

15-16 June 2015, GSSI, L'Aquila

# integrating city tourism(s) into the urban research agenda



**Integrating City Tourism(s)  
into the Urban Research Agenda**

**2015 GSSI Social Sciences**  
Doctoral Programme  
in Urban Studies

Gran Sasso Science Institute  
Viale Francesco Crispi 7  
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## The purpose of the workshop

The attention paid to urban tourism is growing rapidly, and researchers, practitioners, and policy-makers need to carefully reconsider the nature, distinctive role, and connections of tourism within the framework of urban economies. Tourism is undergoing fundamental changes as regards the market, industry structure, and the 'product' itself. Motivations, preferences and the modes of travelling to and experiencing a destination have been changing and proliferating in their number and range, thereby challenging traditional models of tourism management and planning. The cities, towns and mega-cities that are the key destinations in the geography of global tourism are constantly changing, too, so that a focus on the links between the travel industry and the urban dynamics of change is highly significant. In this regard, a paradigm shift has recently been asserted at the 3rd Global Summit on City Tourism organized by the UNWTO entitled "New Paradigms in City Tourism Development", which promoted a concept of tourism as a key component of local economies and the social life of urban communities.

Despite the evident links between the travel industry and the urban dynamics of change, only limited advances have been made in the field. This Workshop, which takes place in L'Aquila (Italy) from 15 to 16 June, will provide an international and interdisciplinary platform for critical discussion of the interconnections between tourism and cities from a policy-oriented standpoint, with a view to outlining a research agenda that combines tourism perspectives with urban models, issues, and challenges.

The purpose of the Workshop is to build a new network of scholars and experts contributing to the urban research agenda from tourism points of view. Contributions from scholars from the social sciences as well as practitioners involved in the translation of models and perspectives into tools and frameworks for urban management have been sought. A list of topics of interest includes:

- City marketing and branding
- Tourism attractors: higher education; shopping and entertainment; heritage and museums; events and mega-events; the cultural economy
- Accessibility and infrastructures
- Tourism and city governance
- Urban tourism and local/regional competitiveness
- Creative tourism
- The management of city user flows in urban settings
- Tourism in post-disaster contexts
- Technologies and travellers' experiences

## Organization of the workshop

An open call was launched, and applicants were asked to submit an abstract and a short biography, followed by a brief statement of their current research interests. The organizers received 68 applications, mostly from European countries. The aim of the workshop is to establish a brand new international network of scholars and experts working in urban tourism for the purpose of steering debate and collaboration in the field.

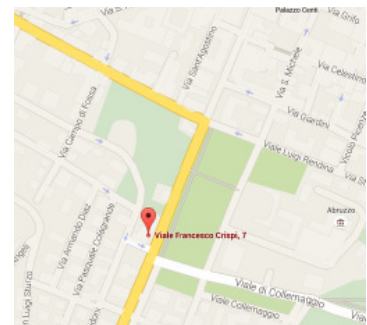
## The organizers

*Nicola Bellini* is a full Professor of Economics and Management at the Institute of Management of the Scuola Superiore Sant'Anna (Pisa, Italy – currently on leave), and Director of the La Rochelle Tourism Management Institute at the Groupe Sup de Co, La Rochelle (France). He is a former director of IRPET, the Regional Institute for Economic Planning of the Tuscany Region (Florence, Italy) and a former Trustee of the Regional Studies Association. He also works for the European Commission as an expert on smart specialization strategies for European regions. His research interests include local and regional development policies (with an especial focus on innovation, internationalization, and tourism), business support services, area marketing, and place branding.

*Cecilia Pasquinelli* is a post-doctoral research fellow at the GSSI Cities, Gran Sasso Science Institute in L'Aquila (Italy). She previously worked in the Department of Social and Economic Geography at Uppsala University, Sweden. She received her Ph.D in Management, Competitiveness & Development from the Institute of Management of the Scuola Superiore Sant'Anna in 2012. Her research interests include place branding, place of origin, and the geographical associations of brands and branding, cultural and creative industries, local and regional development, and urban tourism.

## The venue

**GSSI Main Lecture Hall**  
 Gran Sasso Science Institute  
 Viale Francesco Crispi 7, L'Aquila  
 web: [www.gssi.infn.it](http://www.gssi.infn.it)



# The Programme

# Day 1

## Monday 15

**8.30-9.00**

Participant registration

**9.00-9.30**

Welcome to the Gran Sasso Science Institute

**Eugenio Coccia, Director of the GSSI**

**9.30-10.00**

*Integrating City Tourism(s) into the Urban Research Agenda*

**Nicola Bellini & Cecilia Pasquinelli**

**10.00-10.40**

*Enlarging Tourism(s) Research Perspectives through the Scholarship of Integration*

**Frank M. Go, Erasmus University, Rotterdam**

**10.40-11.00** *Coffee Break*

**11.00-13.00**

### **SESSION 1/ City Tourism and Cultural Heritage: Practices and Challenges**

*The relationships between authenticity and place attachment of visitor attractions in urban place branding*

**Adi Weidenfeld, Yael Ram, Peter Bjork**

*Museumification of historical centres: the case of Frankfurt Altstadt reconstruction*

**Nebojša Čamprag**

*Management Plan: tool for knowing, safeguarding and living sustainably a UNESCO World Heritage city*

**Chiara Bocchio, Carlo Francini, Manuel Marin**

*New opportunities and challenges for a cultural tourism research agenda*

**Chiara Garau**

**13.00-14.30** *Lunch*

**14.30-16.15**

### **SESSION 2/ Creativity and Culture (Re)Shaping the Urban Destination**

*Creative tourism as a driver of urban regeneration*

**Maria Della Lucia, Mariapina Trunfio, Frank M. Go**

*Success factors for the development of a creative city and creative tourism. The case of building the Košice creative city in Slovakia*

**Kamila Borseková, Katarína Petříková, Anna Vaňová**

*From the creative city to the fashion city*

**Luciana Lazzeretti, Patrizia Casadei, Francesco Capone**

*Mind the Gap: a North-South discussion on integrated urban planning and tourism-led development*

Lauren Ugur

**16.15-16.45** Coffee Break

**16.45-18.45**

**SESSION 3/ Eventification, Communication and the Construction of Multiple City 'Products'**

*Does recurrent nature matter? The impact of recurrent music events on territorial development*

Matteo Caroli, Alfredo Valentino, Marina Emanuela Canino

*Enhancing the tourist image of regions through urban events: the case of the photo exhibition by Steve McCurry in Perugia*

Simone Splendiani, Luca Ferrucci, Silvia Sarti, María Cordente Rodríguez

*Visitor streams in city destinations - a Study of Stockholm City*

Göran Andersson

*Globetrotters and brands: Understanding contemporary cities*

Efe Sevin

**20.00** Dinner

**Day 2**  
**Tuesday 16**

**9.00-10.45**

**SESSION 4/ The Pitfalls and Challenges of City Tourism: How to Cope with the Rise of Anti-Tourism?**

*Venice reshaped? Tourist gentrification and sense of place*

Paola Minoia

*"Poor but sexy" — Anti-tourism development, city branding and poverty in Berlin*

Lina Tegtmeyer

*Urban tourism development in Prague: from tourist mecca to tourist ghetto*

Veronika Dumbrovská

*From "Barcelona: la Perla del Meditterani" to "Bye bye Barcelona"*

Nadia Fava, Saida Palou Rubio

**10.45-11.15** Coffee Break

**11.15-13.15**

**SESSION 5/ Tourists ‘like locals’ and locals ‘like tourists’? The implications of destination management**

*Transport for urban tourism - outlining a research agenda*

Werner Gronau

*Green tourism: attractions and initiatives of Polish Cittaslow cities*

Barbara Maćkiewicz, Barbara Konecka-Szydłowska

*A “new normality” for residents and tourists: how can a disaster become a tourism resource?*

