

# Tourist policies in European cities

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# 1. Policies towards tourism

- Cities have different attitudes towards tourism, depending on the degree of touristicity
- Some ignore the specific problem, other overstate their role
- The domains of policy: security, economic development, marketing, events, transport, urban planning, governance

# 2. Governance

- How tourism is planned, managed, coordinated within cities?
- Specific tourism planning bodies
- Coordination between different planning bodies
- Paris: municipal service without private actors

# 3. Politics of accommodation

- Creating hotel capacity:
- The biggest cities are about 100.000 beds (rooms)
- Public incentives for private initiatives

<i>City</i>	<i>Beds</i>
<b>Lon don</b>	<b>17 9,0 0 0</b>
<b>Paris</b>	<b>11 6,0 0 0</b>
<b>Ro me</b>	<b>11 4,0 0 0</b>
<b>Be rlin</b>	<b>6 3,0 0 0</b>
<b>New York</b>	<b>12 3,0 0 0</b>
<b>Mos cow</b>	<b>5 0,0 0 0</b>
<b>Mad rid</b>	<b>4 3 '0 0 0</b>

# The case of Paris

- Three figures: 150.000, 91.000, 75.000
- Three processes: a) high standard hotels in the city centre, b) lower standard hotel in the outskirts, c ) big hotels around airports and Disneyland
- Three kinds of accomodiation creation: a) chains b) public incentive c) scheme of commercial development
- Diversity of hotel needs: from family to business, from low cost to luxury, from central to periphery, etc.

