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# TOURISM & URBANISM: Definitions & Evolutions

Dep. of Culture & Learning | Aalborg University | Denmark



# Outline

## PART (I)

- **Questioning Tourism Concepts**

## PART (II)

- **Tourism & Urbanism: Interconnected Evolution**

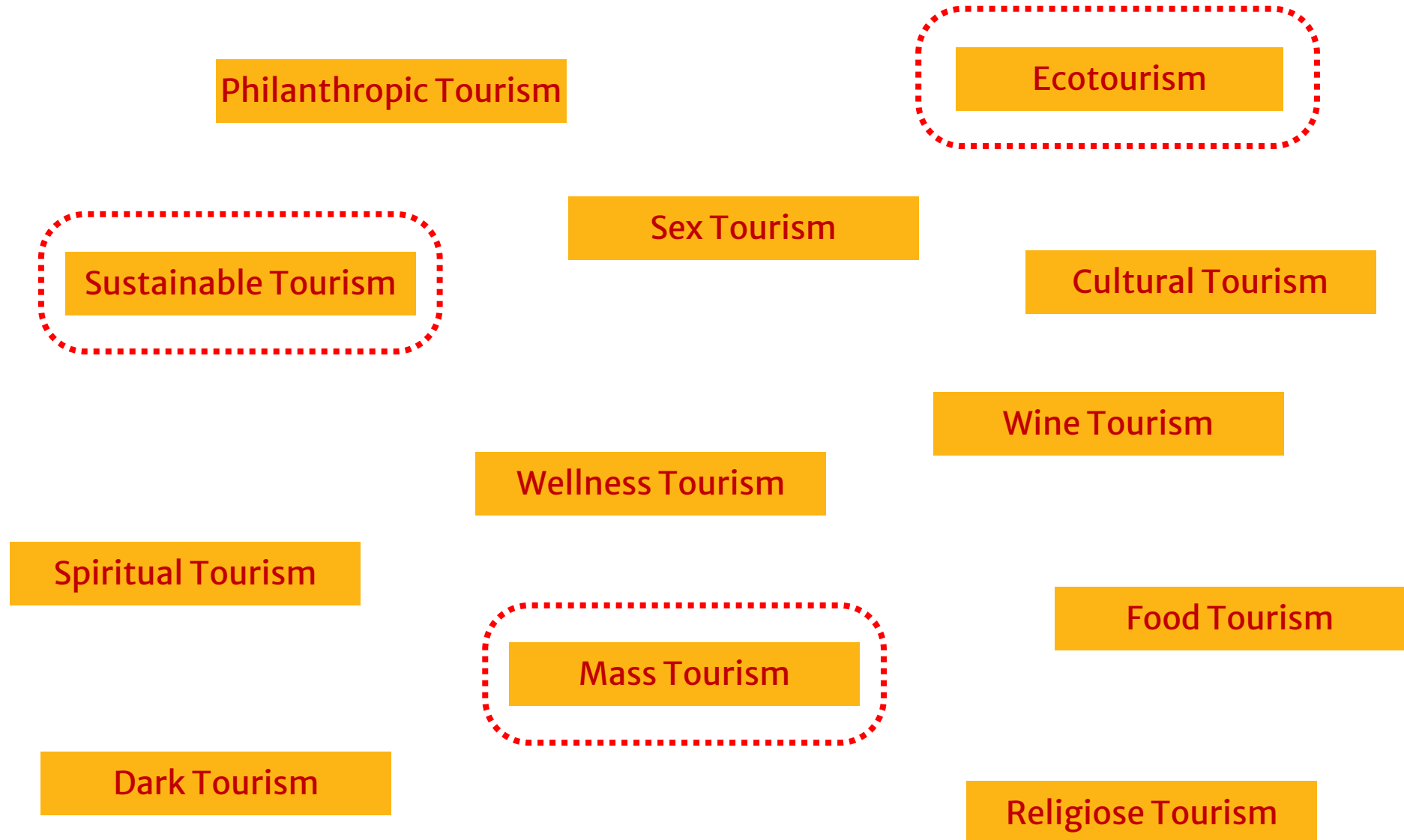
## PART (III)

- **Urban Tourism: Considerations & Recommendations**

Part (I)

# QUESTIONING TOURISM CONCEPTS

# Types of Tourism



# Definitions

Tourism suffer from so many definitions that prevent from understanding it. And suffers from so many classifications that makes it difficult to understand such as Ecotourism (ET), Sustainable Tourism (ST) and Mass Tourism (MT)

**ET**

“Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”  
(*Ecotourism Society*)

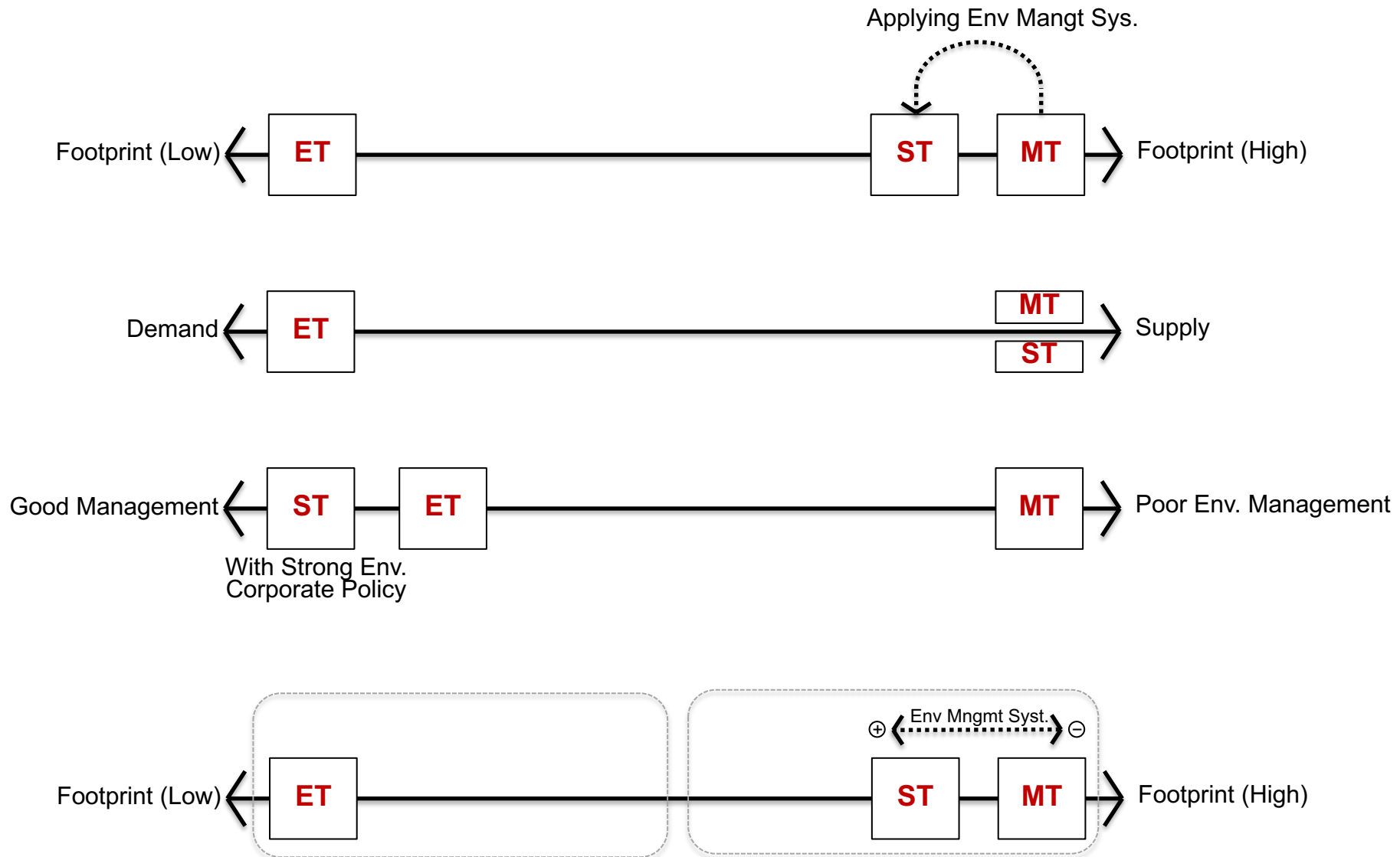
**ST**

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO)

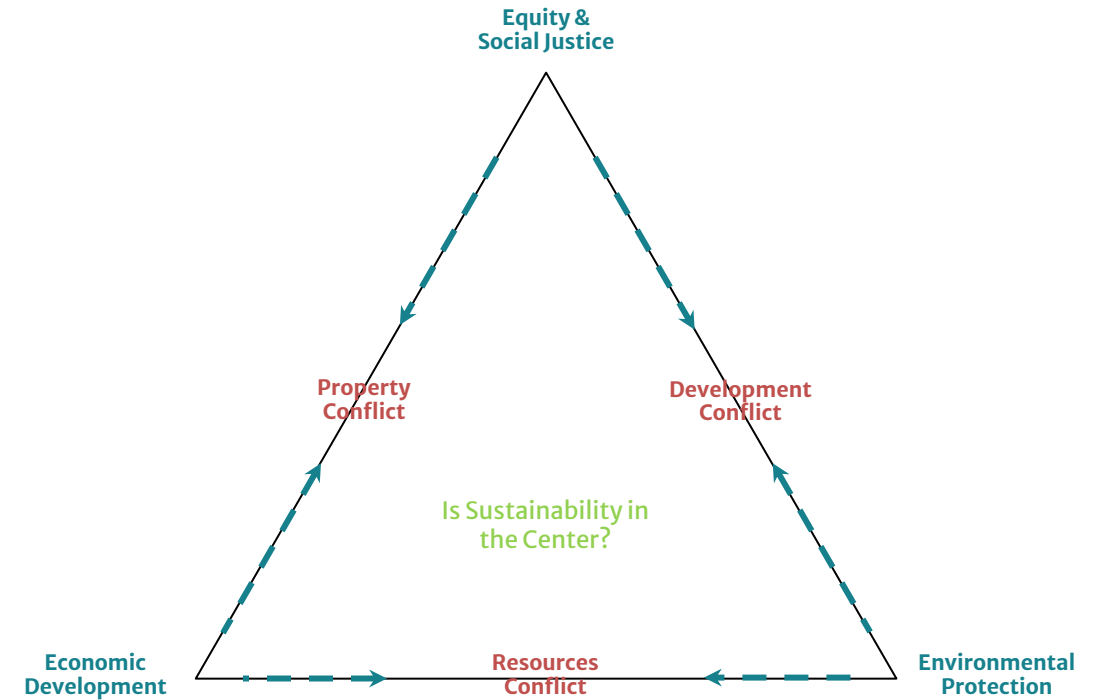
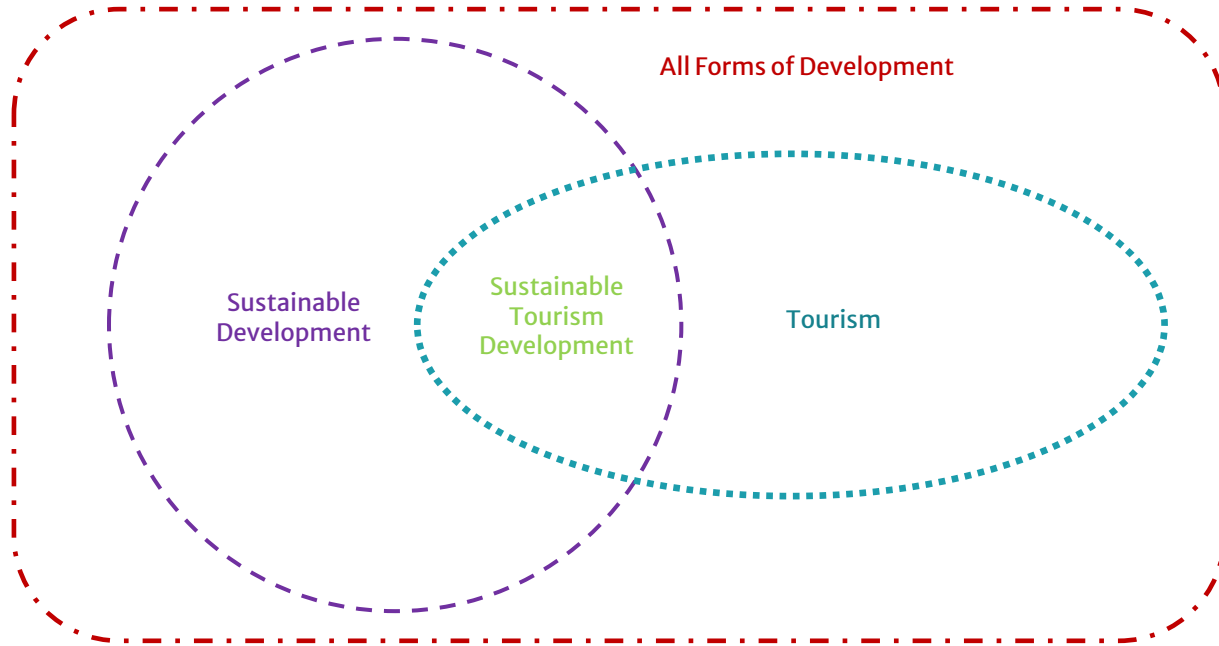
**MT**

???