Fabio Carnelli, Silvia Mugnano

*The participatory city branding process for tourism: linking visitors and residents through the city brand*

Mihalis Kavaratzis

*City tourism effects on satisfaction with life of urban residents: a case of German cities*

Oksana Tokarchuk, Roberto Gabriele, Oswin Maurer

**13.15-14.15** Lunch

**14.15-16.00**

**SESSION 6/ Urban Coastal Tourism: Policies and Practices**

*Urban coastal tourism and climate change: indicators for a Mediterranean perspective*

Robert Lanquar

*Development of urban tourism and hospitality quality: the case of Oran, Algeria*

Nathalie Montargot, Assya Khat

*Sport tourism and urban and regional regeneration in Croatia*

Nicholas Wise

*Where the sea meets heritage: developing urban tourism in Italian coastal cities*

Massimo Giovanardi, Chiara Rabbiosi

**16.00-16.30**

**Wrap-up, and What Next?**

Nicola Bellini & Cecilia Pasquinelli



# **The Sessions in Brief**

## SESSION 1

### **City Tourism and Cultural Heritage: Practices and Challenges**

The pairing of city tourism and cultural heritage has always been a fundamental one, and has sometimes been taken for granted. However, while on the one hand cultural heritage lends authenticity to visitor experiences and improves the attractiveness of city destinations, on the other, there are the problems of cultural commodification and the museumification of historic centres. Managerial practices for the conservation and enhancement of cultural heritage are needed in order to pursue sustainable tourism. Digital technologies and the Internet are one part of the picture because they play an increasingly important role in the dissemination and fruition of cultural heritage, and strategic approaches to cultural heritage management and tourism planning must take account of the potential and limitations of these tools. The session introduces a discussion on a range of issues, including the relationship between tourism and the 'sustainable city', the relationship among visitors, residents, and the development of 'smart cities', and the balance between the construction of a competitive urban destination and preservation of history and local cultural identity.

## SESSION 2

### **Creativity and Culture (Re)Shaping the Urban Destination**

The hybridization between the cultural and creative economy on the one hand and tourism on the other is highly significant in contemporary cities. Cultural industries are clustered in urban contexts that are rich in talent and creativity as well as symbolic resources. Creative tourism practices are examples of this kind of intertwining, and highlight the potential that exists not only for world-class cities but also for small- and medium-sized ones. The emergence of a local cultural economy may reshape the destination and socio-spatial dynamics of the city as well as the city brand. This session also draws attention to the links between the development of urban tourism 'products' and the creation of new urban spaces, and seeks to stimulate discussion on a range of issues, including a redefinition of the traditional notions of cultural tourism and the rehabilitation of manufacturing and production in the 'post-industrial' city, including yet going beyond an interpretation of urban destination development merely as the construction of consumption spaces.

## SESSION 3

### **Eventification, Communication and the Construction of Multiple City 'Products'**

There is no single model of urban tourism; rather, there is a rich and ever-expanding variety of types of urban tourism that are of interest to contemporary cities. Strengthening eventification or festivalization has diversified and enriched urban destinations. Sports, music and art events create the view of a 'city as a spectacle', and yet much remains to be done to define and assess the socio-economic impacts of these strategies. Events represent one of the potential strategies for improving seasonal territorial adjustments by attracting an expanding pool of international city-breakers to host cities. City managers engage with complex architectures for strategic communication and branding in an attempt to broadcast their city's image and improve its reputation and attractiveness. Both temporary spaces (those that 'pop up' for urban events) and virtual spaces that offer channels for communication (for example, social media and the Internet in general) contribute to the construction of multiple city 'products'.

## SESSION 4

### **The Pitfalls and Challenges of City Tourism: How to Cope with the Rise of Anti-Tourism?**

Discontent with tourism is growing in many European cities and beyond. Touristification, cultural commodification, and gentrification have been generated by an often rapid and uncontrolled growth of the tourism industry in urban contexts. In many cases, the transition to a 'tourist city' has displaced residents from their neighbourhoods, placed the fragile ecosystems of historic centres under threat, and had a dramatic negative impact on the residents' quality of life. The spread of urban travellers off the beaten track leads to tensions in urban areas previously occupied by 'everyday urban life'. The aim of this session is to discuss city tourism critically, and to highlight the negative impacts that policy-makers should bear in mind when planning tourism-led economic development. It also seeks to reflect on the policies and practices that may succeed in mitigating the negative impacts of urban tourism. Is city tourism unavoidably linked to a trade-off between the interests of residents and tourists? To what extent can tourism management efforts turn such a trade-off into a win-win situation?

## SESSION 5

### **Tourists ‘like locals’ and locals ‘like tourists’? The implications of Destination Management**

Taking up the questions raised in the previous session, Session 5 reflects on city tourism as a means to produce value and wellbeing for local communities. This echoes the notion of sustainable tourism as promoted by international organizations, but which presents a number of challenges from a methodological and practical point of view. Environmental and cultural values, as well as infrastructural endowment and accessibility, may improve not only visitor experiences but also residents’ quality of life and levels of satisfaction with their cities. How is this viable? What practices have shown the capacity to lead to this result, and in what contexts? The capacity to envision and imagine a city and its development pathway – including post-disaster contexts where a “new normality” must be shaped – and the construction of a city brand mean that residents and tourists need to be on the same page.

## SESSION 6

### **Urban Coastal Tourism: Policies and Practices**

Coastal cities are often trapped in monocultural tourism models, where, for instance, the ‘sea and sun’ tourism or cruise tourism model may prevail and be the sole engine of the local economy. This session brings together cases from the Mediterranean Sea macro-region and discusses the challenges faced by urban coastal tourism within the framework of future economic, social, and environmental change. Tools for analysis, practices, and policies are discussed. The issues that emerge include: what are the governance and managerial approaches to overcoming a tourism monoculture? How sustainable are urban coastal tourism models along the Mediterranean coast? Is there a case for reflecting on the distinctiveness and competitiveness of an urban coastal tourism network in the Mediterranean region? What common issues and challenges need to be prioritized over the next twenty years?

# **An Overview of the Contributions**

## KEYNOTE SPEECH

### Enlarging Tourism(s) Research Perspectives through the Scholarship of Integration:

by **Frank M. Go**, Erasmus University, The Netherlands

**Frank Go** holds the Bewetour Chair of Tourism Marketing at the Rotterdam School of Management, and serves as a senior member of Erasmus@Work, which develops insights into new ways of working and received the ERIM Impact Award. Prior to 1996, he was a Professor at the Hong Kong Polytechnic University, the Haskayne School of Business, University of Calgary, Ryerson University, Toronto. He is an editorial board member of eight international journals, and has published independently and co-authored, amongst others, in the Economist Intelligence Unit publications, the Journal of Brand Management, the Journal of Place Branding and Public Diplomacy, the Journal of Travel Research, the Journal of Travel and Tourism Marketing, and the Annals of Tourism Research, Tourism Management, Information Technology & Tourism. His current research interests address issues relating to the dominant service logic, the governance of brand identity and image, event marketing, and partnered sponsorship. He has served as consultant, adviser, and researcher for the private and public sector, including Microsoft, IATA, and Quality Lodgings, and is a member of the advisory board of Media-Tenor. He has also served as a jury member and invited speaker and conference chairman at events in more than fifty-five countries. He is co-editor of the International Place Branding Yearbook series (2010, 2011 and 2012) and a co-author of Place Branding (2009), all published by Palgrave-McMillan, London. He holds a Ph.D. from the Faculty of Economics and Econometrics of the University of Amsterdam and is a Visiting Professor at the Open University Business School (U.K.) and Rikkyo University, Tokyo.

