CONCEPTUAL BASIS

Background and rationale:

- 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. It is estimated that by 2050, 70% of the world’s population will be living in cities and only by 2025; cities will contribute over 30 trillion US Dollars to the world economy.

- 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 is also the engine for the rejuvenation of cities through improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships, attracting other industries and services, creating local amenities and recreation facilities. The regeneration process not only builds a quality visitor experience but also safeguards and improves the quality of life for the local community.
Innovation in tourism is also a vehicle for developing new products, addressing niche markets, upgrading the quality of services and hence enhancing competitiveness. The “smart city” paradigm represents an environment where 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.

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 the professionals.

**ISTANBUL DECLARATION:**

The 1st City Tourism Summit on “Catalyzing Economic Development and Social Progress”, held in Istanbul on 14-16 November 2012, addressed mainly the challenges and opportunities of the future of city tourism and its positioning in the global economic and social progress which must ensure a sustainable development vision. The Summit agreed upon:

THE PRIORITY ACTIONS:

- Raise awareness of the economic and social impact of city tourism on national and local economies.
- Integrate urban tourism as a key pillar of government policy at all levels.
- Establish effective and renewed instruments for partnerships among all stakeholders involved in tourism to ensure the exchange of information, initiatives and knowledge.
- Highlight the importance of human capital and invest in professional training.
- Favour measures to encourage, foster and recognize sustainable local policies and initiatives.
- Implement innovative strategies to develop new products with high added value by addressing niche markets and upgrading the quality of the visitor experience.
- Advance towards the concept of “Smart Cities”.
OBJECTIVES OF THE SUMMIT:

- To provide a comprehensive understanding of the extrinsic and intrinsic changes in city tourism: "smart, sustainable and inclusive cities".
- To explore an interdisciplinary platform for decision-oriented research and practices: urban planning, economic, environmental and social sustainability indicators, market research and innovation.
- To set a globally shared vision on adapting to new paradigms in city tourism in planning, governance and operational processes.

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.
- Spatial organization and rejuvenation of “tourist cities”: Quality for the local community, quality for the visitor. How do we make it coherent / urban planning vs. tourism product?
- Showcases for smart city applications: Cities where tradition and Innovation meet. A competitive advantage?
- Economic measurement of city tourism: Indicators and recommended initiatives.

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