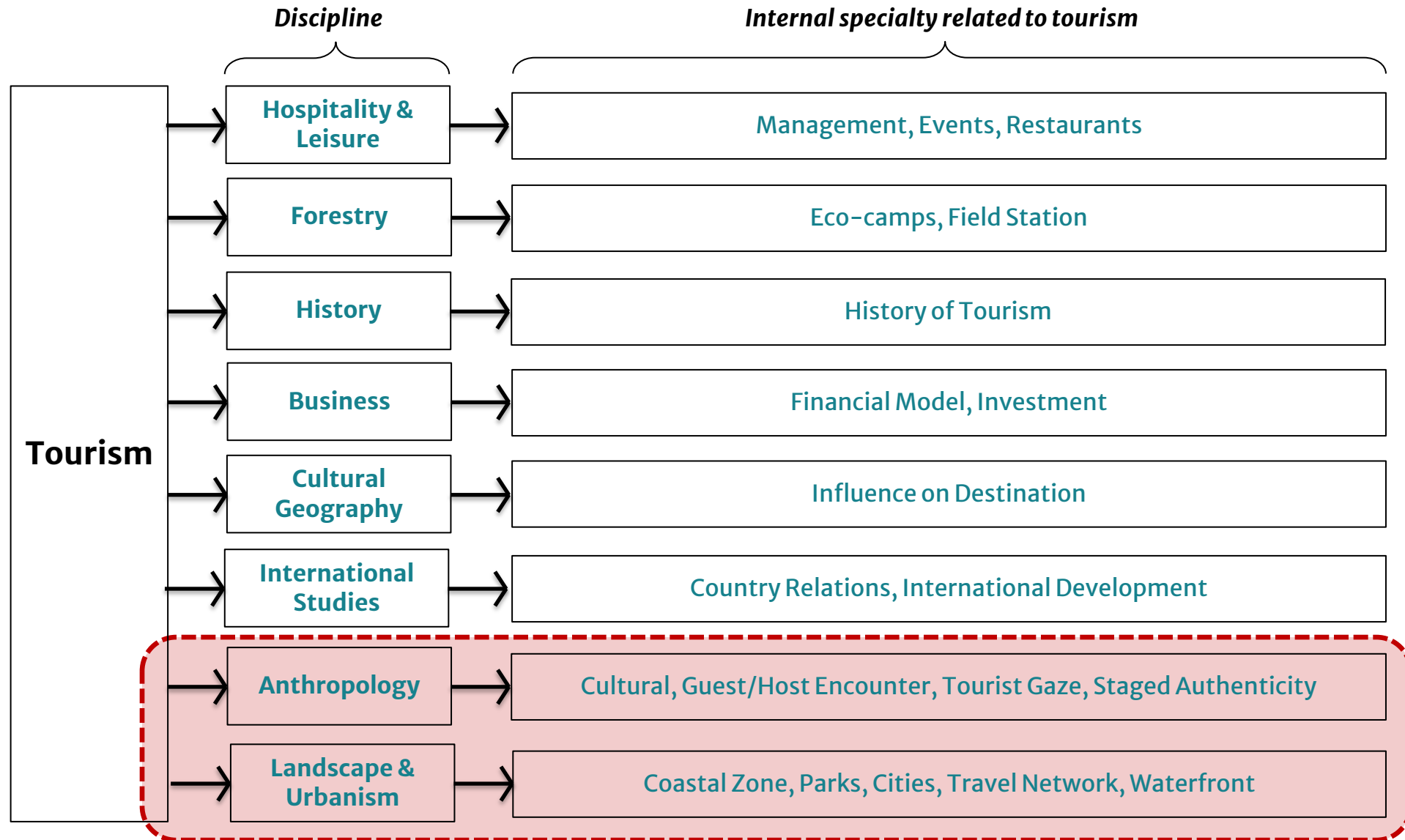
# ET – ST – MT



# Questioning Sust. Tourism Dev.



# Tourism in Education





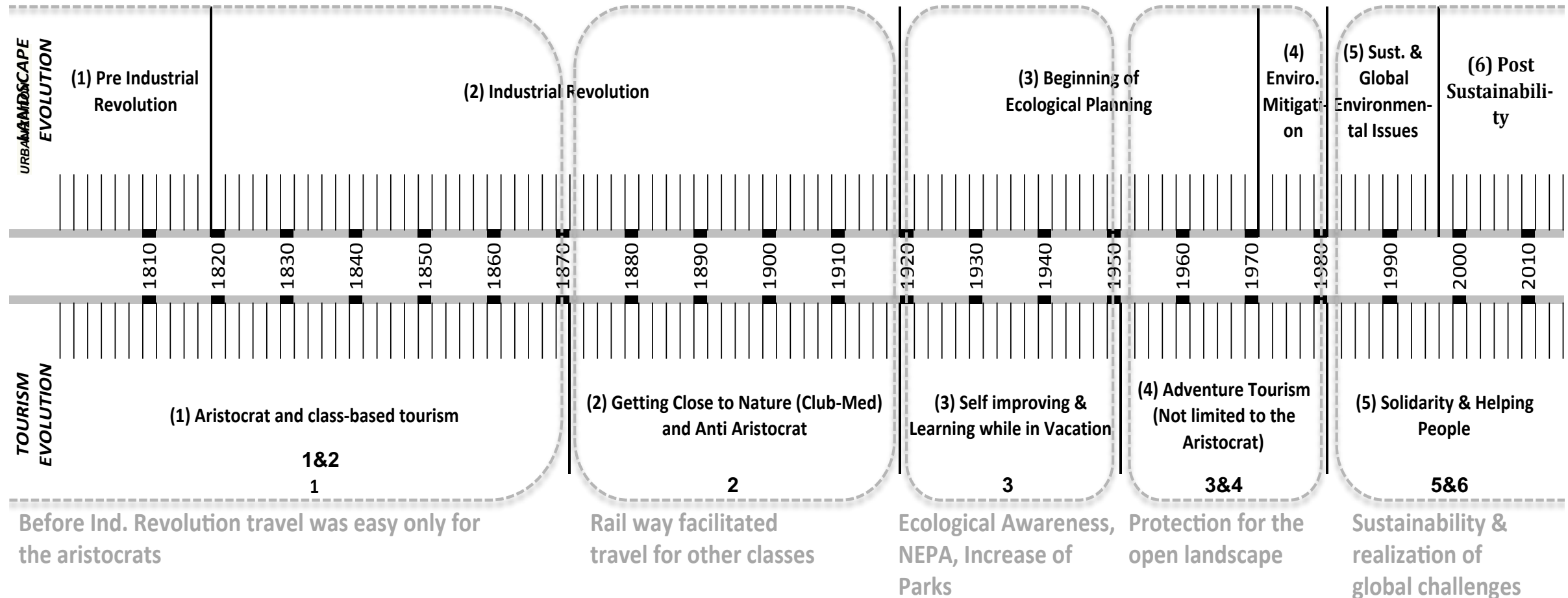
Part (II)

# EVOLUTION: TOURISM & URBANISM

*(With Projections/Example from Egypt)*

# Tourism & Urbanisation

Although the urbanization process has been well documented throughout history and the evolution of travel has been studied with equal thoroughness, the connection between those two phenomena remains significantly understudied.

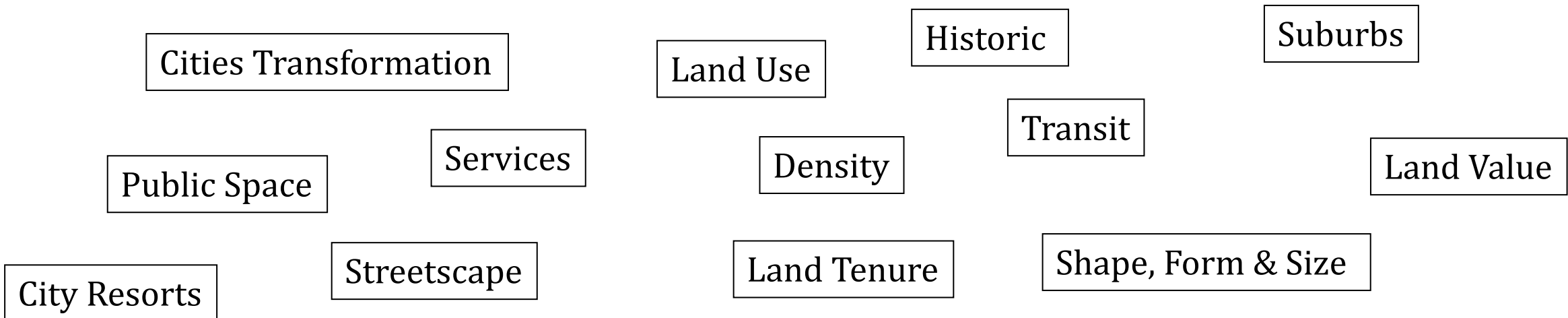


# Urbansim (*and tourism*)

## Urban scholars, historians, institutions, contemporary researchers

Mumford (1961), Schuyler (1986a), Steiner et al. (1988), Kostof (1991, 1992), Tyrrell (1999), Merchant (2007), Steinitz (2008), Castells (1985, 2010), AlSayyad (2001, 2014), Hall (1998), Daniels (2009), Newton (1971), Barlow (2001b), and Davis (2005), such Tisdale (1942), the National Library of Medicine (1968), Montgomery (2004), Leite & Garburn (2009), Encyclopedia Britannica (2009), the U.N. World Urbanization Prospects report (2014), and the U.N.–Habitat World Cities report (2016)

## Urban issues



# Tourism (*and urbanism*)

## Tourism scholars, historians, institutions, contemporary researchers

Towner (1988), Towner (1991), Smith (2003) and Walton (2009) have thoroughly investigated the **evolution of tourism** vis-à-vis **class, socioeconomics, unions, labor, and institutions**.

E. Cohen (1979, 1988), L. Cohen (2008), Kirshenblatt-Gimblett (1998), Graburn (1997, 2001), and MacCannel (2011) have addressed the **cultural dimensions** of tourism: the **encounter between the guest and the host**, the concept of “**staged authenticity**,” the ethics of travel, the influence of **socioeconomic class** on travel, the **commodification** of culture, and tourist motivations

Cultural and human geographers such as Law (1993), Harris et al. (2002), and Mbaiwa et al. (2011) have informed us about tourism in city centers and the **attitudes of locals toward visitors**, as well as interaction patterns created during the tourist visit.