Enlarging the tourism(s) research perspective is justified because the natives of networks temper border-based identities, refocus political action on issues that are simultaneously local and global, shifting tourists' motivations, preferences and modes of travelling to and experiencing a destination in the Internet era. Their behaviour unleashes a phenomenon that is at the same time general and specific enough to suggest that what we are witnessing is not just the redrawing of disputed boundaries, but an alternation of the principles of mapping. Most tourism policy literature on competition uses a comparative analytical approach, and assesses the absolute performance of the urban system's position in the network(s) as the basis for benchmarking. There are, however, fundamental changes regarding the market, industry structure, and the 'product' itself; the rise of activist citizens and corporate social responsibility increases the need to refigure the 'way we think about the way we think'. At the core of networked research and policy-making processes, an identity emerges that transcends geographic, national, political, and economic boundaries, capable of articulating the scholarship of integration. This implies interpretation, fitting one's own research - or that of others - into broader intellectual patterns. The dynamism of smart networkers has disrupted entire industries, from music and television to print journalism, healthcare, and education, and calls for a more integrative approach in tourism research perspectives that focuses on interactive processes and evaluates urban systems on the basis of their relative performance within a reference framework for the EU, national, and local policies. The emerging innovation paradigm changes the underlying mental models that frame what tourism theory is about in regard to urban studies, prompting researchers and policymakers engaged in discovery to ask: 'What's to be known, what's yet to be found?' and the stakeholders of urban systems to enquire: 'What do the findings mean?' Over the next decade, transdisciplinary research networks need to co-create unexpected pathways and analytical and normative perspectives beyond tourism studies attached to theories of modernity; build a stock of trust in the academic community and civil society institutions to integrate tourism research into urban studies and contribute models, concepts, and theories to meet the challenging and uncertain times ahead.

# SESSION 1 City Tourism and Cultural Heritage: Practices and Challenges

## **The Relationships between Authenticity and Place Attachment of Visitor Attractions in Urban Place Branding**

**Adi Weidenfeld**, Middlesex University, U.K.; **Yael Ram**, Ashkelon Academic College, Israel; **Peter Bjork**, Hanken School of Economics, Finland

The marketing of cities and towns has received increasing attention over the past twenty to thirty years from scholars and practitioners in an attempt to gain a competitive advantage by strengthening the links between the tourism industry and urban dynamics. In this context, the iconic built environment in general and major visitor attractions in particular stand out as the strongest pull-factors of a destination and are considered as key destination resources for development and marketing. Place branding/marketing as the most relevant strategy has been widely criticized for its qualitative and descriptive nature and lack of theoretical development. This paper contributes to the knowledge on place branding by studying the relationships between place attachment and the perceived authenticity of major urban and heritage attractions, and provides recommendations for urban development planning policies and marketing strategies. The empirical study includes a questionnaire survey collected from a sample of 373 international tourists at four major visitor attractions in two capital cities, Helsinki, Finland and Jerusalem, Israel. The results indicate a positive correlation between place attachment and authenticity. Major visitor attractions located in places with considerable heritage experience value are considered to be more authentic, and that authenticity of visitor attractions is influenced by place attachment moderated by the iconicity and heritage value of the destination region. These findings provide insight into the ways tourists perceive the authenticity of visitor attractions, and highlight the importance of the heritage value of tourism destinations for strategic planning and marketing purposes, which can be integrated into urban place branding processes. The implications for tourism marketing and development planning policies include consideration for additional support for visitor attractions located in low heritage destinations in order better to link them to sources of authenticity. Tourists' perceptions of attractions in terms of authenticity are partly dependent on where the attraction is located, that is, the level of the destination heritage experience value. Greater support should be provided to visitor attractions located in low heritage destinations in order to better link them to sources of authenticity.

## **The Museumification of Historical Centre: the Case of Frankfurt Altstadt Reconstruction**

**Nebojša Čamprag**, Technical University of Darmstadt, Germany

The contemporary urban image and identity of the city of Frankfurt am Main in Germany is generally constructed around its dominant role as an important global player. The spatial translation of more than 200 international financial institutions based in the city is its recognizable skyline, which, unlike other European cities, has been developed in the urban centre itself. The major prerequisites for the establishment of a genuine skyline in such close vicinity to a historical centre were the destruction of mediaeval Altstadt in the Second World War, followed by the decision to modernize it rather than undertake the more usual reconstruction programme in the post-war period. However, planning and image making in Frankfurt took a major turn in the past several years. On the one hand, the most recent replacement of post-war urban structures with replicas of parts of the destroyed medieval city have tended to soften the established negative image of a cold financial metropolis, to enrich the diversity of attractive public spaces, to create an identification point for local residents, and finally to make the city more visible on tourist maps. On the other hand, these interventions are raising numerous issues, mostly regarding the commodification of culture, the museumification of built heritage, the production of themed public spaces, gentrification, and the overall touristification of the city's historic centre.

## **Management Plan: tool for knowing, safeguarding and living sustainably in a UNESCO World Heritage city**

**Carlo Francini**, UNESCO Office of Florence, Italy; **Chiara Bocchio**, UNESCO Office of Florence, Italy; **Manuel Marin**, University of Florence, Italy

In a context in which tourism is registering intense global growth, cultural tourism has affirmed itself as an essential discipline not only for the socio-economic development of countries, but also for the conservation and enhancement of the sites inscribed in the UNESCO World Heritage List. With increasing interest and access to cultural tourism, parallel phenomena such as mass tourism have been developed, bringing sizable problems in terms of site conservation, quality of life and the experience of both local communities and visitors. Aiming to protect effectively cultural heritage, UNESCO promotes a sustainable type of tourism based on social and environmental equity, awareness, and participation on the part of all stakeholders.



Sustainable tourism therefore becomes one of the key aspects that a UNESCO site's Management Plan should contain. Visitor management within an historic urban landscape requires the development of a strategic policy focused on the development of a tourism use integrated system that is able to transmit and enhance the cultural resources in the area. The UNESCO site's Management Plan is a tool that enables not only the planning of specific actions and projects to be implemented, but also the coordination of the various stakeholders through a holistic approach. The site's integrity and authenticity, and therefore the Outstanding Universal Values for which the site has been inscribed, can be preserved, thereby transmitting the importance of the site to present and future generations.

### **New opportunities and challenges for a cultural tourism research agenda**

**Chiara Garau, University of Cagliari, Italy**

Tourism is one of the strategic pillars of urban development because of its ability to produce income and employment, enhancing local resources. The role of tourism has increased very rapidly, not only in cities with their own specific tourist vocation, but also in those with less well-known resources and characterized by attractive new factors, such as the authenticity of the experience (Ferrari et al., 2012). The pursuit of authenticity consists in cultural and social identities, traditions, memories, intangible connections, local peculiarities, and rural landscapes. As a result of these processes, there has been a considerable increase in the intensity of competition in the field of cultural tourism in recent years (Law et al., 2009). This has led cities and global organizations — ICOMOS, UNESCO, and the WTO — to adapt to globalization, responding to new tourist demands in more complex ways. The main innovations in the field of tourism have included the creation of specific internet portals, smart cards, fostering cultural heritage, and the spread of mobile tourism applications. Technology has allowed the creation of more dynamic and “immersive” relationships among tourists, the area's cultural heritage, and the territory (Garau et al., 2014). Based on these premises, the aim of this paper is to highlight how the “traditional” approach to cultural tourism should be rethought as part of a broader vision in which the latest technological devices (smartphones and tablets) and new developments in the “smart city” paradigm (Giffinger et al., 2007; Garau, 2014) can help the planning and programming of cultural tourism. To this end, this study will be organized into two main sections: the first will offer a brief overview of how the cultural heritage tourism is enhanced today. The second will focus on a new strategic approach that has oriented cultural tourism towards going beyond fragmentary localized promotion. In this way, tourists

can perceive all offers for an individual destination as unique. Finally, the conclusions are set out with particular attention to the construction of guidelines for the strategic planning and programming of cultural tourism.