# LE PARC DES HOTELS DE PARIS

CARTE 5 : LE PARC DES HOTELS

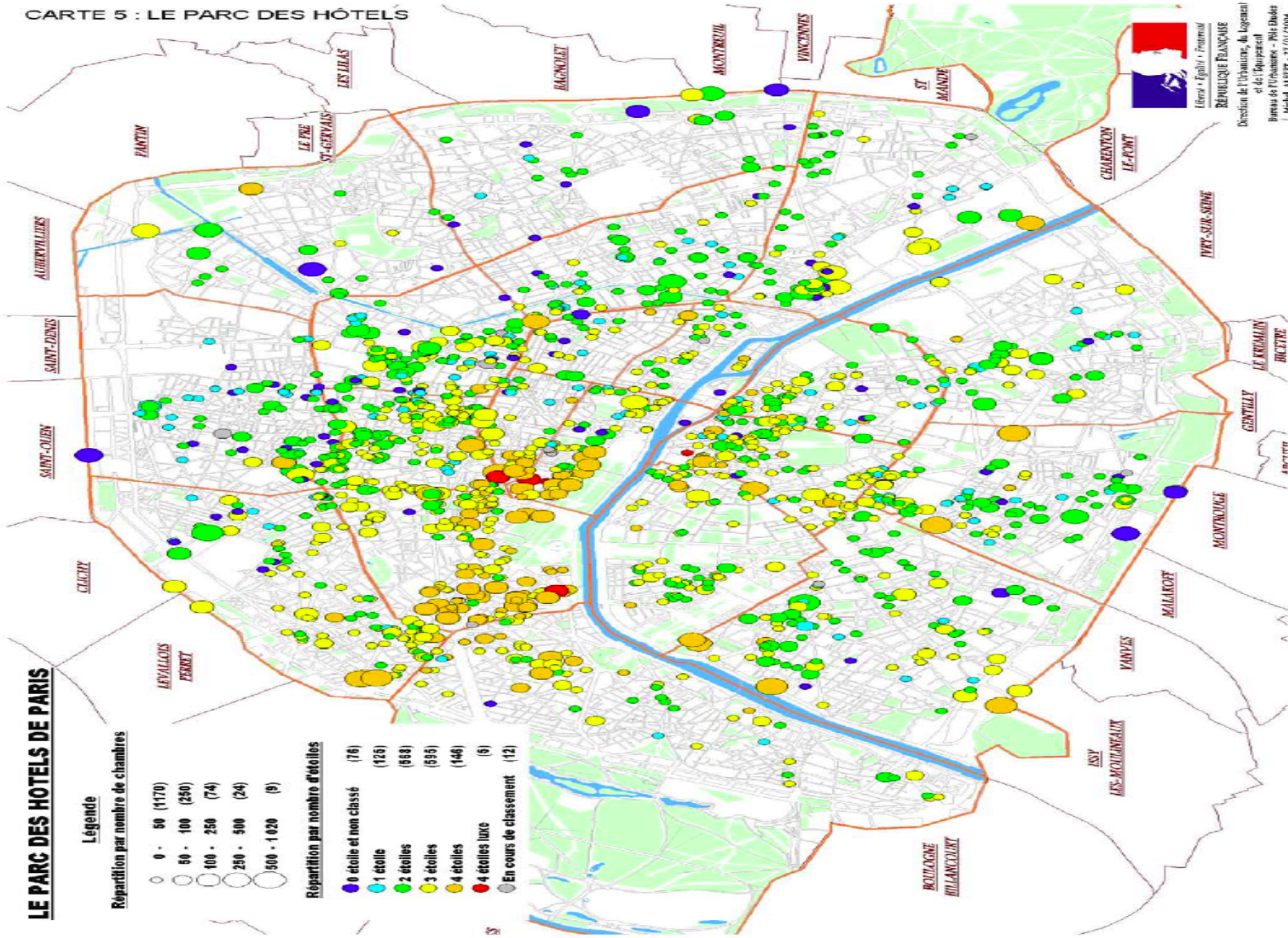
## Légende

Répartition par nombre de chambres

- 0 - 50 (1170)
- 50 - 100 (250)
- 100 - 250 (74)
- 250 - 500 (24)
- 500 - 1020 (9)

Répartition par nombre d'étoiles

- 0 étoile et non classé (76)
- 1 étoile (125)
- 2 étoiles (568)
- 3 étoiles (595)
- 4 étoiles (146)
- 4 étoiles luxe (6)
- En cours de classement (12)



REPUBLIQUE FRANÇAISE  
Ile-de-France  
Direction de l'Urbanisme, du Logement  
et de l'Équipement  
Bureau de l'Urbanisme - Pôle Études  
Michel AUBERT - 27/01/2004

# 4. City marketing

- types of actions: slogans, brand, image,
- channels: presence in media, brochure, Internet, tourist office, presence in foreign places, promotion campaigns
- image-making: creating positive values of the place
- Paris: « Paris is a majestic city, a city of culture, romance, gastronomy, design and fashion. It is also a city on the move, a city of daring. (...) Paris, the eternal, City of Lights, original, modern and creative is all yours. Whether you are already “in love” with our city or here for the first time, please make yourself at home ».

# 5. Tourism and economic policy

- Tourism as integrated part of economic policy because of economic value and employment creation
- Paris: 130.000 employees in the sector and visitor tax of 22 million euros/year
- New propositions made by the municipal authority : « Paris capital of creativity », the 19th and 12th district, B&B

# 6. Urban planning

- a) as instrument of urban requalification
  - Genova, Liverpool, Avignon, Barcelona
- b) as element of the urban development plan
  - Paris : *Plan Local d'Urbanisme, PLU* that mentions tourism as important element of economy and against unemployment
- c) no reference to tourism

# 6. Urban planning

- d) As element of big urban operations
  - Barcelona : Olympic Games in Barcelona 1992 with huge subsequent impact on tourism
  - Lyon : *Confluences*, one of the most important urban projects in Europe – 3 ha – aims at the better integration of the river in the city
  - Liverpool : waterfront and old harbour (Albert Dock), Liverpool Tate Gallery, Maritime Museum, City Life Museum for tourism, Kings Dock for business

