

Kick-Off MEETING

Tourism Friendly Cities (TFC) Action Planning Network

Genoa, 26-27 September 2019

Meeting Report

**Analysing, understanding and reviewing Tourism-friendly Cities (TFC)
URBACT Action Planning Network process for phase I**



October 2019

Context

The kick-off meeting for the Tourism-friendly cities URBACT Action Planning Network (APN) allows all city partners to meet for the first time since the official approval of the network and exchange on next steps ahead for completing phase I. The host city (Genoa), as the network's lead partner hosted the meeting and provided information to the guest cities about the aspirations of the network, overall program to tackle tourism for a sustainability perspective, as well as next steps to be conducted by the network by end of February 2020 as part of phase I of the URBACT APN process.

During the meeting, Genoa served as a living lab, providing all participants with an immersive experience in the challenges the city is experiencing connected to sustainable tourism. This enabled focused conversations on expectations about the impact of the TFC network for each of the partner cities and key aspects that should be integrated in the innovative methodology for phase II of the network.

This report covers the main findings of the kick-off meeting and the agreed next steps for phase I.

Date and place. Attendants.

- **Date:** 26-27 September 2019
- **Place:** CONdiviso , Calata Andalò Di Negro 16-17, Genoa, Italy
- **Attendants:**

Name	City
Anamaria Vrabie	Lead expert
Simone d'Antonio	URBACT National Contact Point – Italy ANCI
Cesare Torre	Genoa
Gianluca Saba	Genoa
Barbara Poggio	Genoa
Sabrina Bruzzone	Genoa
Cinzia Lazzarini	Genoa
Paola Granata	Genoa
Nuno Gouveia	Braga
Luis Ferreira	Braga
Natasa Miric	Dubrovnik
Alisa Aliti Vlastic	Dubrovnik
Silvia Comiati	Venice
Valerie Drost	Utrecht
Bartlomiej Walas	Krakow
Natalia Biernat	Krakow
Dave Lawless	Dún Laoghaire
Bob Hannan	Dún Laoghaire
Jurgita Rudienė	Druskininkai
Tuula Rintala-Gardin	Rovaniemi
Sanna Kärkkäinen	Rovaniemi
Rebeca Dominguez	Cáceres

1. Key findings from pitches of each city (session 1 and session 4)

The participants used a pitching arena designed for the meeting to start reflecting on existing implementations plans, lessons learned, aspirations, political commitment and available local resources related to their local realities. All these elements were the basis for preparing the future city visits that will take place between November 2019-February 2020.

The participants reflected on the diversity of experiences and scales that each city brings to the table and how these are related to the backbone concept of the Tourism-friendly network: the three dimensions of sustainable tourism and the three elements of sustainable tourism.

3 dimensions of sustainable tourism	3 elements of sustainable tourism
Economic	Tourists
Social	Cities and residents
Environmental	Tourism industry

City	Key points discussed
Genoa	<ul style="list-style-type: none"> - Key points in Genoa recent past that marked its present development (G8, European Capital of Culture, System of Rolli in the UNESCO World Heritage) - Tourism of growing - Good practice example: the Tourism City Management Tax (URBACT Good practice label) - The city is at a crossroad and needs to take key strategic decisions on tourism development. This is why it decided to propose the TFC network and it hopes that the ULG work can serve as a permanent observatory on sustainable tourism practices.
Braga	<ul style="list-style-type: none"> - Awarded the Second Best European Destination 2019 - Strong cultural heritage (including Bom Jesus do Monte UNESCO World Heritage) - Tourism is important and welcomed as a sector in the local economy, but there is a need to promote the diversity of the tourism offer, not just cultural and religious heritage. - one of the key current challenge is how to develop a strategy on sustainable tourism.
Cáceres	<ul style="list-style-type: none"> - strong religious tourism experience, well known in Spain, but not internationally - beautifully preserved medieval heritage, its uniqueness is not always obvious to international tourists that tend to pick other destination in Spain with