## **SESSION 2**

### **Creativity and Culture (Re)shaping the Urban Destination**

#### **Creative tourism as a driver of urban regeneration**

**Maria Della Lucia**, University of Trento, Italy; **Mariapina Trunfio**, University of Naples “Parthenope”, Italy;  
**Frank M. Go**, Erasmus University, The Netherlands

The transition of post-industrial societies towards a symbolic economy (Zukin, 1995) has emphasised the cultural and creative industries as major engines of development, renewal, and regeneration in cities (Castells, 2004; Hall, 2004; Hutton, 2009; Scott, 2010). Creative-led urban regeneration occurs through processes that innovate traditional sectors through their hybridization with the creative economy that have been dubbed smart specializations (Smart Specialization Platform, 2012). The injection of creativity and knowledge into local economies and their outputs promotes structural change and new balances that allow post-industrial cities to move away from the vicious circles of traditional development models – or physical, social, and economic decline (Impacts 08, 2007) – towards economic and social recovery (Richards and Marques, 2012). Creative tourism is an important urban manifestation of smart specializations (Richards, 2011, 2013; OECD, 2014). This hybridization between tourism and the creative economy builds on contemporary creativity, innovation, and intangible content to meet local communities’ needs for cultural and creative expression and contemporary visitors’ demands for meaning and authentic experience (OECD, 2014). Despite the fact that it remains only a small part of cultural tourism, creative tourism may drive a shift from mass cultural tourism and the serial reproduction of culture (Richards, Wilson, 2006) to new, place-specific, tourism models based on intangible culture and local creativity. A city’s ability to transform its intangible endowment into a tourist offer that has a distinctive symbolic value thus becomes crucial for urban competitiveness, as does its capacity to use these products to attract sustainable segments of cultural tourism (Franch et al, 2008; OECD, 2009).

Developing forms of creative tourism – among others creative strategies, creative spaces, and events (Richards, Wilson, 2007) – involves collaboration with wider and dispersed value networks rather than narrow value chains. Innovative policy approaches are therefore needed to effectively create and capture value by hybridizing creativity and tourism (OECD, 2014). In Italy, policies on culture and heritage resources usually produce traditional development models based on cultural tourism and local products, and there is a great deal of scepticism within institutions and on the part of city managers and operators regarding the need to hybridize them with the creative economy (CSES, 2010; Sacco, 2011). Selected Italian small- to medium-sized cities (such as Trento, Lecce, Pisa, and Pompeii) are interesting cases for the provision of empirical evidence of both traditional and new ways in which tourism can catalyse urban regeneration. These cities are therefore experimental labs, where good practices of creative tourism – and the inevitable challenges encountered when fostering it – can be investigated to provide key policy and managerial implications for urban regeneration.

### **Success factors for the development of a creative city and creative tourism. The case of building the Košice creative city in Slovakia**

**Kamila Borseková**, Institute of Economics Sciences, Matej Bel University, Slovakia; **Katarína Petříková**, Institute of Economic Sciences, Matej Bel University, Slovakia; **Anna Vaňová**, Institute of Economics Sciences, Matej Bel University, Slovakia

The creativity and knowledge that are concentrated in cities and regions have led to a new approach to the development of economic centres. The reason for our concern with creative cities derives from the fact that cities and urban areas have always been places where human creativity has flourished. The term 'creative city' is often associated with the process of creative and innovative thinking (Landry, 2000; Kalandides and Lange, 2007), but a second group of authors has added to the definitions by including key preconditions for development of the creative city, such as creative people, cultural organizations, and creative and cultural activities (Bradford, 2004; UNCTAD, 2008, Smith and Warfield; 2008). Generally, we understand a creative city to be a creative local economy represented by a creative class and public, private and community organizations and activities that strengthen the creative industries and innovation.

The main aim of the paper is to identify the most important success factors that influence the creation, building, and development of creative cities and creative tourism in them.

Achieving this aim is based on the results of a number of domestic and international studies covering a wide area, including creative industries, development of territories, and territorial strategic planning with identification of competitive advantages. The research results are applied on specific conditions in Slovakia, and processed as a case study on building the Košice creative city and the development of creative tourism there.

In 2013, Košice became a European Capital of Culture, and the activities and projects related to it changed Košice from being a European Capital of Culture to a true creative city. Using this good example, we will identify and verify the most important factors that influence the successful building of a creative city and creative tourism destinations based on a review of the literature and the research results. We will also identify future opportunities for building creative cities and creative tourist destinations, taking into account the structure of municipalities in the Slovak Republic, which mainly consists of small- and medium-sized cities.

### **From the creative city to the fashion city**

**Luciana Lazzeretti**, University of Florence, Italy; **Patrizia Casadei**, University of Florence, Italy; **Francesco Capone**, University of Florence, Italy

Increasing attention is being paid in the international literature to the analysis of the fashion city (Breward and Gilbert, 2006) and its implications for city branding and competitiveness (Jensen, 2005; Power and Hauge, 2008; Pasquinelli, 2010) and local identity (Bovone, 2006). City branding is a recent but growing strand of research (Merrilees et al., 2009), and its multidisciplinary approach makes it a complex research topic (Pike, 2011). Initially created to analyse the image of the city, it increasingly deals with analyses of marketing strategies and policies for urban contexts (Merrilees et al., 2012). Currently, the topic is attracting interest from various fields, such as marketing and management, and urban studies, economic geography, and urban and regional development. Within the theme, a number of studies have focused on how city branding is particularly attached to certain local industries and activities that denote the area and the city. In this context, one of the most interesting aspects is the interaction between branding, fashion, and fashion design (Jansson and Power, 2010; Hauge et al. 2009; Martinez, 2007). The aim of this paper is to analyse the role of fashion and fashion design for the city of Florence in the formation of a new image of the city, also from the perspective of new branding strategies for the future. The analysis is based on a multi-level approach. First, an initial analysis is developed based on publications on 'city branding' and 'fashion' on the ISI Web of Science in order to identify the importance of the

topics and the most frequently-used methodologies in these studies. The second part of the work is based on an analysis of a questionnaire administered to visitors to Florence's main fashion outlets (The Mall, Barberino Designer Outlet, etc.) in order to investigate the perceptions of visitors and fashion consumers in the city and how fashion contributes to city branding. Results confirm the importance of the fashion industry for visitors' perceived image of Florence, and show that city branding policies will be even more strategic in the future to permit the continued exploitation of Florence's competitive advantage in the fashion industry globally.

### **Mind The Gap: A North-South discussion on integrated urban planning and tourism-led development**

**Lauren Ugur, International School of Management in Frankfurt, Germany**

Undoubtedly the most prominent statistic circulating in urban studies literature concerns the fact that already over half the world's population call cities home (United Nations, 2012). Coupled with forces of globalisation and highly networked global exchange, urban areas thus continue to face processes of dynamic change as urban managers, planners and a host of other professionals seek to determine development trajectories for our cities that (re)position urban centers as economically and socially viable spaces of production and consumption for residents and visitors alike. This global competition thus results in urban development strategies focused primarily on solidifying economic growth and prosperity, reliant on the attraction of foreign investment, trade and importantly, tourism; the latter being viewed as a source of much opportunity. One core severity in the challenge to successfully harnessing any form of tourism-centered urban growth concerns the persistent disconnect between overwhelmingly economics-oriented tourism-led development agendas and tangible urban development policy and practice.