# Destination <sub>(D)</sub> Tourist <sub>(T)</sub> Travel-Mode <sub>(TM)</sub>

Not every part of the built environment is tourism destination (D)



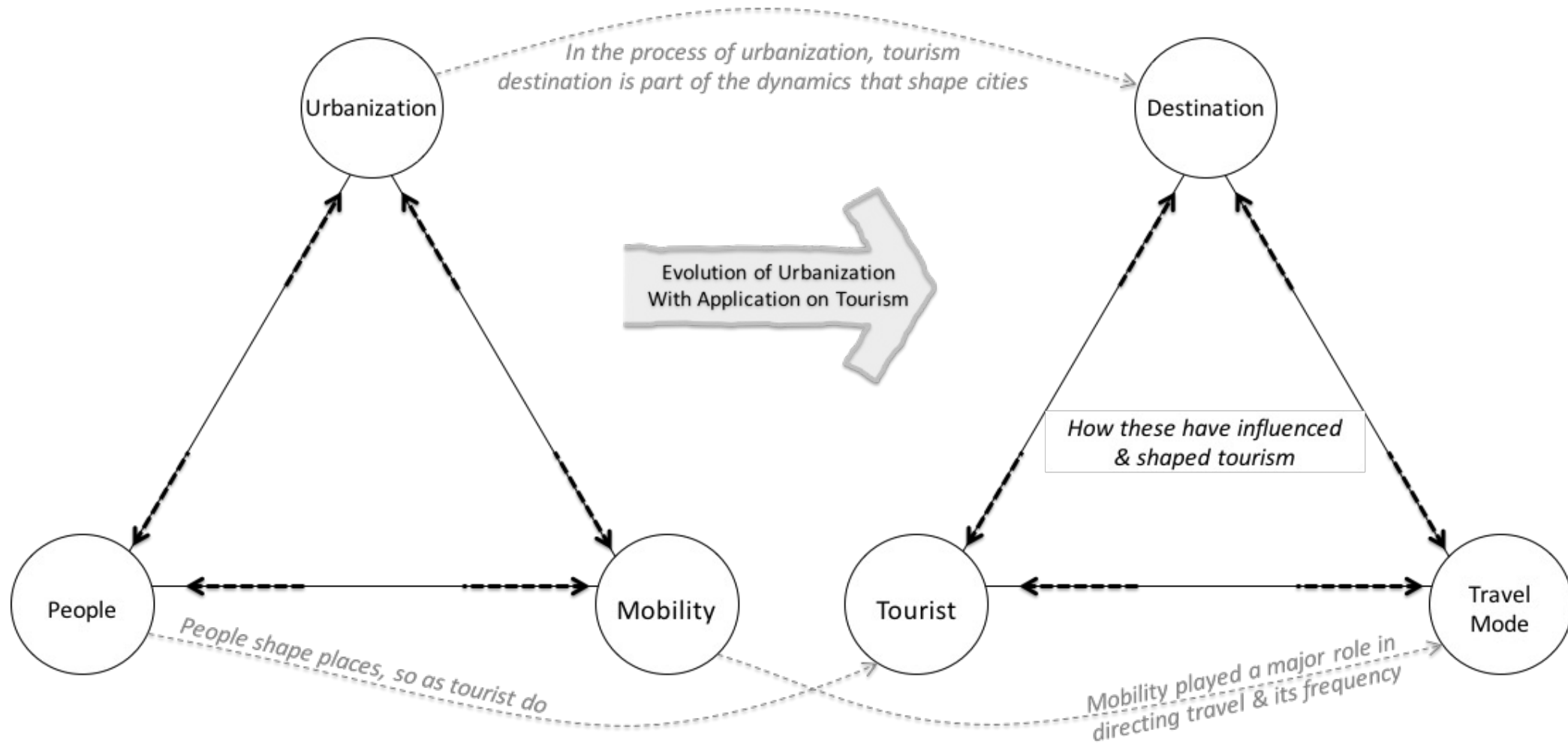
Not all people are tourists – but all tourists are people (T)



Not all travel mode and travel infrastructure are built to serve tourists (TM)



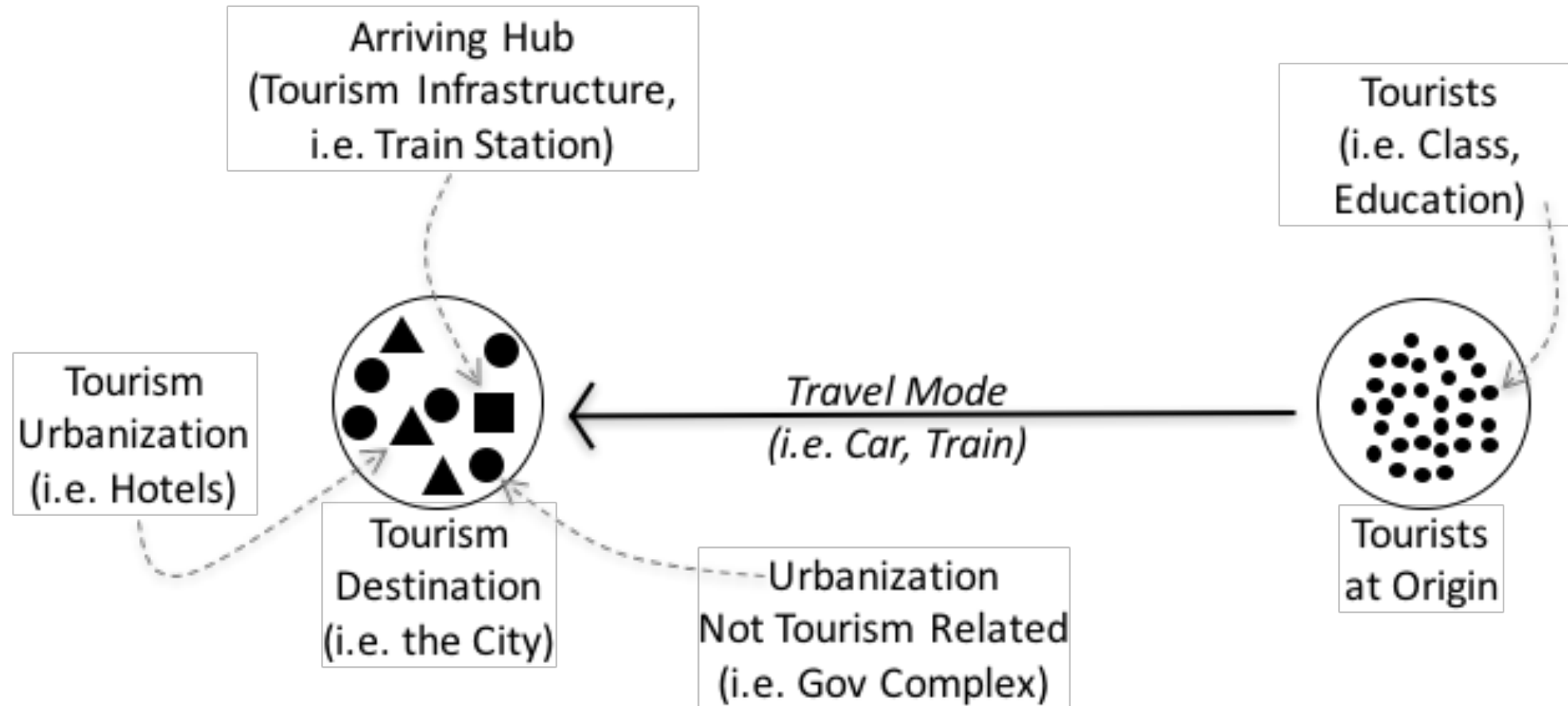
# Tourism within Urbanism



# Tourist → Travel Mode → Destination

MAIN CATEGORY	SUBSET
Urbanization	D:     tourism destination (resort, hotel, camp, etc.)
Mobility	TM:    travel modality (railway, charter flight, car, bus, etc.)
People	T:     tourist/ traveller (social class, education, economic status, etc.)

