
City Hospitality Reimagined through Regenerative Urban Tourism

Background

The relationship between hospitality, tourism and leisure and cities are strained. The climate crisis, overtourism and the strain short-term rentals put on urban economies suggest a fundamental rethinking of the visitor economy's role in urban life is required. In this workshop, we introduce a research agenda, developed as part of the Expertise Network Sustainable Urban Tourism (ENSUT), that repositions urban tourism and (city) hospitality as a driver of regenerative and equitable transformation. The agenda offers hospitality scholars a framework for reimagining cities as places of hospitality that support just, sustainable, and liveable urban tourism and is based on three pillars:

1. Promoting a transformative understanding of tourism as a relational, place-based practice where hosts and visitors meet and share urban spaces.
2. Advocating for more inclusive approaches to evaluate success, by combining qualitative insights with quantitative to appreciate the multifaceted impacts of tourism and hospitality practice.
3. Look for context-based inclusive governance and redistribution of value to ensure tourism benefits both residents and visitors.

Objective

In this 1.5-hour workshop we invite hospitality scholars and practitioners to explore and co-create transformational / regenerative approaches to urban tourism and city hospitality. The workshop unfolds in two interlinked, interactive phases, in which participants work in groups to reflect on, and work towards the making a research agenda such as this operational, and discuss which innovations are needed.

In phase 1, participants analyse a one of two cities to come up with an understanding of how one of the three pillars could be made operational in this city. They are invited to either discuss what a transformation of tourism and city hospitality could look like in this setting, how to measure success in place like this in a more a more holistic that fits a transformative approach way ore what seeds can or need to be planted to catalyse a shift towards a more transformational approach. For each idea a sheet is filled in to contain the main points.

In phase 2 all seed ideas are anonymized and randomly redistributed. Groups interpret a seed idea they did not create and use AI or their own creativity to present what such an idea could become or look like. Participants are encouraged to develop the idea in a way towards practice that is radically novel. It need not be directly realistic, but it needs to be innovative and different. The end products can be creative as well, for example a drawing, a song, a short story of something else, while also a clear reasoning as to why they chose their idea is innovative and why it warrants full attention.

The workshop provides participants with insights into the concepts of transformations, new means of evaluation and new means of governance. It closes with a reflection on the difficulties of creating transformations in practice, and how to use both digital and creative techniques to come up with new and creative ideas.

Contact details:

Ko Koens – Inholland University of Applied Sciences (main presenter)

Karoline Wiegerink – Hotelschool the Hague

Jeroen Klijs – Breda University of Applied Sciences

Albert Postma – NHLStenden

Type of session

1,5 hour workshop; practice of research