The fundamental assertion that supports this contribution is that, just as understanding urban tourism requires significant insight into the complex factors that drive the development of the urban context in question (Ashworth & Page, 2011), so too do our urban planning agendas require extended insight into the means by which urban tourism and the structured development of the urban tourism "product" determines the creation of urban space(s).

Adopting an urban governance approach to exploring the dynamics of tourism-led development and local concepts of integrated planning, this contribution draws on preliminary insights into two newly established empirical studies in Cape

<sup>1</sup> In this work, the term access is defined drawing heavily on Fainstein's (2010) notion of the just city.

Town and Frankfurt that seek to highlight the means by which tourism enterprise contextually shapes the socio-spatial dynamics of cities. Purporting tourism as a core urban industry and considering the ideals of integrated urban planning, which hold the common objective of maintaining Cape Town and Frankfurt as world class [tourism] destinations, leading typologies of urban tourism are outlined and important questions are raised on the creation of urban [tourist] space, issues of integration and importantly, access<sup>1</sup>.

## SESSION 3 Eventification, Communication and the Construction of Multiple City 'Products'

### Does recurrent nature matter? The impact of recurrent music events on territorial development

**Matteo Giuliano Caroli**, Luiss Guido Carli University, Italy; **Alfredo Valentino**, Luiss Guido Carli University, Italy; **Marina Emanuela Canino**, Luiss Guido Carli University, Italy

This paper investigates how recurrent events are powerful marketing tools in territorial seasonal adjustment. Previous study has focused especially on itinerant events. Although these events are partially manageable, they have positive and immediate effects on territorial development that tend to decrease in the long run (Kang & Perdue, 1994). While scholarly attention to itinerant events has increased considerably, explicit attention to recurrent events has not followed suit. Laudable exceptions aside (Brancaleante et al. 2011; Capriello & Franquelli, 2008), there have been few attempts to understand the motives behind them and their effective impact on territorial development. For example, little attention has been paid to the question of whether these events can improve territorial seasonal adjustment. A previous study has shown that recurrent events strengthen local identity and enhance the distinctive resources of an area (Simeon & Buonincontri, 2011), but we still lack insight into how these events improve flows of international and domestic tourism. This lack of attention is surprising both because of the economic impact of these events and because of their growing spread. It also means that potentially important drivers and consequences of recurrent events remain overlooked. In this paper, we aim to address these gaps by analysing the effects of recurrent events on territorial seasonal adjustment and flows of international and domestic tourism. In particular, through a qualitative approach

based on ten Italian and European recurrent music festivals, we find that they are an important territorial marketing tool with a powerful effect on flows of international tourism. In particular, they can improve international more than domestic tourism flows in the long run. We also find that if these events are organized in the off-season, they attract a tourism target completely different from the one that is attracted by natural place vocation. Our findings contribute to the limited literature on recurrent events, and shed new light on their effects. They also add to the place marketing literature. We argue that recurrent events are powerful marketing tools for improving both the international attractiveness of the places where they are put on and their seasonal adjustment.

### **Enhancing the tourist image of regions through urban events: the case of the photo exhibition by Steve McCurry in Perugia**

**Luca Ferrucci**, University of Perugia, Italy; **Silvia Sarti**, Scuola Superiore Sant'Anna, Italy; **Simone Splendiani**, University of Perugia, Italy; **María Cordente Rodríguez**, University of Castilla-La Mancha, Spain

Our study analyses an event that was organized and sponsored by the Umbria Region: the “Sensational Umbria” photograph exhibition by Steve McCurry, held in Perugia in 2014, which attracted 42,304 visitors. The survey investigates the success of the exhibition from two perspectives. Firstly, our paper highlights the great media impact obtained through social networks, websites and newspapers. The exhibition registered 56,393 visitors on the official website, 10,244 fans on Facebook, 1,162 followers on Twitter, and 22,151 views on the YouTube channel. It generated positive externalities on the reputation of Umbria thanks to the quality of the exhibition and the fame of Steve McCurry. This evidence allows us to study the way in which the Umbria Region created an innovative communication strategy to enhance the visibility of the exhibition and collective involvement. Secondly, the paper illustrates the results of empirical research conducted during the period of the exhibition. By using a self-assessment questionnaire, we gathered primary data from a sample of 1,001 respondents. The analysis of the questionnaires revealed visitor profiles, their socio-cultural and geographic characteristics, their preferences, their hobbies, their overall level of satisfaction, their future behaviour and their motives for visiting the exhibition. Our research showed an outstanding result, highlighting the great success of the initiative, with more than 90% of visitors satisfied with the exhibition. We also provide powerful evidence of the importance of public sector interventions in culture and tourism. Our paper points out the



managerial implications in terms of public tourism policies that can integrate territorial brand policies and event management to increase the attractiveness of a tourist destination. This study can be used to develop policies with a precise target: holiday packages, events relating to cultural heritage, food and wine tours, and local events offered by municipalities. Our survey represents a first step towards further research leading to more customized tourism management strategies based on visitors' needs through an analysis of tourism market segments.

### **Visitor streams in city destinations - a Study of Stockholm City**

**Göran Andersson, Södertörn University, Sweden**

Stockholm hosts nearly eleven million commercial guest nights annually, and is ranked as one of Europe's top ten destinations. The county population is 2.1 million (Stockholm Visitors Board, 2014). In order to pursue economic, effective, and sustainable tourist destination development, it is important to understand its characteristics. In this study "city destinations" are focused on using sub-characteristics such as "visitor attraction clusters". For understanding these characteristics, a clear definition of destination has to be used (Framke, 2002). The following components can be used to conduct an analysis of a destination: geographical place, visitor, image, complete tourist product, and interacting business and public sector (Andersson, 2013). Tourist destinations can be studied at the following different geographical place levels: the regional (e.g. the Stockholm region), the local (e.g. the old town) and the attraction-based destination point (e.g. Friends arena). The Stockholm Tourism Strategy 2020 project group has proposed a number of criteria that must be fulfilled before a destination can be considered mature. In order to gain an understanding of the demand (and revenue) side of destinations, unique criteria can be used for visitor segmentation in the city, such as visitor purpose. There are changing patterns of visitor streams in Stockholm, however, such as the dramatic increase in the number of cruise passengers (Stockholm harbour, 2015). Therefore the visitor stream planning has to be up-dated. By using criteria for visitor segmentation and characterization of the destination, economically strong and reachable visitor segments such as city-breakers can be identified. Visit Sweden has identified a number of segments, such as "double income no kids" (DINKs), that can serve as an overall category for city-breakers.

*Research purpose:* To obtain deeper understanding of how regional, local, and point destinations can be developed using knowledge of the destination character and visitor streams within the destination. The theoretical framework is



based on the concept of destination, the characteristics of city tourism, visitor segments, and streams. *Methodology*: As a starting point, approximately 150 destination plans have been written by my undergraduate students, and a pilot study and a literature review have been conducted. The next step will be a main case study on regional, local, and point destination levels in Stockholm and the associated visitor streams. The final step will be to draw conclusions about the model of visitor streams in city destinations.