# Tourist → Travel Mode → Destination





# Tourist → Travel Mode → Destination



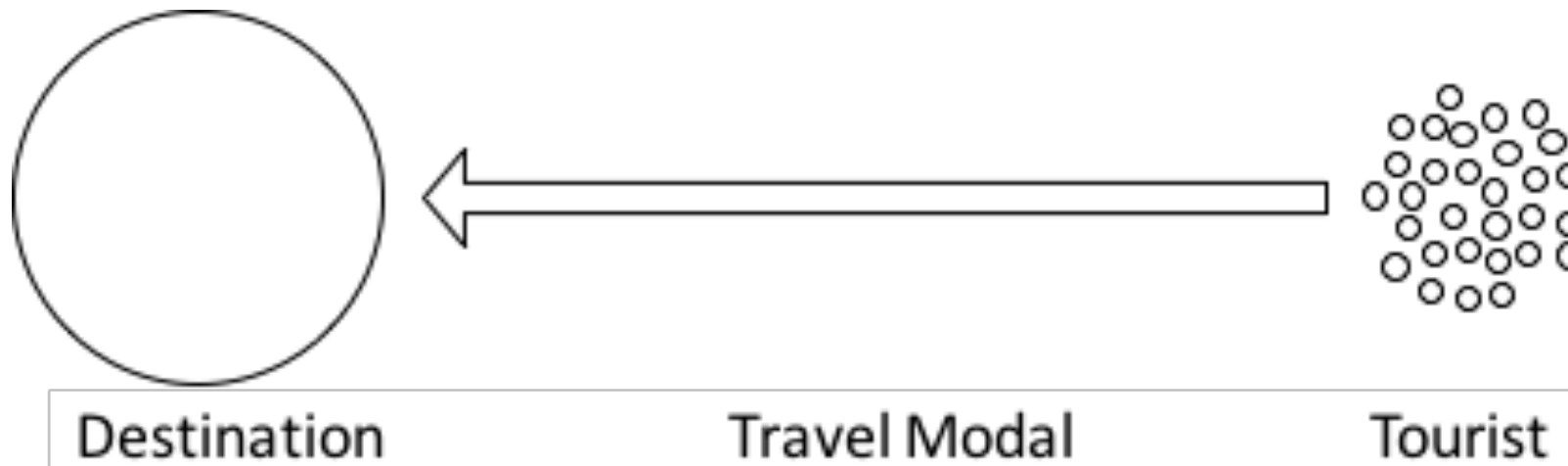
Destination



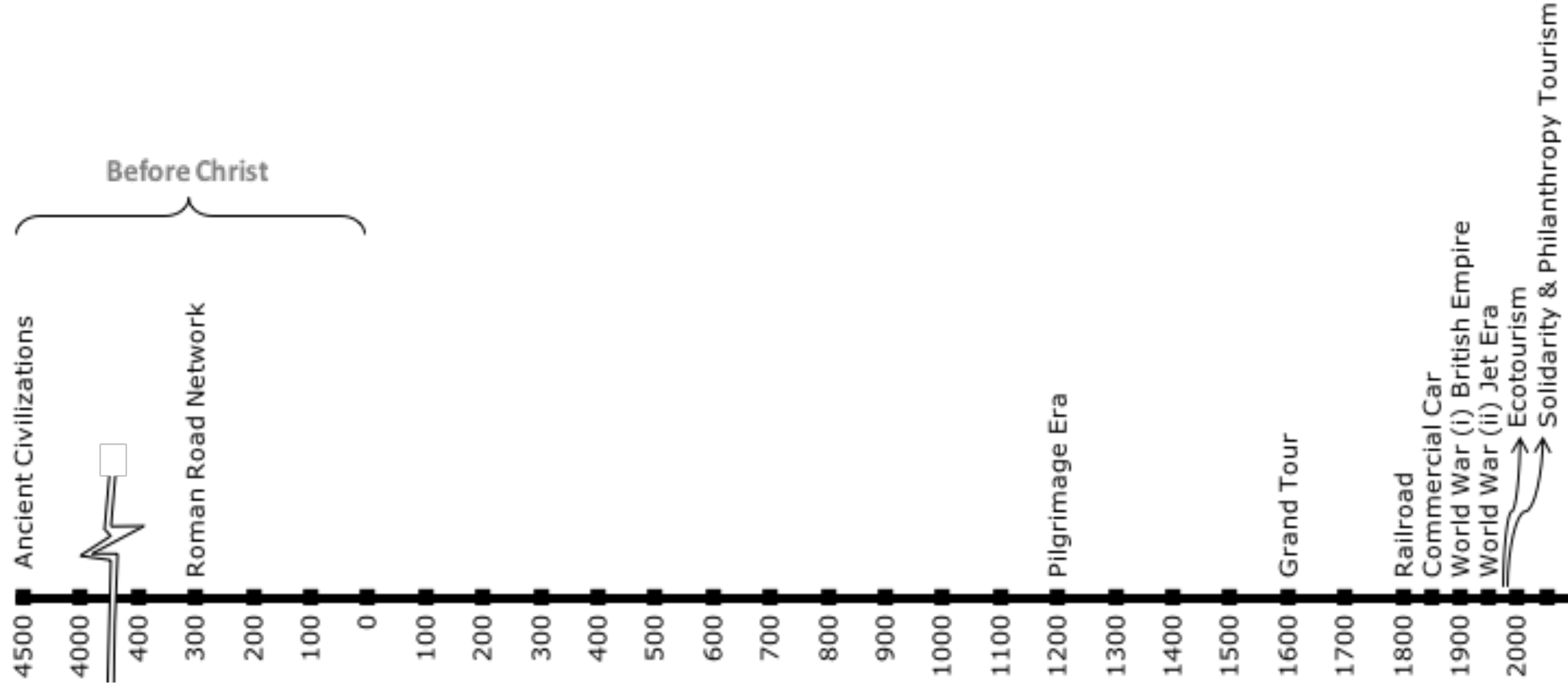
Travel Mode



Tourist



# Evolution of the Concept



# Eras\Milestones *(With Application on Egypt)*

ERA	YEAR
Ancient Civilizations	4500 BC
Roman Road Network	300 BC
Pilgrimage	1200 AD
Era of the Grand Tour 1660	1660
Railroad Transport & Industrial Revolution	1820
Commercial Car Available for Public	1890
WWI and the British Empire	1920
WWII and the Jet Era	1945
Environmentally Sound Development	1983
Solidarity, Philanthropy & Pro-poor Tourism	1990

# 1- Ancient Civilisation (4500 BC)



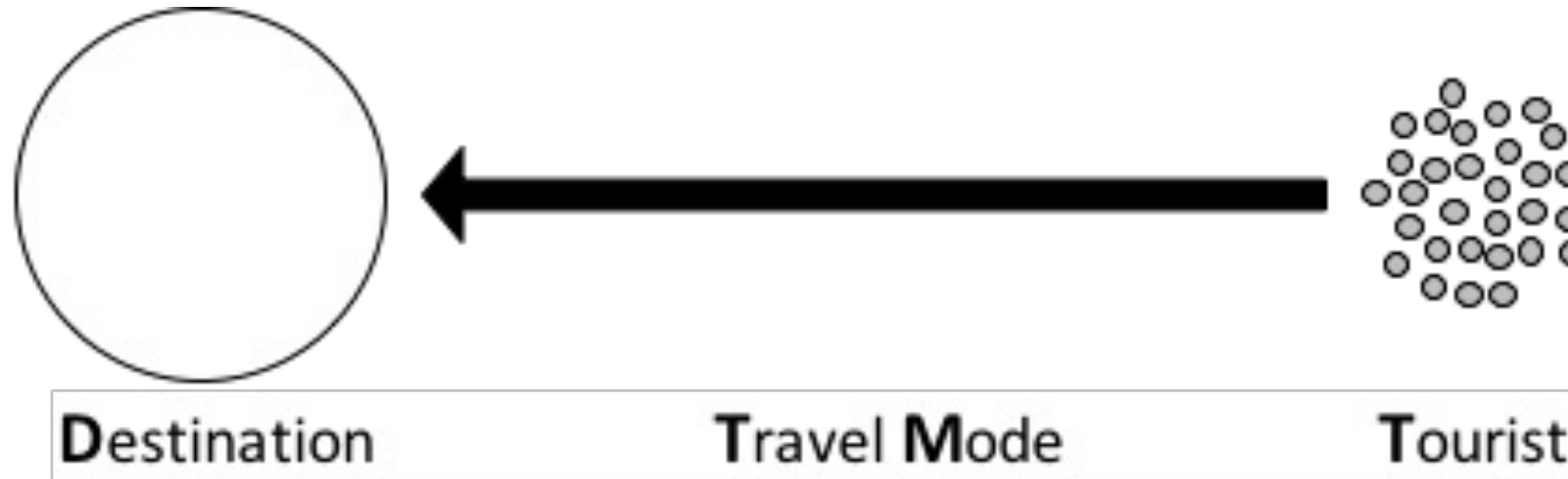
(T) has the largest influence, followed by (TM); (D) was already shaped



# 1- Ancient Civilisation (4500 BC)



## 2- Roman Road Network (300 BC)



During the Roman empire 300 BC, (TM) facilitated (T), but had very little influence on (D)

