

Ceics forum 2011: What's Hot in Tourism

Researching City Tourism: New Approaches

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- http://www.atlas-euro.org/sig_city.aspx

City Tourism is under-researched

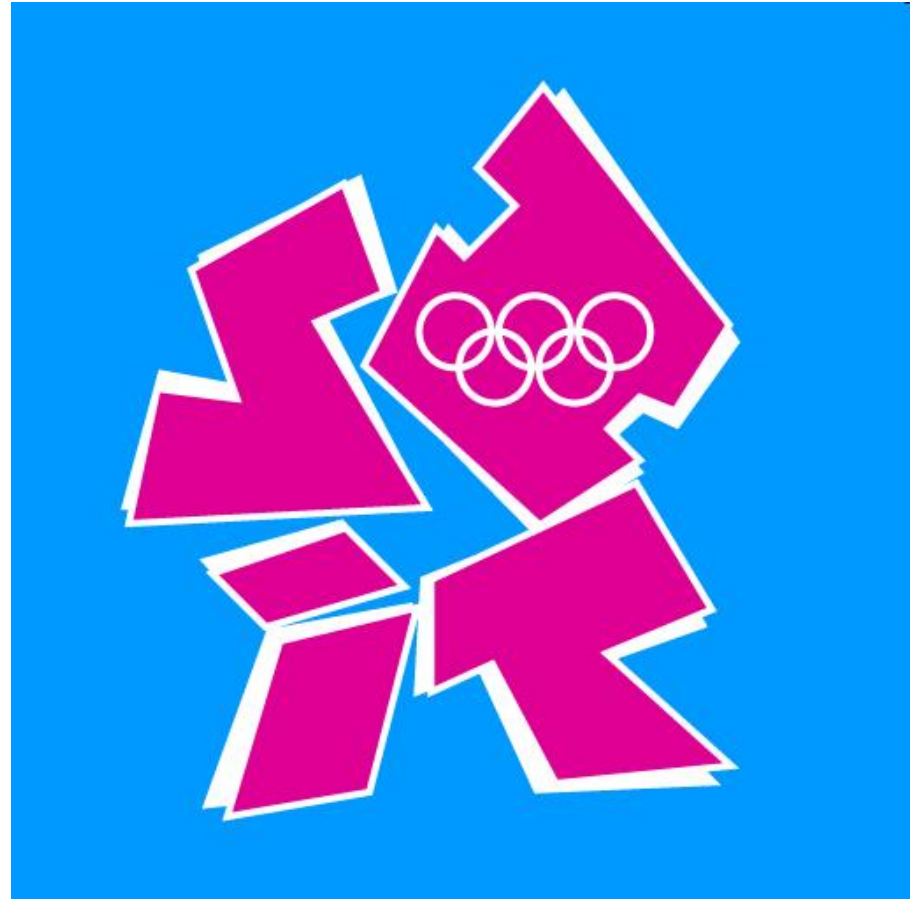
- By tourism scholars
- By urban scholars

Focus on

- World Tourism Cities / urban explorers
- National Capitals
- ‘My tourist city’ – and an end to ‘city tourism’

What I will not be covering ...

Mega Events and their (alleged) benefits



Icons and Starchitects: The Public, West Bromwich: Will Allsop



Icons and Starchitects: The Fourth Grace, Liverpool: Will Allsop



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Icons and Starchitects: The Shard, London Bridge: Renzo Piano



Tourism and City Branding



1 Context: reframing 'city tourism' research

- **“Tourist Cities”** – a coherent grouping?

(world tourist cities, national capitals, converted cities, tourist historic cities, gem cities, art cities, creative cities etc etc)

- **‘Tourists’** – or mobile city populations?
- **Glocal city competition:** standardisation / distinctiveness

2. Tourism Shaping Cities

World Tourism Cities (WTC)

- Global city system
- Competition and league tables
- Polycentric, adaptable, **explorable**

World Tourism Cities Maitland and Newman. Routledge 2008

2. Tourism Shaping Cities

Off the beaten track in WTC: urban explorers

- ‘Everyday tourism’ for experienced travellers
‘extraordinary within ordinary if prepared to look’ (Till 2010)
- Co-creation renewed city districts: tourists/
residents / workers
- Symbiosis creative producers and creative visitors
in creative areas

Pappalepore, Maitland and Smith. ‘Exploring urban creativity: visitor experiences of Spitalfields, London’. *Tourism, Culture and Communication*. 10, 2010

2. Tourism Shaping Cities

Off the beaten track: urban explorers:

Some Areas for Collaborative Research:

- Inner city phenomenon: replicable in outer city?
- How far can (tourism) policy influence process?
- Focus on real city – or commodification of everyday life?

2. Tourism Shaping Cities

Tourism in National Capitals

- Tourism magnets and gateways
- Growing numbers, changing roles:
 - aspiring,
 - adapting,
 - abandoningtheir national capital status
- Tourism as a vector and instrument of national reappraisal

2. Tourism Shaping Cities

Tourism in National Capitals

Neglected research topic, though

‘Marketing National Capitals’, Maitland and Ritchie, *JTTM*, 2007
(10 papers)

City Tourism - National Capital Perspectives, Maitland and
Ritchie, 2009. CABI (20 papers)

‘Global Change and Tourism in National Capitals’, Maitland, *CIT*,
forthcoming 2012 (10 papers)

More, collaborative, work needed

2. Tourism Shaping Cities

Tourism in National Capitals

Some Areas for Collaborative Research:

- Nature of 'capitalness'?
- Tourism representation and how it negotiates national stories?
- Whose representations?

3 Cities Shaping Tourism

Mobilities and an end to 'city tourists'?

UNWTO leisure tourists

+business visitors

+VFR

+ day visitors

+ 'as if' tourists

internal tourists

students

mobile professionals

temporary migrants ...

... who's not a tourist? - we're all tourists now

3 Cities Shaping Tourism

Mobilities and an end to 'city tourists'?

- All tourists now
- Touristification of consumption city
- City tourism everywhere and nowhere: tourists use everything, almost nothing exclusively

3 Cities Shaping Tourism

End of 'city tourism'

Some Areas for Collaborative Research:

- How city users construct 'my tourist city'?
- How do they experience and interpret their cities?
- How do they learn / interpret / re-represent the city?

Collaborative New Approaches in City Tourism Research

- **Urban studies, not tourism studies:** greater depth, greater integration of perspectives
- **De-fragmentation:** tourism as integral part of contemporary city: important but indistinct
- **Collaborative case studies:**
 - Comparative, on consistent basis
 - more places
 - longitudinal studies

So, if you have been, thanks for listening

<http://www.westminster.ac.uk/tourism>