### **Globetrotters and brands: understanding contemporary cities**

**Efe Sevin, Kadir Has University, Turkey**

This research explores the new communicative space in which cities exist, and proposes policy recommendations for city managers and governments to better adapt to contemporary conditions. The new communicative space is the product of two developments. First, an increasing number of people are willing to travel internationally as tourists. In 2013, over one billion individuals visited other countries, generating an economy of \$1,159 billion (UNWTO, 2014). In other words, tourism stands out as a substantial source of income. Second, more and more cities are investing in branding campaigns to communicate with foreign audiences and establish their reputation (Anholt, 2010). These developments, at least theoretically, indicate a new approach to cities and city management. Foreign individuals are becoming more important in the development of local economies, and cities are formulating communication strategies to engage with these audiences. In order to understand these changes, this research studies city branding campaigns on social media. By their very nature, social media facilitate interaction between cities and their target audiences, regardless of the physical distance, and therefore stand out as a plausible platform for observing how brands and globetrotters interact. The research uses three best-practice city branding cases (Cape Town, Philadelphia and Myrtle Beach) and analyses the social media component of their campaigns. The analysis focuses on the content and structure of the interaction between target audiences and cities. The paper is composed of three parts. First, the digital public sphere and its participants are described. Then, the changing nature of city management is defined. The research is concluded by providing policy recommendations drawn from the analysis of the cases. The introduction of the city branding approach can be used to explore both the intangible (i.e. connecting city brand identities with cities, people, messages, and meanings) and the tangible (i.e. the promotion of certain characteristics, increasing tourism revenues) aspects of urban issues and challenges.

## **SESSION 4**

### **The Pitfalls and Challenges of City Tourism: How to cope With the Rise of Anti-Tourism?**

#### **Venice reshaped? Tourist gentrification and sense of place**

**Paola Minoia, University of Helsinki, Finland**

The aim of this paper is to explore the role of tourism in reshaping historical cities, particularly into forms of cosmopolitan consumption. New mobility paradigms seem to merge, rather than juxtapose or even oppose, production and consumption patterns of tourists and residents, all of which are influenced by similar gazing and performing places. The iconic case of Venice shows patterns of staged authenticity, reconstructed ethnicity, and a servient economy of subordination. Drivers for visiting Venice include experiences in a setting densely characterized by cultural heritage; however, the tourist monoculture and cosmopolitan consumption have depleted the original elements of this attraction: traditional places, residents, livelihoods, and material and immaterial cultures. Culture markets and international events and architectural and environmental restoration, together with forms of mobility and transport in fragile ecosystems, have transformed the historical lagoon city and its unique lifestyle into a place for cosmopolitan production and consumption involving tourists together with new residents (rich retired people, artists, intellectuals, and university staff), sometimes integrating wealthy long-term residents into this overall tourism gentrification. However, the city's emptying of its social and earlier productive activities (such as handicrafts and fishing) and their replacement by new upgraded, cosmopolitan residents is now seen, paradoxically, as a starting point for a new urban renaissance of Venice. Deprived of great part of the earlier old, conservative block of residents, the gentrified residents acquire spaces for their cultural activities and act politically in pursuit of a mission to reconstruct a new sense of place for Venice. The constitution of several committees to protect quarters, islands and buildings from the extensive privatization of public goods shows a new activism that was previously unknown in the city, and through these committees, new solidarities and social networks are built. Particularly in cases of philanthropic associations, the new projects foresee an exclusive use of the rescued assets, while in other cases where citizens' committees are formed, projects are pursued in participatory forms for public use of the acquired spaces. Despite clear differences, however, both types of network share a vision over leisurely, rather than productive, uses of the urban and lagoon spaces. A final question is then about the possibility, and opportunity, to enact policy options guiding this reconstruction of sense that will also include memory of the recent past.

## **“Poor but sexy” — Anti-tourism development, city branding and poverty in Berlin**

**Lina Tegtmeier, Freie Universität Berlin, Germany**

After the reunification of the two German nations, tourism in Berlin became part of the local policy that reacted to a massive new flow of tourists that had swamped the city: with Berlin as the new capital, the city's function, reputation, international importance, and economic structure changed — at least in some areas. Tourism was embraced alongside city branding. From the colloquial slogan “poor but sexy” coined by former Mayor Wowereit to the official city slogan “be berlin”, there is a downside to the euphoric, promising tourism development. With cities remaining centres of politics, economy, society, and culture, it can be observed in Berlin how tourism has become counterproductive and somewhat destructive for the city. In fact, tourism and tourists have become the target group of protests and aggression. I would like to take the promising opportunity of this interdisciplinary workshop to present the case of Berlin from the viewpoint of both a tourism researcher and a resident. I will attempt to propose a debate on the destructive potential of tourism and a tourism economy in a city, and what we can do to change this. Poverty levels in Berlin are as high as ever, despite the fact that the city is welcoming more tourists than before. I will present off-the-beaten-track infrastructure cases of private tourism and travel (“DIY”) development, such as new hostels, hotels, private rentals, and tours that are causing dramatic disruptions in Berlin's housing situation. Tourism in its current form is interfering increasingly radically with the everyday lives of city residents. I suggest that the conflicting interest groups should be taken into account; I believe it is our responsibility as tourism scholars to discuss how to find solutions to anti-tourism developments while also considering the right to the city that should be enjoyed by everyone. This means not forgetting what a city is: a place to lead a good life, and not merely an economic opportunity.

## **Urban tourism development in Prague: from tourist mecca to tourist ghetto**

**Veronika Dumbrovská, Charles University in Prague, Czech Republic**

Prague has become a significant tourist destination in Europe in the past twenty-five years. This development has been rapid and unbalanced, however. For a long time, Prague's tourism was considered to be a sector whose growth would be best ensured by market forces alone, with no interference from state or local government. The negative consequences of this approach quickly became apparent: whereas in the early 1990s tourism

in Prague contributed to the smooth transition of the workforce to the service sector, today Prague's historic centre is suffering from touristification, overcrowding, commodification, and alienation (Hoffman & Musil 2009). Processes of transformation, particular privatization and restitution played a significant role in shaping city tourism in Prague in the early 1990s. The number of tourists has been increasing rapidly, as has the tourist industry as a whole. Increasing internationalization, commodification, and overall touristification, in conjunction with a marked concentration of tourism into a very small area, have significantly affected the historic centre of Prague. Everyday facilities have been squeezed out and replaced by tourist services, and the most visited historic area of Prague (the so-called Royal Way) has been developing into an alien place within the urban space, a "tourist ghetto". This paper will deal with the changing socio-spatial patterns of tourism in the historic centre of Prague, with a particular focus on the Royal Way. Based on a combination of qualitative and quantitative research methods (such as in-depth interviews with local residents, an analysis of retail outlets on the Royal Way, and an analysis of secondary statistical data on tourism and economic development in Prague), the changing business activities in the historic centre of Prague and their impact on the local community and tourism itself will be analysed. The findings will show that privatization, restitution, and the absence of tourism management have had a profound impact on tourism in Prague, and have contributed to the creation of a tourist ghetto on the Royal Way.

### **From "Barcelona: la Perla del Meditterani" to "Bye bye Barcelona"**

**Nadia Fava, Universitat de Girona, Spain; Saida Palou Rubio, Universitat de Girona, Spain**

The documentary "Barcelona: la Perla del Meditterani" (1912) revealed a sunny, walkable, bourgeois city, with its port and its monuments, but mostly the quality of the public open spaces. A century later, another documentary, "Bye bye Barcelona" (2014), illustrates the same city, where Barcelona is still "waving" at its tourists while at the same time drifting apart from its citizens. The shift between these two documentaries reveals the drawbacks of tourism in Barcelona, and raises questions about a more inclusive perspective in urban and tourist policies. Tourism has become one of the fastest-growing social and economic phenomena, with major repercussions in Barcelona during the twentieth and twenty-first centuries. On the one hand, tourism has become one of the main channels for raising the profile of the city and its region throughout the world; on the other, visitor and tourist levels have increased and changed considerably in Barcelona. The

city has experienced steady growth in tourist numbers, while continuing to specialize and diversify its supply and demand, but since 2004, when the Fòrum de les Cultures mega event was celebrated, it has begun to be clear that the city needs to think about its tourist model so that it can integrate the urban model and the tourist perspective. Barcelona today is a compact, densely populated city rich in tourist attractions, but tourism is concentrated mostly in specific areas of the city, such as la Rambla, la Sagrada Família, el Barrio Gótico, and the port, and this tends to generate social tensions due to the diverse uses of open public spaces by both tourist activities and city residents. The Strategic Tourist Plan proposed by the City of Barcelona aims not only to strengthen Barcelona's appeal as a tourist destination and to reinforce its position worldwide, but also to promote a tourism model that will strengthen the balance between local residents and tourists, while at the same time preserving the identity values of the city, so as to encourage local creativity in a diverse, inclusive, dynamic society.