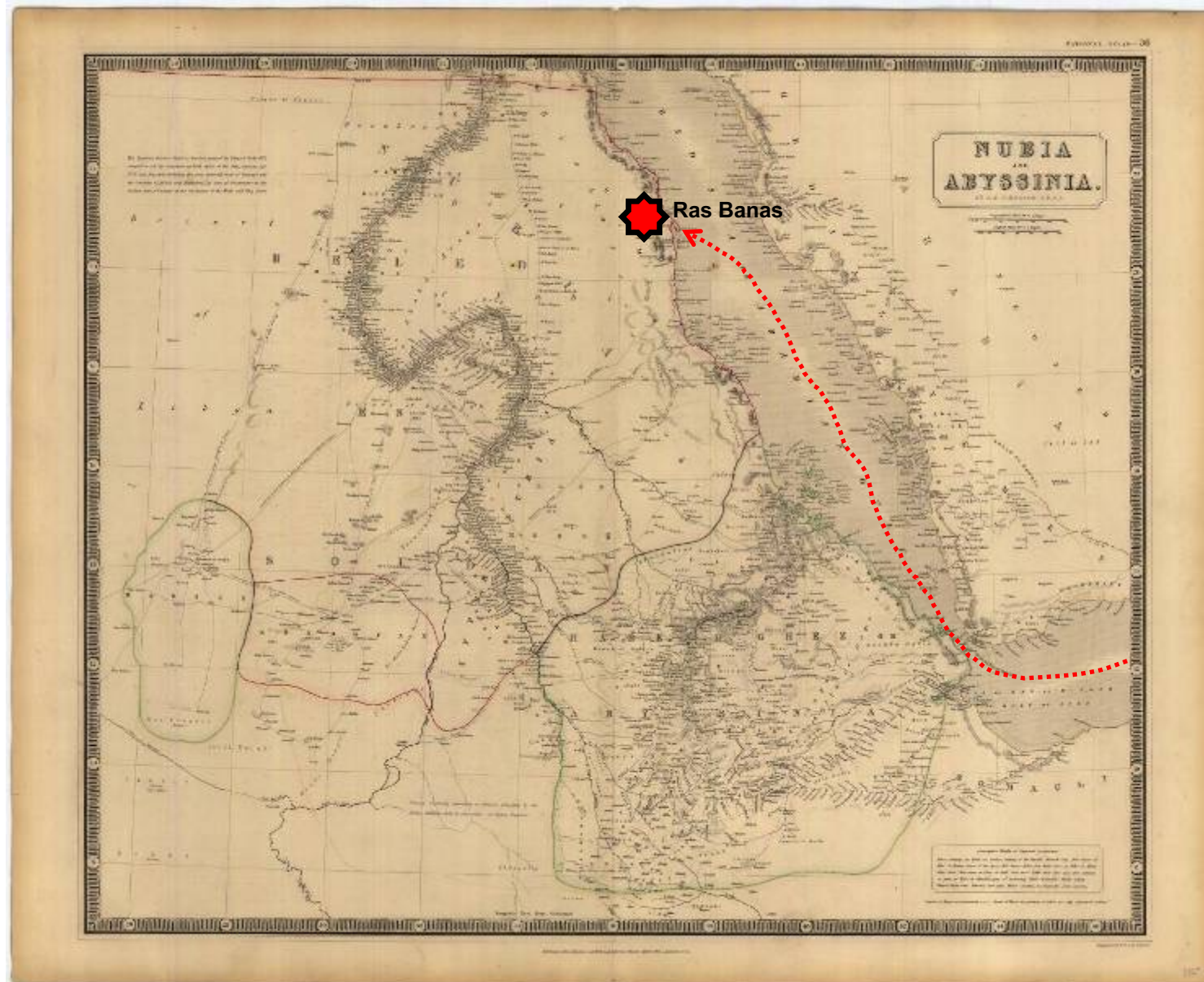


## 2- Roman Road Network (300 BC)



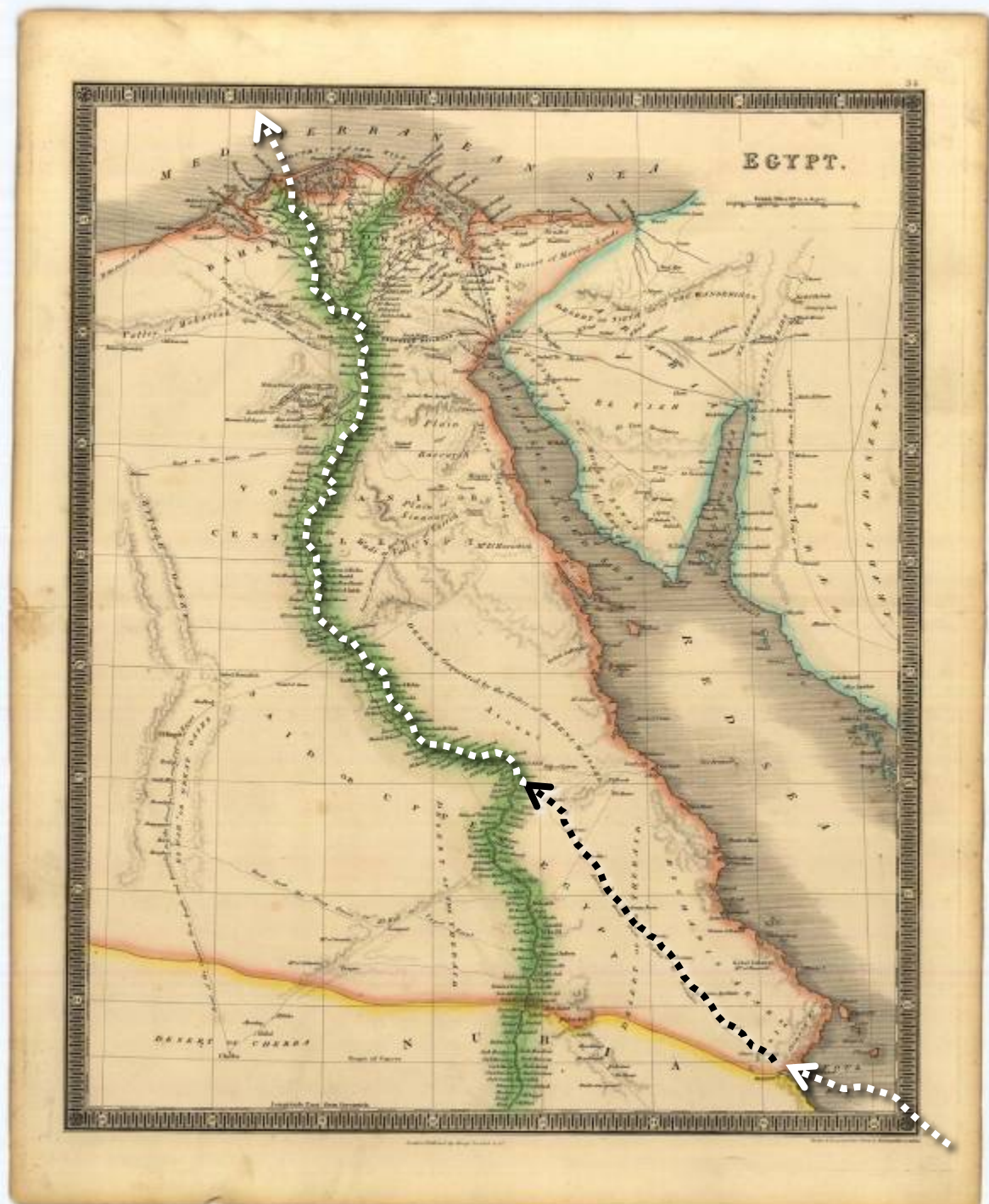


## 2- Roman Road Network (300 BC)

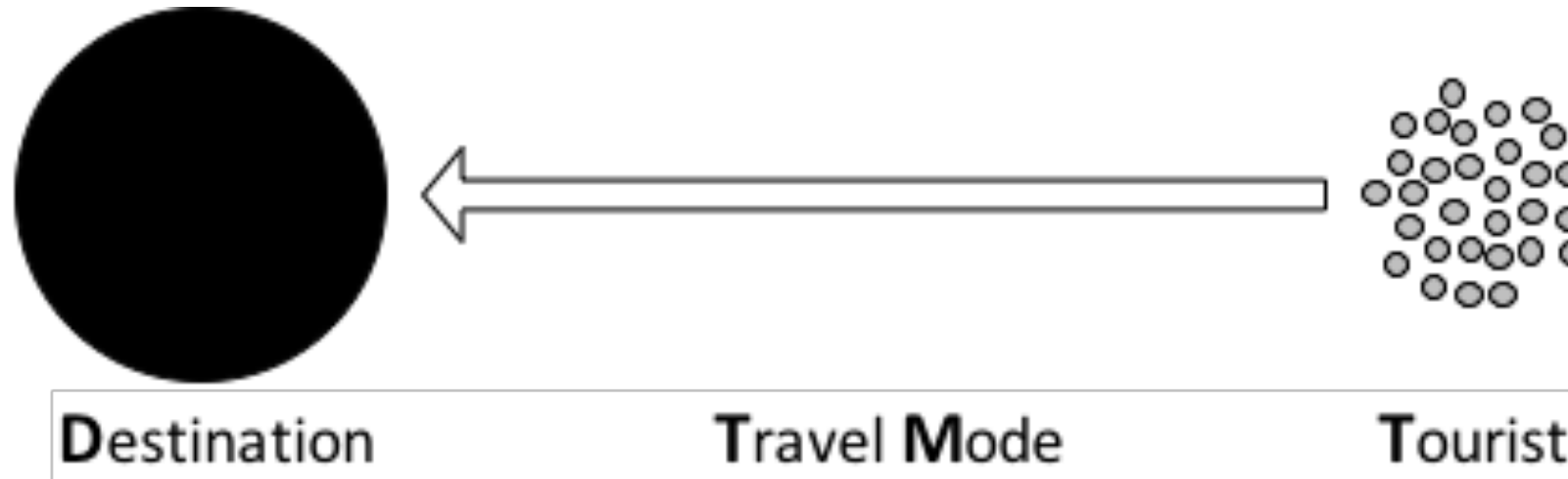




2- Roman Ro



# 3- Pilgrimage (1200 AD)



In the Pilgrimage era 1200, (D) is shaped by the influx of visitors (T); (TM) is the least significant pillar in pilgrimage travel.

# 3- Pilgrimage (1200 AD)



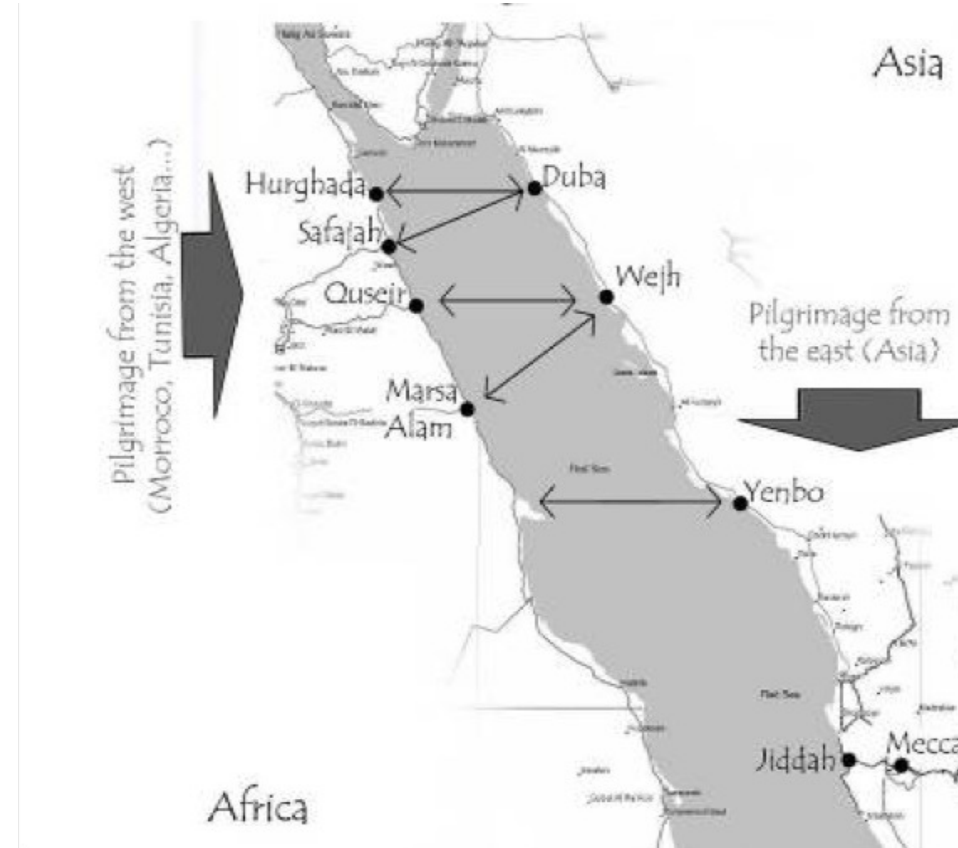
Sheikh Salem



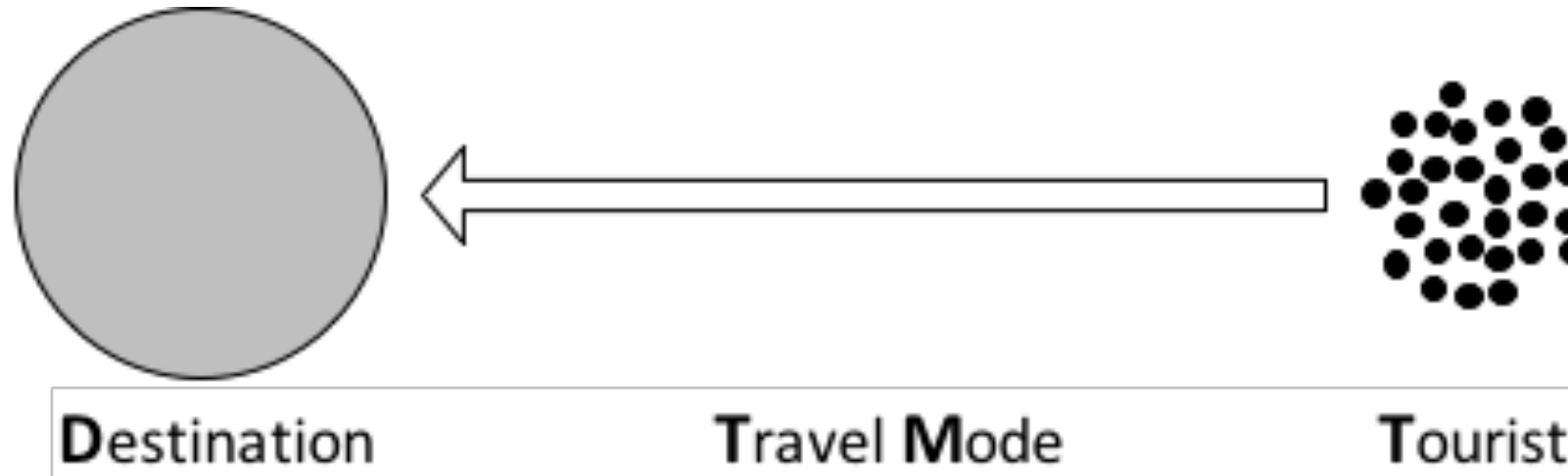
Sheikha Amira



Sheikh Shazli



# 4- The Era of the Grand Tour (1660)



During the Grand Tour 1660, Tourist-driven travel (T) shaped both destinations (D) and travel modes (TM)



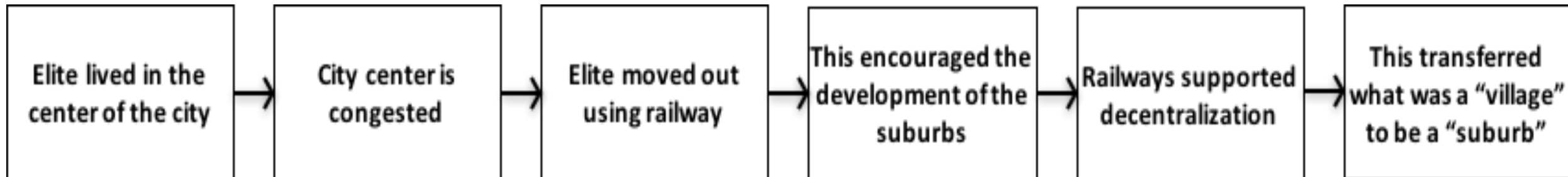
# 4- The Era of the Grand Tour (1660)



