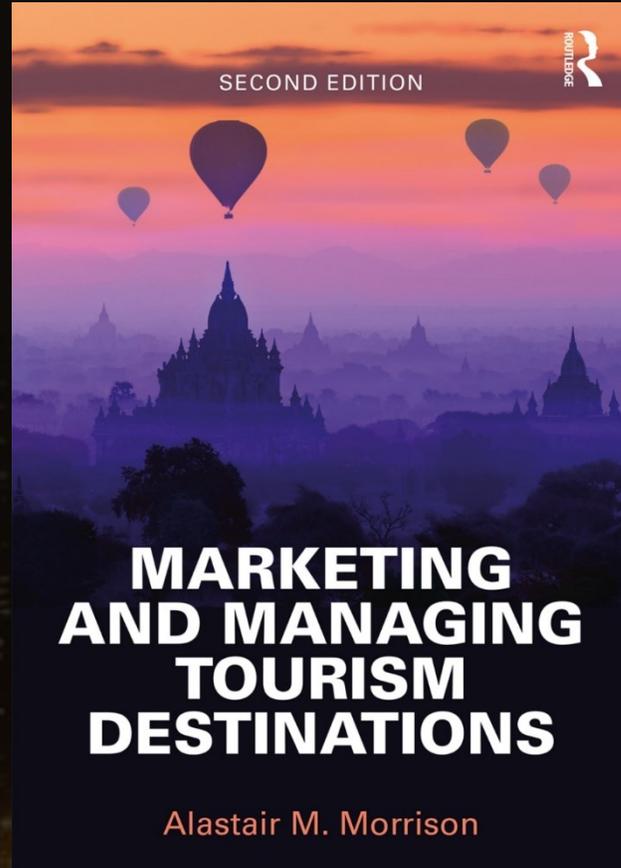
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Summary

World tourism cities

- The concept of a tourism city is gaining in recognition
- World tourism cities are getting greater attention and increasing their influence (e.g., WTCF)
- They need to be aware of and address multiple trends, issues, and challenges to succeed

Marketing and Managing Tourism Destinations



Other main sources for this presentation



Routledge Handbook of
Tourism Cities

Edited by Alastair M. Morrison and
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Welcome to our campus on the Thames River in London!

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