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## **SESSION 5**

### **Tourists 'like locals' and locals 'like tourists'? The implications of destination management**

#### **Transport for urban tourism - outlining a research agenda**

**Werner Gronau**, University of Applied Sciences Stralsund, Germany

European cities have become 'hotspots' of both domestic and international tourism. While local governments have become increasingly engaged in the creation and maintenance of attractions and an accommodation infrastructure or in marketing and promoting local tourism products, issues related to mobility and accessibility management for tourists have not been considered. To date, the majority of cities do not seem to have addressed this additional demand generated by increasing tourism at all. Neither transport infrastructures nor transport supply, such as public transport, clearly take tourists' needs into account. Beside the lack of awareness, there is also a clear lack of research on how tourists use and perceive existing

urban transport systems, or how existing public transport systems might more effectively meet tourists' expectations. What role do individual life-styles play, for example? The extent to which existing strategies from the commuter sector, such as integrated ticketing, e-ticketing, or intermodal transport offers might impact on tourism-related transport demand has not been addressed. Few case studies on "tourist tickets" or "combined tickets" exist, and there has been only limited systematic analysis of the framework conditions and success factors of such products. To what extent might the demand generated by tourists complement or compete with existing local demand? How can non-motorized transport offers, such as cycle-hiring-stations or trishaws support a positive tourist experience? What role does transportation in general play in the levels of satisfaction of urban tourists? Summing up all the mentioned questions on urban tourism-related transport issues, the proposed paper aims to the identification of a broad research agenda in the field, while outlining basic demand figures, providing an overview of existing research results, and presenting a number of case studies in relevant fields.

### **Green tourism: attractions and initiatives of Polish Cittaslow cities**

**Barbara Maćkiewicz, Adam Mickiewicz University in Poznań, Poland; Barbara Konecka-Szydłowska, Adam Mickiewicz University in Poznań, Poland**

Green tourism is a dynamically growing world trend. Cities, too, see a potential path for development of a tourist offer based on sustainable, environmentally friendly, and responsible tourism. They are increasingly aware of the great potential of the relationship between tourism and the natural environment in cities. Urban green tourism is also a response to the need emphasised by the participants in the 3rd Global Summit on City Tourism to make a city enjoyable to all – citizens, tourists, and investors alike – and to spread the benefits of urban tourism to its surroundings, thus reinforcing its impact and managing congestion. When applied to a city, the general principles of ecotourism – i.e. nature conservation, education, economic benefits for local communities, the relevance of cultural resources, minimum environmental impact and maximum environmental sustainability, host community participation, natural areas, culture, and small-scale tourism – fit well with the ideas of the Cittaslow movement. Cittaslow cities are therefore especially well-prepared for the development of urban green tourism. The ecological and landscape values that form a significant part of their endogenous capital could stimulate their socio-economic development in which urban green tourism would play a vital role. This paper seeks to determine to what extent Cittaslow cities in Poland see the

possibility of development based on this form of tourism. A detailed examination is carried out of eighteen member cities of the fast-developing Polish National Cittaslow Network. To establish how far the attractions and initiatives of urban green tourism stimulate their socio-economic development, use is made of expert interviews with their mayors, people responsible for promotion, and members of local associations, as well as an analysis of their official strategic documents – that is, development strategies and development plans – and their tourist offer. The study also meets the need for the promotion of small towns as local growth and sustainable development centres using their endogenous potential, as emphasised by ESPON in one of its three scenarios of Europe's development until 2050.

### **A “new normality” for residents and tourists: how can a disaster become a tourist resource?**

**Silvia Mugnano**, Università degli Studi di Milano-Bicocca, Italy; **Fabio Carnelli**, Università degli Studi di Milano-Bicocca, Italy

Although Italy is ranked as one of the five European countries with a high probability of being exposed to a natural disaster (37.6% of Italian municipalities are included in the first two high classes of earthquake hazard), 75% of Italian housing stock does not satisfy any anti-seismic criteria. In addition to this already fragile scenario, the fact that Italy is one of the countries with a primacy in terms of cultural heritage raises new issues regarding the impact of a disaster on this territory. The current social science debate has already shown that the study of disaster recovery phases needs to move on from the physical and economic dimension to social and cultural aspects. However, it is still quite unexplored - especially in Europe - how to deal with a touristic destination after a disaster. A “new normality” must be found for residents as well as for tourists and visitors. Beyond the stigma and the spectacularization of a disaster, the recovery phase for a tourist place must work on finding new meanings and policies for reshaping a new image that can encapsulate the tragic memory. The paper presents three Italian case studies that have worked in different ways on a recovery phase from tourism aspects: the town of Longarone (the 1963 Vajont disaster) became a destination of collective memory; the town of Comeglians (the 1976 Friuli earthquake) turned into an innovative incoming structure; and the town of Assisi (the 1997 Umbria earthquake) applied for Unesco World Heritage status. Did these three practices succeed, and can any lessons be learned from them?



## **The participatory city branding process for tourism: linking visitors and residents through the city brand**

**Mihalis Kavartzis, University of Leicester, U.K.**

In contemporary urban tourism, closer links can be observed to the local community. Several manifestations of this combine into a higher degree of involvement of local populations in the provision of the tourist experience. This does not only relate to the significance of locals in destination promotion, their role in the evaluation of the destination brand, and their potential as destination 'brand ambassadors'. Several trends accentuate the role played by locals before, during, and after the actual visit. Such trends include the exchange of advice or sharing of place 'stories' by locals via social media and their highlighted role in the 'co-creation' of the brand. 'Sharing economy'-based activities are also important, such as accommodation in private houses (e.g. Airbnb), in-house dining (where locals cook meals for visitors in their homes), or guided tours by locals who show the 'authentic' destination. This changes the destination offer and challenges established understandings of how destination brands form and might be influenced. It is important in this environment to re-establish the role of city branding and to explore the links between the urban tourism system and the dynamic ways in which city brands might 'bridge' place identity and destination planning. This paper contributes towards this goal through a holistic understanding of city brand formation centring on the goal of harmonizing residents' views and internal perspectives of the city with urban tourism goals and externally-oriented branding efforts. A 'full stakeholder perspective' is adopted approaching cities as systems of stakeholder relationships. The paper describes a novel understanding of the development of city brands through a) capturing and enabling negotiations of meaning and change, and b) incorporating external meanings of the place brand and challenges in the environment and aligning responses to these challenges with internal meanings of the locality. This leads to the participatory city branding process (called the A.T.L.A.S. process) that describes interrelated steps of branding intervention clearly relating the development of the city brand to tourism planning. The contribution of the paper is the combination of tourism perspectives with city branding models to introduce a holistic framework for the practical implementation of urban marketing.