# 5- Rail Road / Industrial Revolution (1820)

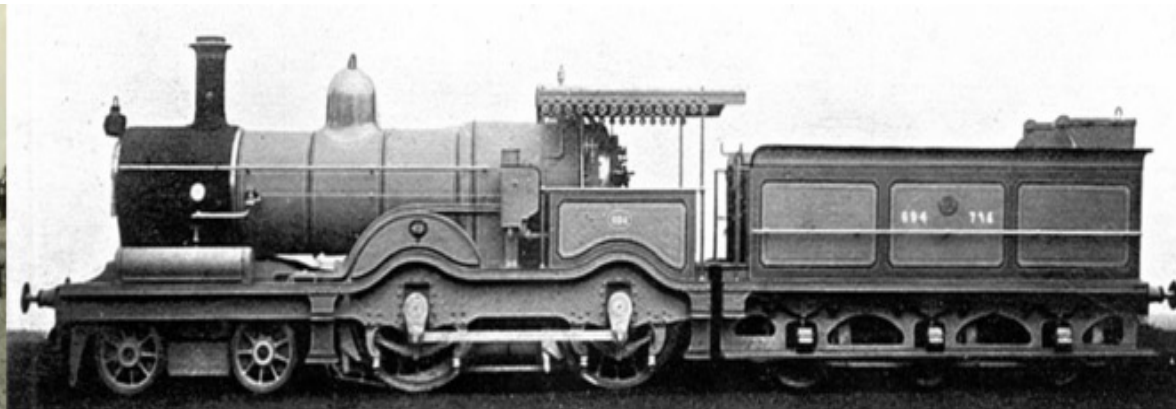
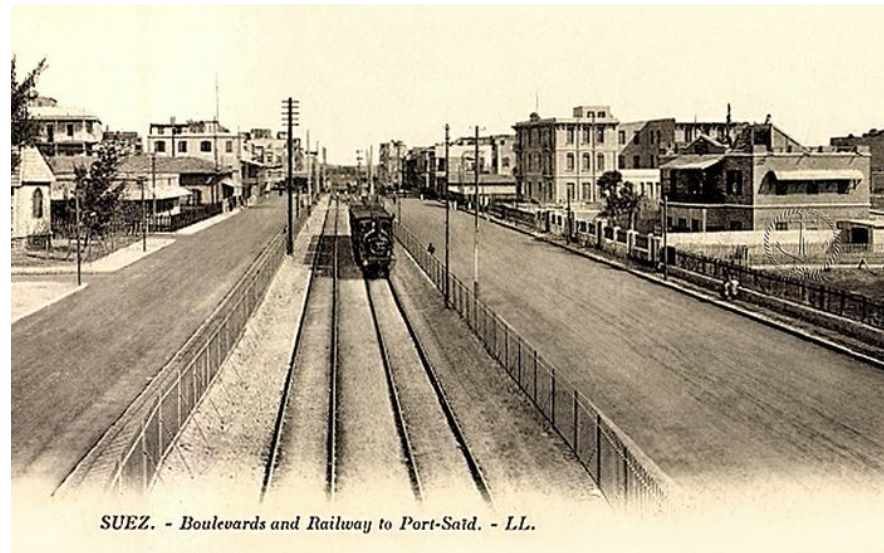


The railroad, 1820, (TM) played a vital role in the tourism boom (T), which affected the destination (D)





# 5- Rail Road / Industrial Revolution (1820)



(Left) Wagons-lits coaches at the inauguration of a new service between Luxor and Aswan in 1926  
(right) Locomotive built by the North British Locomotive Company in Scotland for the Egyptian State Railways in 1905–1906.

## The Nile Voyage

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TWO WEEKS' VOYAGE to LUXOR & ASWAN <sup>AND BACK</sup>  
The S.S. "ROSETTA" & "DAMIETTA" leave Asyut weekly on Saturdays from January 5th to March — FARE £56  
(including railway fare from Cairo to Asyut and return).

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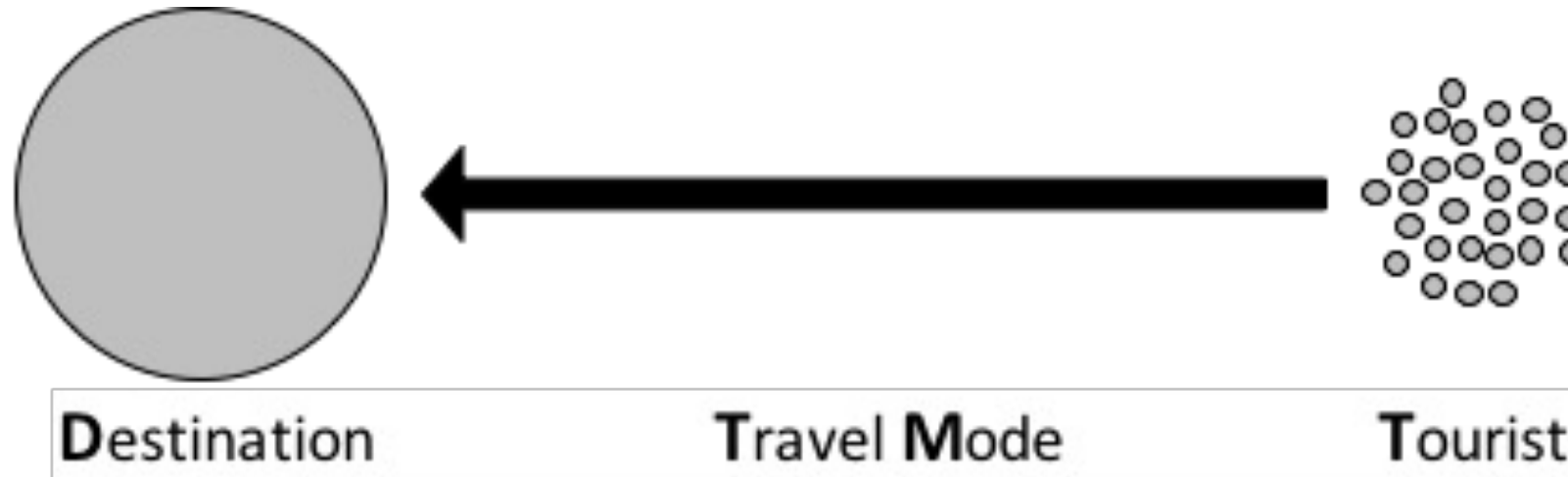
Egypt 1922

**"EGYPT AND THE SUDAN"**  
will be sent post free on application to:—

Egypt Enquiry Bureau, 3, Regent St., London, S.W.1;  
Tourist Development Association, Cairo Station, Cairo;  
or any of the prominent Travel Agencies.

Poster by Thomas Cook & Son advertising trips for British tourists.

# 6- Car Available for the Public (1890)



In the commercial automobile era, the private car (TM) influenced tourism and people's curiosity (T), and land-use changes at the destinations (D) followed.

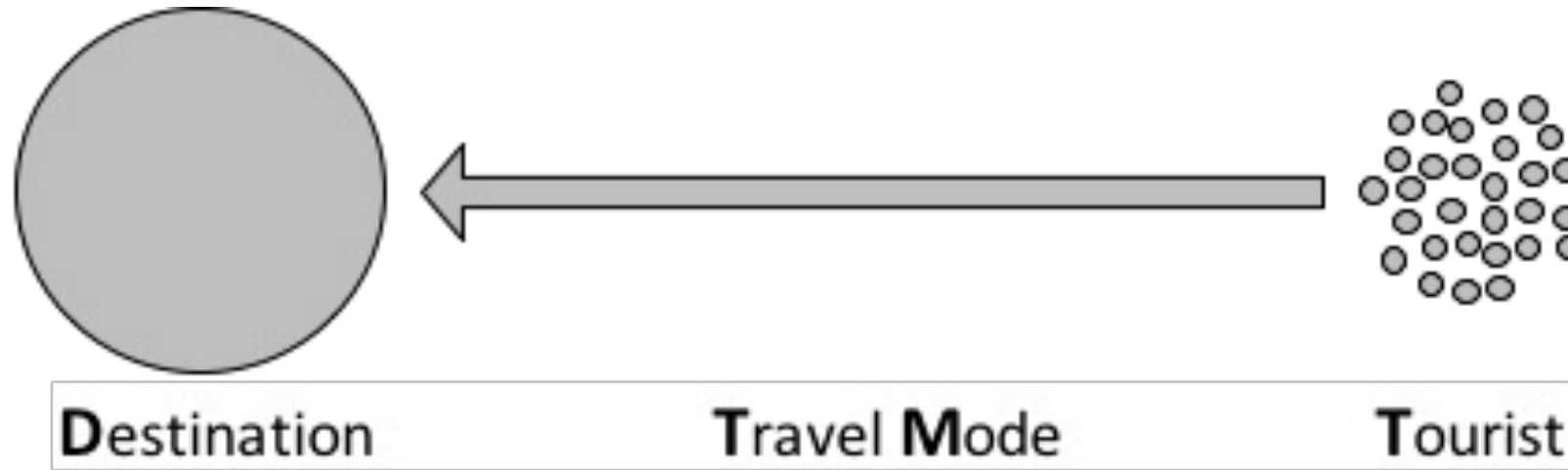


## 6- Car Available for the Public (1890)



Prince Aziz Hassan's French Dion-Bouton car at the base of the pyramids (Source: Egyptian Gazette, 1904)

# 7- WWI & The British Empire (1920)

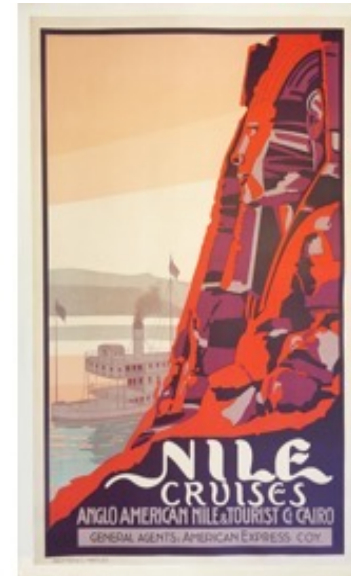


In the WWI era, the three pillars played parallel roles in influencing the built environment during this era.

# 7- WWI & The British Empire (1920)

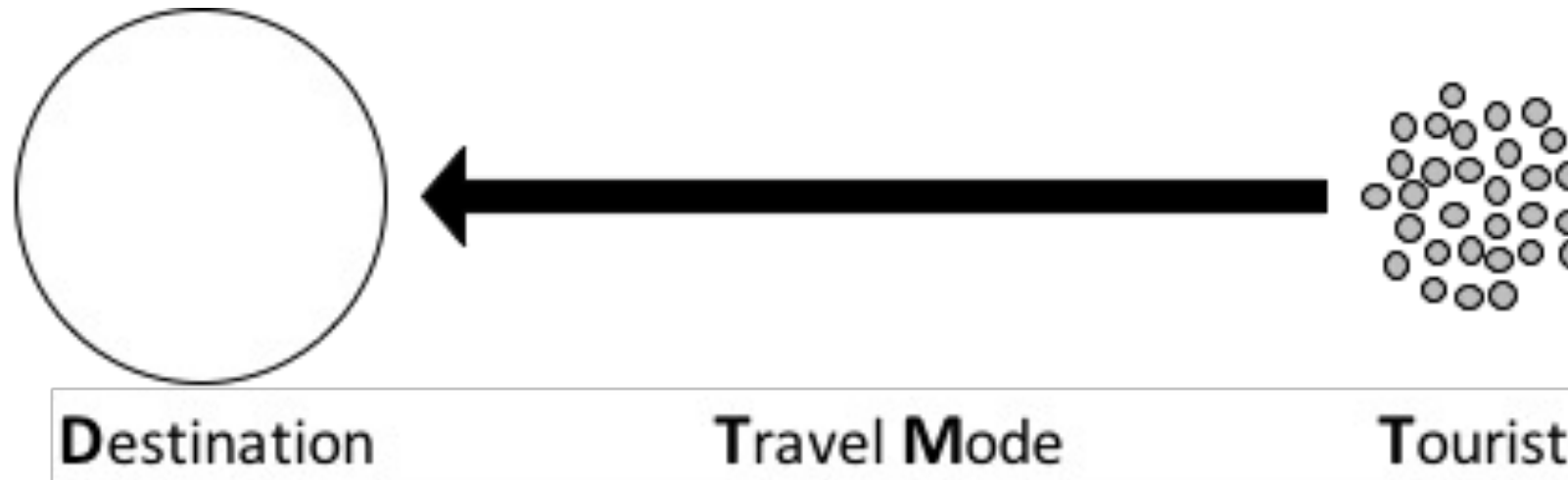


(Left) Hotel Cecil in Alexandria in 1920  
(right) Cairo, main train station. (Egypt-Through-Time article, Sep 2013)



Examples of posters promoting tourism, 1920–1930.