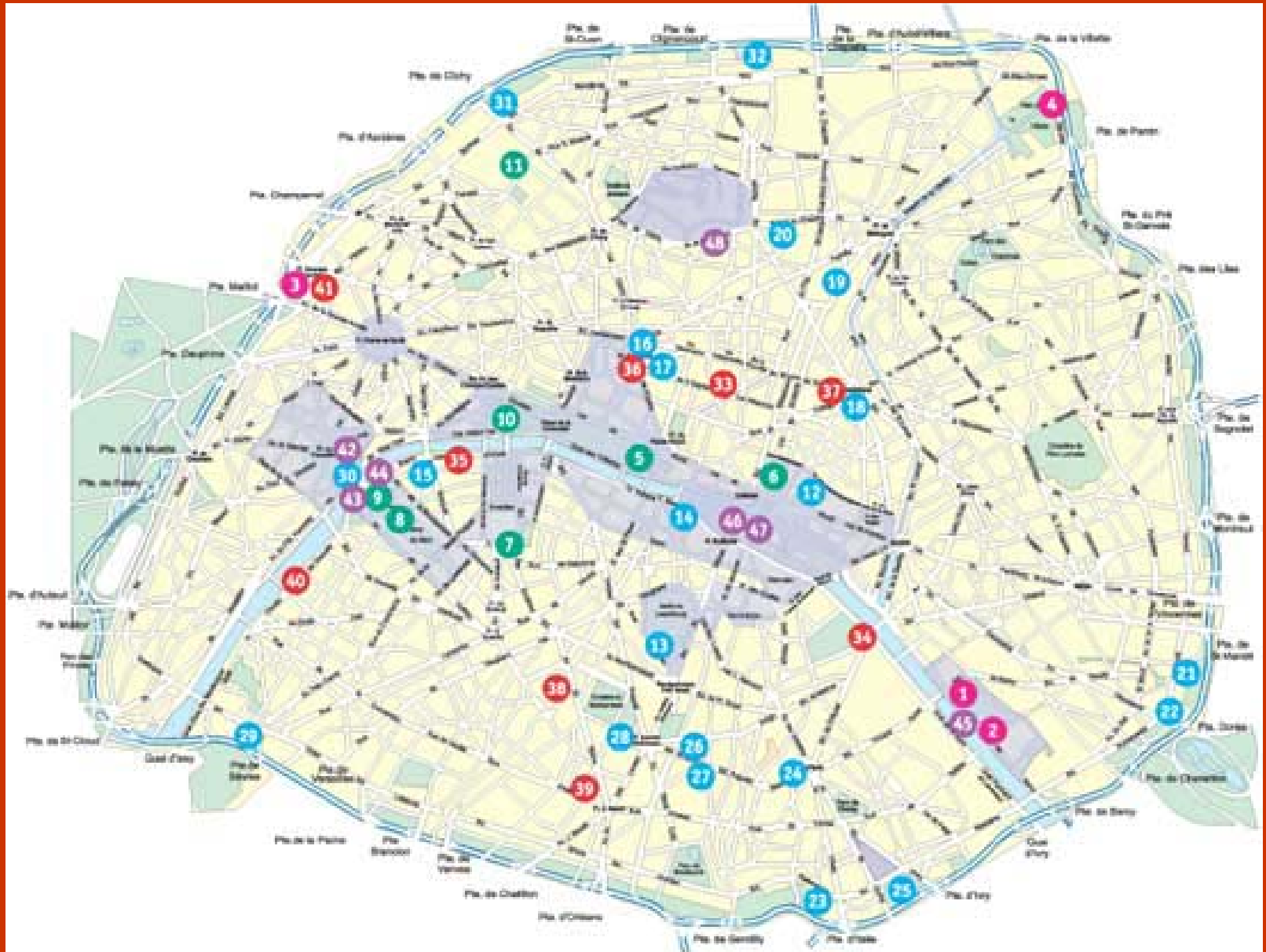
# 7. Transport

- Specific needs of the tourist
- Calibration of the network including the tourists
- Specific fares, tourist pass, etc.
- Integration of tourism into the transport strategy

# Example: Paris

- A dualistic approach of tourism
- Example Paris: between 100.000 et 1 million tourists daily in the city, using the suburb network, the parking spaces, coaches, airports, etc..

# Coach parking in Paris



# S u m m a r y

	<i>Governance</i>	<i>Economy</i>	<i>Transport</i>	<i>Urban Planning</i>
<b>Paris</b>	- municipal service without private actors - CODEV as consulting organ	- initiatives pour new tourist attractions -	- coach parking - subway - ASAT - pedestrian	as element of the urban development plan
<b>Lyon</b>	- municipal competence, no regional scale	-		As element of big urban operations
<b>Lille</b>	- municipal competence in a regional contexte - local not regional scale		No transport policy integrating tourism	No urban planning
<b>Barcelona</b>	- <i>Turisme de Barcelona</i> , a mixed organisation between municipality and chamber of commerce	Tourism is seen as important for local economy	No transport policy integrating tourism	- as instrument of urban requalification - As element of big urban operations
<b>Genova</b>	- <i>Ente Colombo</i> as Private-Public Partnership	-	bus tours for tourists to the main tourist attractions of the city	as instrument of urban requalification
<b>Liverpool</b>	-	Tourism as important part of local economy		- as instrument of urban requalification - As element of big urban operations
<b>London</b>	- <i>Greater London Authority</i> - Agency of Economic Development - <i>Visit London</i> as public-private	Tourism policy as part of economic development	traffic and parking plan for tourism coaches	- no urban planning

# 8. Conclusion

- Tourism policies as integrated element on multiple scales of urban planning
- Planning an « open city » for « plural inhabitants »