## **SESSION 6**

### **Urban Coastal Tourism - Policies and Practices**

#### **Urban coastal tourism and climate change: indicators for a Mediterranean perspective**

**Robert Lanquar**, La Rochelle Business School, France

Urban coastal tourism is too often connected with mass tourism. It mixes a wide range of cultural and leisure activities and is largely ignored by urban theory. Now, coastal tourism has to face the impacts of climate change, which accelerates sea-level rise and extreme weather events in a variety of ways. An attempt has been made to build a series of indicators indicating the importance of these impacts and allowing the definition of drivers for building scenarios up to 2030 and 2050. The examples will be mainly taken from MEDPRO – Prospective Analysis for the Mediterranean Region, the European Commission programme for the eleven countries on the southern and eastern rims of the Mediterranean using the GEM.E3 package developed for the FP6 CIRCE (Climate Change and Impact Research: the Mediterranean Environment), studying the impacts of climate change on the Mediterranean ecological and economic system. On the other hand, the Blue Plan - observation, analysis and prospective centre –implemented within the framework of the Mediterranean Action Plan of the United Nations Programme for the Environment and the Convention for the Protection of the Marine Environment and Coastal Region of the Mediterranean (the Barcelona Convention) is studied in regard to its priority indicators for the sustainable development of the whole Mediterranean area, some of which indicators may be used for urban coastal tourism and climate change until 2025. All the indicators identified in the literature concerning urban coastal tourism are classified according to their relationships with environmental, economic, social and ethical factors, and will serve as tools for decision-making and prospective research.

#### **Development of urban tourism and hospitality quality: the case of Oran, Algeria**

**Nathalie Montargot**, Groupe Sup de Co La Rochelle, France;  
**Assya Khiat**, Oran 2 University, Algeria

Why does Algeria remain an underestimated tourism destination (Kacimi, 2013)? Is it the weakness of the services, the lack of professionalism, the insufficient accommodation facilities, the insecurity in the country, or a failure to achieve reforms (Kacimi, 2013)? Since 2008, the national institutions have been addressing the issues in order to transform Algeria into a “must-visit” worldwide destination for 2025. In this contribution, we highlight the stakes perceived by tourism professionals in Algeria, in the city that is considered to be the capital of tourism. Oran, which lies on the southern shore of

the Mediterranean Basin, is the second largest city in Algeria. It has a population of two million, and hosts more than fourteen million tourists a year. It is an administrative centre, a Wilaya situated at 432 kilometres from the capital. It is the main western financial, commercial and industrial centre of the country, with a port that registers significant traffic with Europe. In this context, the first part of the paper will be dedicated to a review of the literature, to allow us to explore the fundamentals of jobs related to hospitality and the tourist sector. A qualitative analysis carried out using the Nvivo 10 software will then be discussed. The survey is based on interviews with twenty-two hotel professionals and travel agents, from Oran pond. It highlights the difficulties, critical points, and actions to be taken in order to optimize urban tourism and the hospitality quality. The results show that students' volume in tourism and hospitality are far too insufficient to meet needs, that the capacity for welcoming tourists is perceived above all as a question of mentality and culture, and that the main recruitment criteria are still based on a natural propensity for hospitality. The discussion concerns the professionalization of staff, standardization of professional practices, and the implementation of new tourist actors who are impacting Oran tourism as well as the hospitality quality.

### **Sport Tourism and Urban/Regional Regeneration in Croatia**

**Nicholas Wise, Glasgow Caledonian University, U.K.**

Regeneration is often regarded as the process of renewal or redevelopment of existing facilities and infrastructures. Investments in sport, tourism and the leisure industries in post-industrial cities/wider regions are part of nascent regeneration strategies linked to transitioning economic bases. More work is needed in the area of social regeneration to understand the impacts of change on urban/regional communities. Preliminary research is assessing the role of sport tourism plans and regional regeneration initiatives in an attempt to sustain off-season tourism in Croatian cities. Many cities in Croatia see financial declines during the winter months which have significant consequences on residents who financially depend on tourism, especially those on the Istrian Peninsula, where this work is conducted. Sport-led regeneration is an attempt to manage tourism during the off-season so these areas do not have to only depend on traditional sea/sun tourists during summer months. Mild winter climates in Istria are ideal for sport training and recreational activities, and several cities have developed sport-led tourism programmes to further attract visitors during off-season months. The future intention of this research is to spatially identify physical infrastructural regeneration and how this links to wider planning agendas aimed at further developing off-season tourism. This

preliminary work offers a discussion of sport management planning and sport tourism agendas in a range of cases from around the Istria region. This research has several objectives: from a tourism management perspective it is concerned with strategic regeneration and management plans linked to the use of recreational opportunities and facilities in cities and municipalities across the Istrian Peninsula. The other objective deals with social conditions and impacts on communities from both urban and regional perspectives. Specifically, the aim is to understand how regeneration influences social conditions and social policy, and particularly through how local communities perceive sports tourism investments. It is important to understand how communities are immediately impacted by assessing the competitiveness of recent redevelopment and regeneration from urban and regional community perspectives.

### **Where the sea meets heritage: developing urban tourism in Italian coastal cities**

**Massimo Giovanardi, University of Leicester, U.K.; Chiara Rabbiosi, University of Bologna, Rimini Campus, Italy**

The unfolding of globalization and the making of a “Europe of Regions” have encouraged new forms of collaborative networks in tourism management that go beyond administrative and legal borders (see for example Prokkola, 2007; Therkelsen and Graham, 2010). The relevance of cities remains unquestionable, with a plethora of different stakeholders seeking to reach agreements on a shared and collaborative tourism policy agenda (e.g. D’Angella and Go, 2009). This paper contributes to the understanding of tourism and city governance by shedding light on an unexplored domain. This is constituted by the liminal space where the two areas of (i) seaside tourism and (ii) heritage tourism must be simultaneously addressed by local managers due to the proximity of both mass-tourism beach areas and physical manifestations of heritage (i.e. monuments, ruins, etc.) within the same jurisdictional areas. The paper thus illuminates the entanglement between these two domains of tourism policies by challenging the taken-for-granted separation. This task is performed by using two neighbouring medium-sized Italian cities that feature both mass-tourism seaside resorts and alternative heritage assets – Rimini and Pesaro – as appropriate empirical settings. Both cities are on the Adriatic coast, and both rely on seaside tourism as a main source of revenues and jobs, especially during the summer season. Concern about the decline of seaside tourism affects both areas, and is one of the reasons why local managers have been forced to search for alternative routes. Strategic planning has been identified as a suitable lens for undertaking this investigation as it intersects in many ways the tasks of tourism planners (see Albrecht, 2004). An exploratory analysis of the two cities’ strategic plans therefore seeks to

identify how seaside tourism and heritage tourism may be combined in the creation of new urban development policies. The question of how to design innovative tourism policies by keeping the sea as a valuable resource is addressed through a critical review of the discourses mobilised by the two cities, while they discuss their vision and future development paths. The findings highlight the ambiguous relationship between two models: a “seaside city”, which is mainly understood to be a legacy of a glorious but outdated past; and a “heritage city”, which is the result of a renewed awareness of the value of urban cultural assets and the need to entice a new generation of wealthy “cultural tourists”. While each of the two cities proposes a different integration of these two models, both tend to understand seaside and heritage tourism as being separate rather than complementary. The paper problematizes this approach by contextualising it within the debate on ‘culture governmentality’ (Krivy, 2012) and seeing it as a specific form of planning that employs ‘culture’ to shape the transformation of urban space. Governmentality implies the establishment of ‘taken-for-granted conceptions of what is appropriate, which subjects should engage in what sort of activities, where and when’ (Huxley, 2002: 145). The paper explores more holistic and less prescriptive approaches that may identify the sea and its practices and traditions as available cultural tourism assets to further develop the idea of the heritage city.



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