

# Call for contributions

## The Future of City Tourism, special issue of the *Journal of Tourism Futures*

### Guest Editors

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### The development of future tourism

Cities are a cornerstone of today's and tomorrow's travel and tourism. They are the place of origin, transit, return and destination of most global tourists and travellers. City tourism is the fastest growing segment of the leisure travel market. From 2007 to 2015 the number of city trips showed an increase of 82% and reached a market share of 22% of all holidays. On the contrary, countryside or rural tourism stagnated during this period and its share decreased to 7% (IPK International, 2015). In addition, cities are visited during cruises (+248%), touring holidays (+21%), sun and beach (+39%), and countryside holidays (+0%). In some countries (such as England), city trips have already overtaken sun and beach holidays as the most popular type of holidays (ABTA, 2014). Brock (2015) argues that city tourism will most likely experience a sharp growth in the future.

This raises questions such as: Which developments drive this sharp growth of city tourism in the future? How and in what ways will this growth be tackled by tourism industries, public and private sectors? How will cities have to manage the growth of tourism in a sustainable way? What will be the social, economic, spatial, and political implications of increased city tourism? How will tourists, locals, and everyone else in between, share the same city space? How can cities retain their uniqueness?

It is ascertained that the growth of city tourism is mainly driven by:

- Urbanisation: the more people live in cities, the more increased the drive to visit other cities;
- The growth of international travel, especially in emerging economies such as China;
- Changing perception of cities: cities are regarded not only as merely entry, exit or transit points, but also as attractions in their own right;
- Decline in the cost of travel, largely fuelled by the fast rise of budget airlines. This makes city destinations accessible at lower cost, and also allows people to undertake multiple short holidays each year leading to rapid growth of short-breaks;
- ICT developments: increased availability and penetration of internet based services and mobile technology before and during the holiday allowing visitors to package and book their holidays on-line. These hyper-informed tourists not only facilitated the rise of city tourism, but will also bring about a transformation, perhaps even a 'revolution', of the travel and tourism phenomenon (Veille info Tourisme, 2014; UNWTO, 2014; IPK International, 2013; Dunne et al, 2010).
- Resilience to economic and financial recession. City tourism has become an economic driver at the global level, but also nationally and regionally, being considered to be a key factor in the urban economy and city development (UNWTO, 2012), and E-TN (2014) refers to cities as the global hubs of economic and cultural activity.

## **Challenges for research, design, planning and management**

Despite the major importance of city tourism, academic research into this area has emerged only recently. Before the 1980s tourism research appeared to have a strong “rural bias”, but since, the interest has gradually increased (Ashworth, 1989). Meanwhile a variety of applied and consulting approaches have been adopted to analyse city tourism, but theoretically informed academic debates are only in an incipient phase (Ashworth & Page, 2011; Novy, 2014; Pasquinelli, 2015). “Those studying tourism neglect cities while those studying cities neglect tourism” (Ashworth, 2011), so it does not come as a surprise that future oriented studies about cities and tourism are scarce (Bock, 2015; Füller & Michel, 2014). In a special issue of the *Journal of Tourism Futures* we want to bridge this divide between tourism, cities and the future by contributing to the academic debates needed to further understanding of city tourism.

The future growth of city tourism poses enormous challenges, socially, politically, economically and geographically. It creates jobs, stimulates foreign exchange and promotes investment in infrastructure and the provision of public services (UNWTO, 2012). It is a key resource for local residents as it contributes to their wealth and well-being. Yet, tourism also generates patterns and changes to cities such as globalisation, commodification, “museumisation”, and visitor pressure.

To meet the needs, demands and expectations of residents as well as (future) visitors, cities have to adapt and transform continually, while new challenges and issues emerge (UNWTO, 2012; Bock, 2015). Then again, what are the challenges, issues and dilemma’s ahead? What are the critical uncertainties? Which future scenarios of city tourism can be envisaged? What are the implications for the economy, socio-cultural life, and geography of cities? Which concepts or models are required to understand the future relation between tourism and the city? How does tourism have to be designed, planned and managed in a responsible and sustainable way?

### **Purpose**

The purpose of the special issue is to examine the future of city tourism from different disciplinary perspectives bringing together futurists, scenario planners, tourism researchers, geographers, urban planners, architects and landscape architects, to tackle the growing importance of city tourism. With this special issue it is our intention to promote the dialogue between scholars and practitioners in order to explore, understand, manage and contribute to the development of city tourism in the context of economically, socially and environmentally sustainable communities.

### **Contributions**

We invite authors who engage with futures of city tourism, and urban development and its multifaceted interplay with tourism on various scales, to contribute to this special issue in the *Journal of Tourism Futures* by means of conceptual or empirically based research papers, viewpoint papers, trend papers, book reviews or conference reviews.

*Research papers* should normally be between 5,000-7,000 words, however longer pieces will be accepted. Papers can be empirical, applied case studies or conceptual frameworks. All research papers are double blind refereed.

*Viewpoint papers* are usually written by practitioners and should be between 2,000-4,000 words emphasising an opinion, innovative approach, explanation or novel ideas about the future of tourism. These papers will be blind reviewed by a member of the editorial board in such a way as to offer authors guidance for improvement.

*Trend papers* should focus on a particular trend(s) or driver(s) of change focusing on how they made an impact on or influence the future of tourism. Trend papers should not exceed 2,000 words.

## Submission guidelines

Whatever your special topic, all submissions must emphasise the future, and papers that use a futures methodology i.e., scenario planning, trends analysis etc. are encouraged.

Please submit an outline abstract of no more than 350 words by 10<sup>th</sup> November 2016 to Albert Postma at [albert.postma@stenden.com](mailto:albert.postma@stenden.com) outlining the following:

- Type of the proposed contribution (research paper, viewpoint paper, trends paper)
- Title of the proposed contribution.
- Contributing authors and contact details.

In case of research paper, viewpoint paper or trends paper:

- Significance and importance of the research from a futures perspective.
- Purpose of the research.
- Summary of key concepts, and in case of a research paper also research framework and research methodology.

Please include in email header: **Special Issue – Future of City Tourism - Journal of Tourism Futures**

The journal is hosted on Emeralds website <http://www.emeraldinsight.com/journal/jtf>  
On this webpage additional instructions for authors can be found.

## Important dates

- Submission of Abstracts: **10th November 2016** to Albert Postma at [albert.postma@stenden.com](mailto:albert.postma@stenden.com)
- Submission of Papers: **1<sup>st</sup> April 2017** via Scholar One: <https://mc.manuscriptcentral.com/jtf>
- Final versions of accepted papers: **14<sup>th</sup> September 2017**
- **Publication mid November 2017 Volume 3.2.**

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