## 8- WWII & The Jet Era (1945)



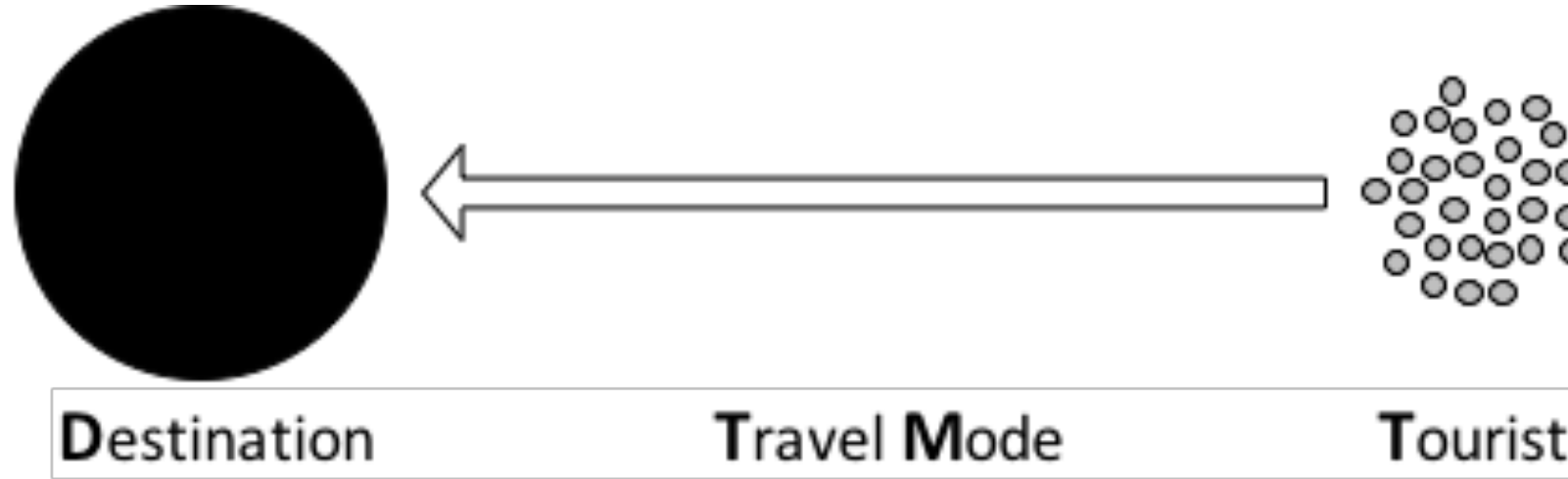
Commercial air jet travel (TM) changed tourism dynamics, allowing more tourists (T) to travel.

## 8- WWII & The Jet Era (1945)





# 9- Eco-Development (1983)



Eco-destinations (D) are shaped according to environmental principles, attracting responsible tourists (T);  
there are few changes to the travel mode in this era.

# 9- Eco-Development (1983)

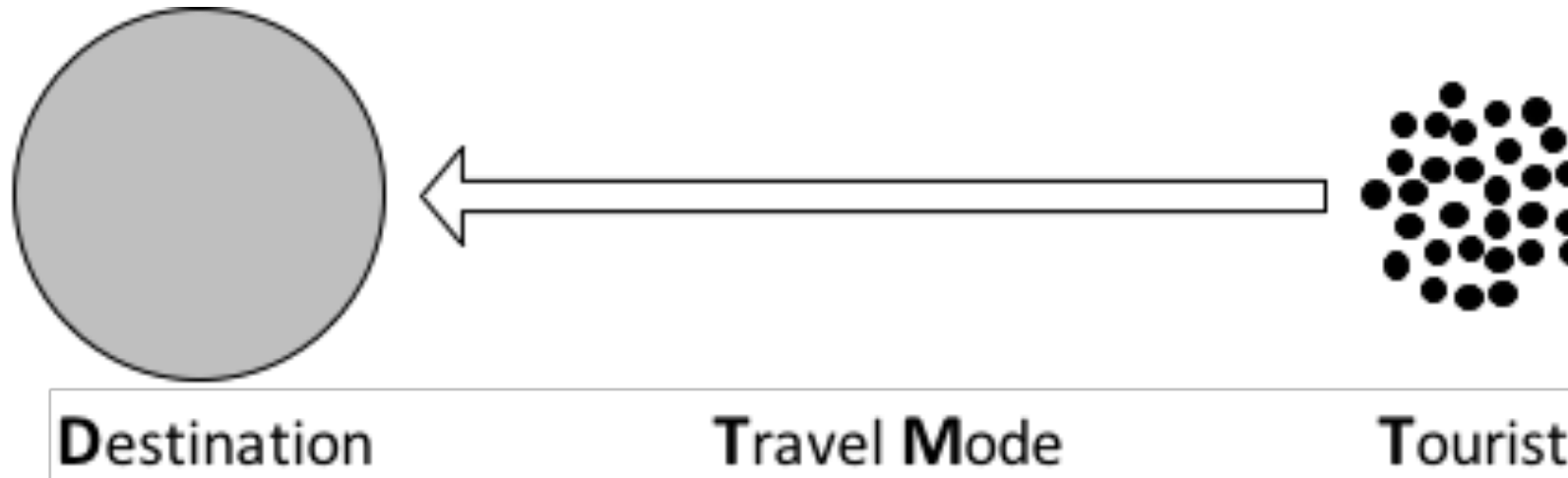


View of Basata Ecolodge (Source: Naftali Hilger, The Guardian).



Panoramic view looking northward toward the Shagra Ecolodge, Marsa Alam. (Source: Gohar 2004)

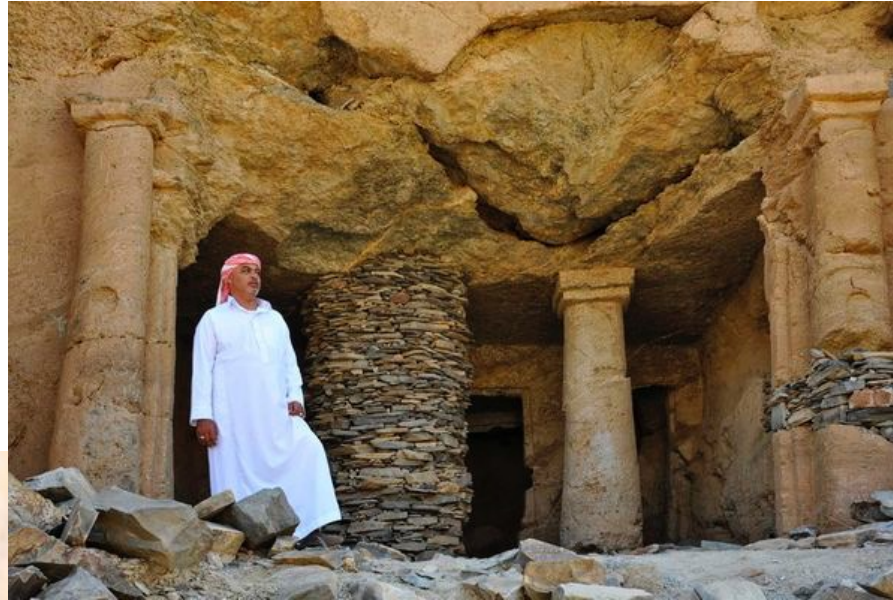
# 10- Solidarity & Philanthropy (1990)



In the Solidarity tourism Era, travelers (T) lead the shift to philanthropic tourism; most are curious about the destination (D), which they shape and reshape. The travel mode (TM) is less significant in this era.



# 10- Solidarity & Philanthropy (1990)



Heritage Protection Projects



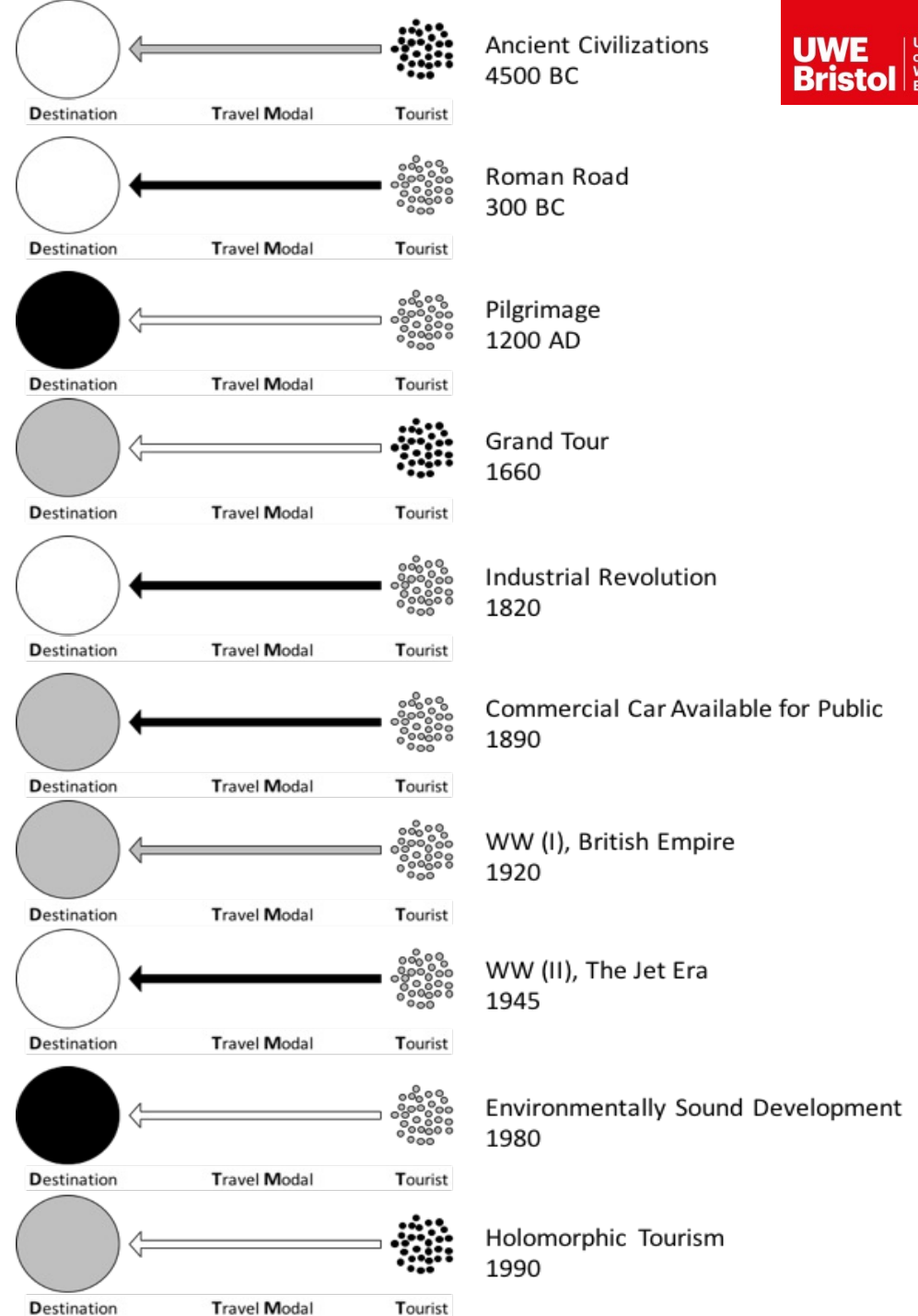
Hands Crafts Workshops/Tents



Solid Waste Collection Facilities

# Overall Evolution

Observations on how the development across each era has influenced the built environment directly or indirectly.



