

## PART 1

### Contemporary issues, challenges and trends in urban tourism

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This section provides a framework for the book by outlining some of the main challenges that tourism cities around the world face today. Although the list of topics is by no means exhaustive, it does cover challenges such as the development and management of sustainable tourism in urban environments, terrorism and its impact on the planning and image of tourism cities, the growing phenomena of overtourism and urbanization, the proactive role of residents in visitor-host interactions that often add a key element of authenticity against a backdrop of progressive gentrification, and reflections on present and future challenges for tourism cities and urban tourism based on current trends.

*[Could add a bit more here based on a thorough read of the chapters, which I will do as part of my review of each chapter]*

**Summary of the chapters in this section** *(each chapter to outline purpose, methodology/approach, key findings and practical/policy implications)*

**Cristina Maxim** begins this section by outlining the challenges faced by world tourism cities in their capacity as centres for business, cultural excellence, connectivity hubs, key players in the visitor economy of destinations, homes to world-class tourist attractions and key players in economic development at regional, national and global levels. She examines how, despite these advantages, or perhaps because of them, world tourism cities face a myriad of interconnected issues and trends, which are often intimately linked to the complex economic, social and

political functions they exhibit, as well as the diversity of people they attract (e.g. long-term residents, immigrants, visitors). Based on an analysis of examples drawn from London, Paris, Hong Kong, New York, Singapore and Dubai, recommendations are made for policy makers in cities, including the need for a more integrated understanding of the factors shaping their development (e.g. sustainability, traffic congestion, pollution) combined with global trends (e.g. global tourism market competitiveness, conflict between visitors and residents) when planning and managing tourism in these destinations.

**Claudia Seabra** considers the tragically growing threat of terrorism to tourism cities, and especially to those that host UNESCO World Heritage Sites. She does this by considering the impact of this growing phenomenon on residents and tourists as well as the global image of these destinations. Given that a key objective of terrorism today is to maximise the level of media coverage linked to major disruption to Western values, way of life and culture, World Heritage Sites have become prime targets in this context as cultural identity icons to their host cities and sources of authentic and unique experiences for tourists. This chapter provides evidence of this growing threat and discusses its implications for key decision makers in the planning and development of urban tourism destinations, as well as further academic research needed in this field.

**Tina Šegota, Andres Coca-Stefaniak and Alastair M. Morrison** reflect on the phenomenon of overtourism within the context of urban tourism destinations, with a specific emphasis on the quality of life of residents. This is discussed considering recent events related to residents' protests against tourism in cities such as Barcelona, Venice, Amsterdam and Dubrovnik, amongst others. Drawing from published research in sustainable tourism and resident attitudes towards tourism, the authors posit the need for a balance between visitor numbers and

attainable levels of quality of life for residents in global tourism cities. Building on this analysis, recommendations are offered for policy makers and tourism destination managers to mitigate the negative impacts of visitor numbers on the quality of life of residents in tourism cities.

**Ning Chen, Tea Golja and Tina Šegota** question how local residents, in their capacity as destination hosts, should be viewed as one of the most important stakeholder groups in the branding of urban tourism destinations, including their active participation in this process. The behaviour of residents as brand ambassadors is explored, given the critical role that this stakeholder plays through often spontaneous behaviours, including ~~traditional~~word-of-mouth and online word-of-mouth. The authors argue that a knowledge gap exists in our understanding of the links between place attachment and self-congruity as regards residents in tourism cities and that the relationship between self-congruity and residents' word-of-mouth behavior merits further investigation given its implications for the development of authentic tourism experiences.

**Jian Ming Luo and Chi Fung Lam** consider the effects of urbanization on the development and management of urban tourism destinations, especially in China. The authors focus specifically on the relationship between urbanization and tourism development as well as the impacts of urbanization on tourism with its implications for the sustainable development of city tourism in China. It is suggested that policy makers should adopt an integrated long-term outlook on urban planning, which ensures that urban development is carried out in line with the idiosyncrasy of each city.

**Maria Gravari-Barbas** and **Sandra Guinand** ponder the effects of gentrification processes on tourism cities, including their impacts on the socio-economic fabric of communities and local economies. Although a direct link between gentrification *per se* and tourism remains a contested debate among scholars, the authors argue that the first documented evidence of tourism-led gentrification dates to 2005 in the context of New Orleans' French Quarter. This chapter provides a critical retrospective analysis of the historical and intellectual evidence of this debate in order to establish the boundaries of current knowledge on this topic - including links to overtourism in some urban tourism destinations - and outline an agenda for further research in a topic, which may be a manifestation of the growing vulnerabilities, frustrations and resistances developing in global cities, which tourism demand may tend to exacerbate further.

**Albert Postma** discusses the possible future consequences of current urban tourism trends and applies strategic foresight and scenario planning as forecasting tools for a number of European tourism cities. The author argues that reactionary approaches to tourism planning today should give way to longer-term analysis and planning for the future proofing of tourism cities, leading eventually to a proactive anticipation of problems instead of merely dealing with the short-term impacts of current trends and known variables. This approach is tested on a number of destination management organisations (DMOs), including Copenhagen, Berlin, Munich, Lisbon, Barcelona, Tallinn, Salzburg, Amsterdam and the Flemish Cities of Art. The author concludes that strategic foresight should be developed into a competence that DMOs of cities should acquire in order to become more resilient to future developments affecting city tourism in Europe and elsewhere.