Sustainable tourism and the new urban agenda

Dr. Ko KOENS
6th Global Summit on Urban Tourism
04-12-2017
Ko KOENS (PhD)

Associate Professor NHTV Breda University
Research Associate University of Johannesburg
Centre of Expertise Leisure Tourism & Hospitality (CELTH)
Urban tourism is continuously growing and growth is expected to increase. Cities are dynamic and relatively resilient.
Urban tourism is not a panacea

Focus on everyday life experiences, in combination with ‘new platform tourism services’ increases impact

Pressure on local communities, culture, heritage and the environment
Growth is not the enemy, it is how we manage it

Look beyond silos and ensure relevance of tourism for other’s agendas

The New Urban Agenda

Guideline for **urban** development for the next **twenty** years – “Cities for All”

**Sustainable** and participatory people-centered approach with **inclusive economic growth**, **social** and **cultural development**

Linked vision of future for cities where urban **aspirations** of **prosperity** and **sustainable** development are linked by desire for **equality**

Tourism in the New Urban Agenda

Support to **employment**

Support to **empowerment**

Support of **quality of life**

Support for **revitalisation**

Support of **cultural heritage**

Support for **diversity and equality**

Support for **ecological sustainability**
Successful tourism needs an interesting city to visit; having sustainable tourism makes a city more interesting to live

It is not about developing tourism, it is about developing the city as a whole.

Long-term benefits of all stakeholders – tourists, businesses and citizens.

Residents as guests of the city, visitors as temporary residents.

Transitions and transformations to sustainable urban tourism
**Transformations** are societal processes of **fundamental change** in culture, structure and practices.

No focus on **ready-made solutions** that become outdated quickly, but a process of **continuous** urban tourism **transformation**

---

Attractive and inclusive cities with a high quality of life for residents and visitors

Beyond the triple bottom line, towards a resilient tourism city

Stakeholder engagement and empowerment to enable continuous innovation

“Transformative commitments for sustainable urban development from New Urban Agenda” (art. 24-80)
In other words
From theory to practice: integrating tourism within the city
Hotel con Corazón

The hotel with a heart in Granada, Nicaragua

Hotel con Corazón is often called the nicest boutique hotel in the center of Granada in Nicaragua. It has 15 comfortable rooms, a swimming pool, a friendly local staff and according to our guests the best breakfast in the region. An ideal spot to call your home away from home. But there is more. Your stay helps Nicaraguans build a brighter future, because 100% of our profits are invested in education. Have a look at our education page and see what makes Hotel con Corazón so special.
Concluding thoughts
Sustainable tourism goes beyond a narrow triple-p approach and needs to connect with debates and systems in the city outside of tourism.

Transformative changes are already visible in the tourism industry already, but we can stimulate more.

The New Urban Agenda sets out priorities and opportunities to link with wider urban planning.

Engage with New Urban Agenda when developing tourism for maximum positive impacts and a long-term sustainable tourism.
All materials contained in this presentation are used with kind permission. The author has tried to acknowledge all copyrights. Copyright holders who could not be traced are kindly requested to contact the producer with any concerns. If you have any questions regarding any of the material, please contact the author.

Thanks to Jeremy Smith for certain examples (http://jmcsmith.co.uk)

www.kokoens.com
www.scithos.eu
www.celth.nl
www.disruptionsinurbantourism/dealingwithvisitors
www.slumtourism.net

Thank you

Ko KOENS
Koens.k@nhtv.nl