



**MOROCCO**  
TRAVEL FOR REAL



**4<sup>TH</sup> GLOBAL SUMMIT ON CITY TOURISM**  
**“Re-Inventing City Tourism”**  
**14-15 December, 2015 Marrakesh, MOROCCO**

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**CONCEPTUAL BASIS:**

- The nature of cities is heavily impacted by the *paradigm changes* in the production and consumption patterns and the mobility of capital, people and goods. In recent decades, “global” and “local” are connected in such a way that cities have not only become a *dynamic vector for development and growth* but also as the *locus for change*. At the beginning of the 19<sup>th</sup> century, only 2 per cent of the world’s population was urban. By the beginning of the 21<sup>st</sup> century, a historic milestone was reached when the population living in cities and towns exceeded 50 percent of the global population, thus making urban centers the dominant habitat of humankind. It is estimated that by 2050, 70 per cent of the world’s population will be living in cities and by 2025 cities will contribute over 30 trillion US Dollars to the world economy (UNHABITAT).
- Tourism currently constitutes a central component in the *economy, social life and the geography* of many cities in the world. The ITB World Travel Trend Report indicates that the volume of city breaks has increased by 47% worldwide in the period 2009-13 (IPK International).
- Tourism in cities is considered as an economic activity with a high potential to stimulate local economic growth because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports and is ideally positioned to contribute to seize the opportunities stemming from urbanization. Tourism carries a low capital cost of job creation and spurs local economic development through indirect multiplier effects. It is a powerful engine for the local economic and social development of cities through improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services.

- Tourism in cities creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities. The regeneration process not only builds a quality visitor experience but also safeguards and enhances the quality of life for the local community by providing economic, social, cultural and environmental benefits. Within this context, urban land-use plans and management policies must give full consideration to the needs of a sustainable tourism development including the spatial distribution of tourism attractions, promotion of accessibility and the conservation of natural and cultural heritage. The development of sustainable cultural tourism in cities can be a catalyst for revenue generation for innovative practices in heritage conservation and management. Given the adverse environmental, cultural and social impacts often associated with global tourism in general and city tourism in particular, the responsibility of the stakeholders in minimizing its negative impacts while maximizing its contribution to the local economic development becomes more relevant.
- Tourism also consolidates the international reputation of the cities and contributes to its economic positioning and competitiveness.
- *Innovation* in tourism is also a vehicle for developing new products, addressing niche markets, upgrading the quality of services and hence enhancing competitiveness. Innovation and technology can synergize with the activities and services of the city in order to provide benefits to the residents as well as enrich the experience of the visitors.
- Cities must adopt the principles of “*Accessible Tourism for All*”, by involving a collaborative process among stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments.
- *Connectivity* as an essential factor for city tourism competitiveness also strengthens the physical, social and virtual relationship and mobility between people, places, goods and services. The success and performance of the tourism sector in city destinations largely depends on its capacity and efficiency in terms of connectivity. Air transport has a crucial role in this process as long as it is well-coordinated with the tourism policies. It is increasingly important to consider the positive and long-term negative impacts of low cost carriers as regards sustainable means of air connectivity by focusing both on securing existing linkages and on exploiting new opportunities.

- Tourism for business and professional reasons is one of the fastest growing segments in the tourism sector and the second main purpose for travel after leisure, recreation and holidays. The *meetings industry* is gaining significant recognition among cities alike as it poses a significant opportunity to spur revenue growth for tourism destinations. Competition is becoming fierce as new destinations enter the market and therefore it is essential to clearly understand and respond to the industry's needs and expectations.
- *Mega events* constitute a major bet for a city's development strategy. They usually imply high investments and big changes in the structures of the host cities. If properly planned and managed, mega events can generate a relevant and beneficial immediate economic, social, environmental, emotional and political impact. Most importantly, they can trigger the transformation process of the city towards an attractive tourist destination.
- City tourism management involves an inextricable multiplicity of objectives, decision makers, stakeholders and actions and needs *new forms of collaboration, coordination and synergies*.
- Despite the significant positioning of city tourism in the global marketplace, it is still relatively an immature field of *interdisciplinary study and practical expertise*. Clear understanding of city tourism and measuring its social, cultural and economic impact can only progress by intensifying the communication and cooperation between researchers and other professionals.

#### **OBJECTIVES OF THE 4<sup>th</sup> SUMMIT:**

The previous three UNWTO City Tourism Summits, which took place in Istanbul (2012), Moscow (2013) and Barcelona (2014), have created an interdisciplinary platform on which many city destinations worldwide have identified a detailed understanding of the new paradigms in city tourism and set a shared vision to adapt to change.

The 4<sup>th</sup> Summit once again aims at providing a comprehensive framework of the extrinsic and intrinsic changes in city tourism as regards planning, governance and operational processes. The Summit will highlight the mutual impact of tourism and urban development at different scales of cities around the world and explore the ways of maximizing the quality visitor experience while safeguarding and enhancing the quality of life for the local community by providing economic, social, cultural and environmental benefits.

### **THEMES TO BE COVERED:**

- City Tourism patterns; *positioning city tourism* in the global marketplace: Quantitative and qualitative approach.
- Sustainable development and effective management of competitive city destinations as complex and diverse systems of interrelated economic, social and environmental phenomena and networks: “*overall quality visitor experience*”.
- Spatial organization and rejuvenation of “tourist cities”: “*accessible tourism for all*” and “*cultural heritage management*”.
- *Connectivity* and City Tourism competitiveness.
- The impact of the *meetings industry* and *mega events*.

### **TARGETED PARTICIPANTS:**

- National Tourism Administrations/Organizations
- UNWTO Affiliate Members
- Local authorities, municipalities and international and/ or regional associations/networks of local authorities
- City DMOs
- Convention Bureaus
- Travel trade representatives
- Public authorities in charge of transport
- Cultural institutions
- Academic institutions, scientists and experts related to city tourism research
- Urban planners, architects
- ICT providers

By **Esencan TERZIBASOGLU** 9 June, 2015