	<p>bigger notoriety</p> <ul style="list-style-type: none"> - challenge on how to make tourism sector more meaningful for the local economy and learn from the lessons learned of other cities for not disrupting the quality of life.
Druskininkai	<ul style="list-style-type: none"> - a historical spa city, where tourism is the sole most important economy - major transformation during Soviet times where the mass tourism infrastructure significantly increased, only to collapse in 1990 - since 2000 the city has undergone major transformation, reinventing its spas and tourism offer and has now managed a significant increase of tourism flows - one of the key current challenge is how to develop a strategy on sustainable tourism, while also allowing more growth to happen, especially from international tourists.
Dubrovnik Development Agency)	<ul style="list-style-type: none"> - significant tourist flows that significantly disrupt city life - new communication campaigns aimed to raise the awareness of tourists to local realities, rules of conduct, city life - key challenge on how to move forward and build the capacity of local stakeholders to work together to put into practice various levels of strategic plans, some related to tourism.
Dun Laoghaire Rathdown County Council	<ul style="list-style-type: none"> - proximity to Dublin led to a common destination marketing strategy under the brand “Dublin” - strong offer on nature tourism and maritime heritage, however current marketing strategy only attracts daily visitors - challenge on how to make tourism sector more meaningful for the local economy
Krakow	<ul style="list-style-type: none"> - European destination increasing in popularity, a significant proportion of tourists are Polish and the average stay is 2 nights - Strong cultural and religious heritage, as well as the concentration of sites in certain areas, have led to significant challenges on gentrification and ensuring a good quality of life for residents - New plan is currently being developed, both on sustainable tourism, as well as city center cultural heritage management (cultural park regulations)
Rovaniemi	<ul style="list-style-type: none"> - Official town of Santa Claus, one of the best international destinations from the world - Given its unique position at the Arctic Circle, the city and its marketing agency also share the responsibility of making sure that both tourists and tourism-related businesses are safe and operate accordingly with environmental regulations. - Main challenge is the seasonal character of their tourism offer, that poses sustainability challenges to the fiscal stability of the city.
Utrecht	<ul style="list-style-type: none"> - A city that is experiencing significant economic growth and urban planning development, but that for many of its residents is still perceived as a traditional, quiet, university town - Tourists stay for a limited time in Utrecht, in the same area close to the historical centre and generally opt for accommodation in Utrecht and sightseeing in Amsterdam.
Venice	<ul style="list-style-type: none"> - significant tourist flows that significantly disrupt city life - good progress on the #enjoyrespectVenezia campaign that successfully managed to raise the awareness of tourists to local realities, rules of conduct, city life - growing consensus among local stakeholders of more bold actions needed, however an executive/operational body is still missing.

2. Main points covered by Genoa as a living lab (sessions 2 and 3)

During the meeting, Genoa served as a living lab, organising an immersive site visit in the heart of the historical center, guided by local stakeholders. After the site visit, the participants debriefed the experience, reflecting on what they noticed, heard and how Genoa's local reality relates to their own challenges and the overall network's scope.

Main sites visited	Key points discussed
Rolli UNESCO Heritage track	<ul style="list-style-type: none"> - The recent history of Genoa's historical centre, that underwent significant decay and the importance of the UNESCO award to revive a part of the city's cultural heritage - The significant contrasts that still co-exist today in the historical centre related to urban poverty and informal economy - Signs of gentrification and fast development of services catering to tourists - Key landmarks visited by tourists, and how these routes differ for residents
Waste collection in the city centre	<ul style="list-style-type: none"> - How did the city adapt the vehicles and practices to ensure effective waste collection in the historical centre? - What are the challenges with enforcing selective recycling for tourists
Social enterprises in the city centre	<ul style="list-style-type: none"> - What are some of the social enterprises that are headquartered in the city centre? - What is their role for neighbourhood vitality? In what way can tourists support their activity.
Local businesses in the city centre	<ul style="list-style-type: none"> - What are the expectations from tourists from one of the most established restaurant owners in Genoa's historical city center? - Voyagers, not tourists.

3. Main conclusions for city visits and next steps of the network

Participants worked in small groups in order to cluster travels of the Lead expert and Lead partner and to determine best dates for organising the baseline study visits in their cities, as well as the final transnational meeting for phase I, to take place in Braga (PT).

The team of Genoa, as lead partners communicated administrative updates, budget overview for phase I and preferred working procedures for the future (Basecamp, Google Drive, Dropbox).

Date	City	Meeting type
25.09.2019	Genoa	City visit
26-27.09.2019	Genoa	Transnational meeting _TFC kick-off
30.09.2019	Venice	City visit
12.11.2019	Krakow	City visit
14.11.2019	Druskiniskai	City visit
18.11.2019	Utrecht	City visit
(Wed) 20.11.2019	Rovaniemi	City visit
(Mon) 20.01.2020	Dubrovnik	City visit
(Wed) 22.01.2020	Dun Laoghaire	City visit
(Mon) 27.01.2020	Braga	City visit
(Tue-Wed) 28-29.01.2020	Braga	Transnational meeting _TFC final meeting Phase 1
(Thu- Fri) 30-31.01.2020	Extra- Porto- Cities Forum	URBACT and EC capitalization opportunity
(Mon) 03.02.2020	Cáceres	City visit