# Concluding Remarks

- **The three pillars of tourism (destination, travel mode, and tourist) work together to influence tourism development.**
- **Global and local tourism are also largely impacted by other non-touristic factors (e.g., war, trade, and industry)**
- **Egypt, with its particular geography, location, resources, and context, has witnessed each stage of the evolution of tourism.**
- **There has constantly been urbanization around tourism attractions and modes of transportation. Egypt experienced a fluid synergy between the three modalities**

# Concluding Remarks

- **Future research needs to investigate the interlocking connections between tourism and urbanization throughout each era separately and across disciplines (e.g., anthropology, sociology, economics, urbanization, and infrastructure).**
- **Further investigation is needed to discern how one of the pillars becomes the primary influence, overtaking the other pillars, in any given location and era.**
- **The understanding of this change of this pillars through history allows us to predict the impact of new technologies, transpiration and tourist curiosities that may emerge on tourism development patters, forms, shapes and trends**

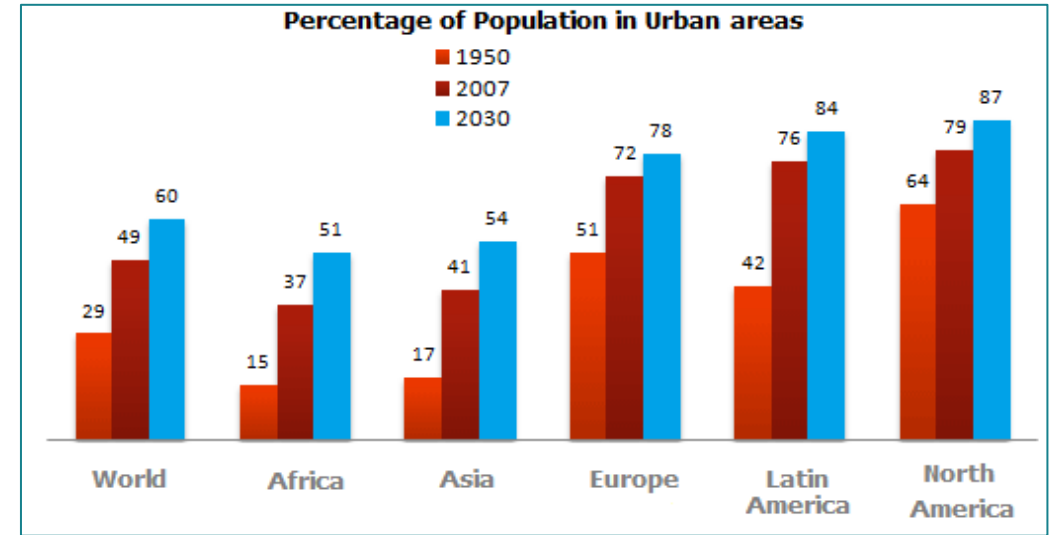
## Part (III)

# URBAN TOURISM: Considerations & Recommendations



# Considerations

1- According to the United Nations, in 2015, 54% of the world's population lived in urban areas and that by 2030 this share is expected to grow to 60%



2- Alongside rapid urbanization, the growth of the tourism sector in recent years, driven by affordable transport, increased mobility, travel facilitation, new technologies such as digital platforms for property renting and hospitality services, and a growing middle class, has made cities increasingly popular tourism destinations.



# Considerations

3- The wealth generated from both domestic and international tourism contributes significantly to the socioeconomic development of many cities and their surroundings, drives cultural preservation and regeneration and promotes intercultural exchanges.



4- The growth of urban tourism also creates important challenges in terms of the use of natural resources, environmental changes, socio-cultural impact, fair working conditions, pressure on infrastructure, mobility, peace and security, congestion management and the relationship with host communities.





# Considerations

5. In a time of intense debate over the growing number of tourists and the livability and sustainability of cities, it is essential that all stakeholders – residents, visitors, local, regional and national authorities and private sector – work together to respond to the current and upcoming challenges.



6. Creating policies that provide guidance to the sector on how to more effectively develop and manage urban tourism is crucial to the long-term sustainability and development of the tourism sector and urban settings.

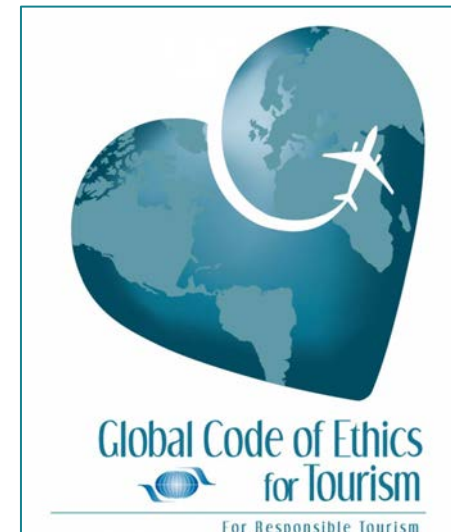


# Considerations

7- The principles of the Global Code of Ethics for Tourism



8- Tourism can make an important contribution to the New Urban Agenda and the achievement of the Sustainable Development Goals, particularly Goal 11 on 'Make cities and human settlements inclusive, safe, resilient and sustainable'



# Recommendations on Urban Tourism

1

To promote the integration of tourism in the wider urban agenda

2

To foster sustainable policies and practices in urban tourism

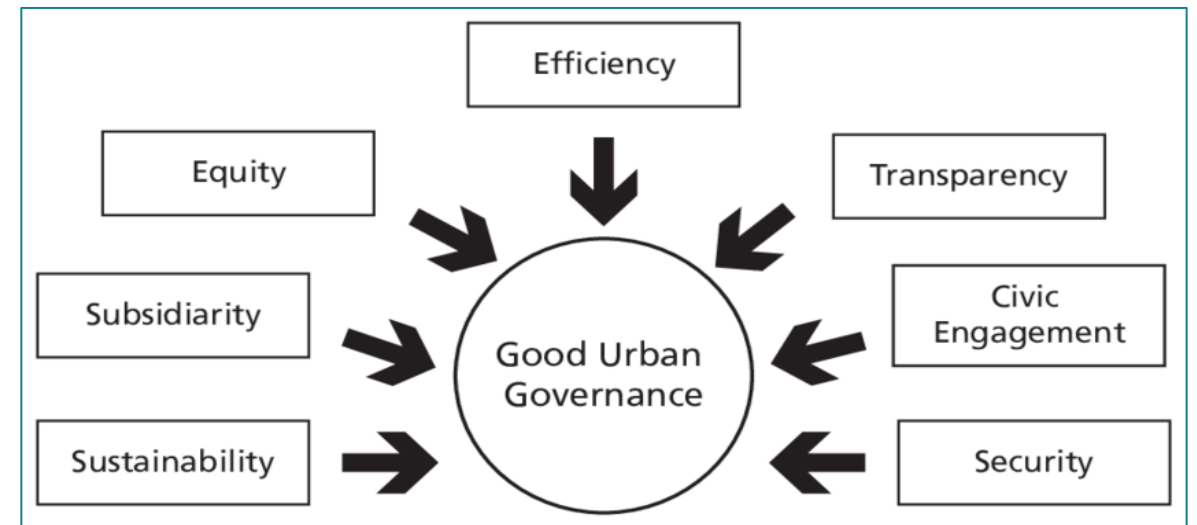


# Urban Tourism in Wider Urban Agenda

1- Tourism should be fully integrated in the wider city agenda as a means ensure its effective contribution to the development of inclusive, resilient and sustainable cities.



2- Cities should set governance models and collaboration mechanisms for urban tourism that engage the tourism administration as well as other relevant areas at all levels – national, local and regional, the private sector and local communities.



# Urban Tourism in Wider Urban Agenda

3- Tourism should be included in cities' monitoring and measurement systems ensuring evidence-based decision making, planning and management.



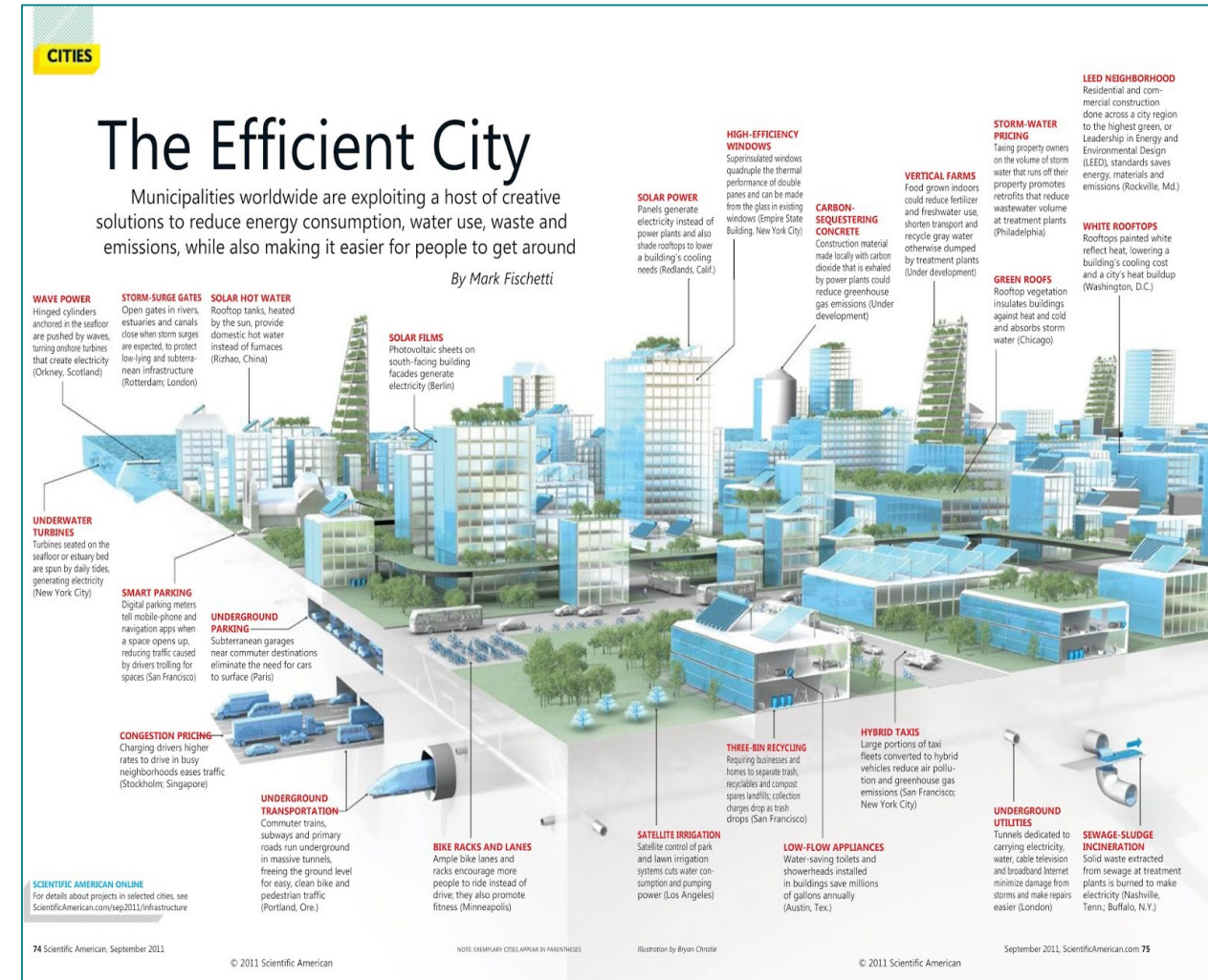
4- Tourism should be part of the urban policies and strategies to achieve the implementation of the New Urban Agenda and the Sustainable Development Goals, specifically Goal 11 on 'Make cities and human settlements inclusive, safe, resilient and sustainable'.



# Sust. Policies & Practices in Urban Tourism

1- Urban tourism should promote sustainable practices for a more efficient use of resources and a reduction of emissions and waste within the framework of the circular economy.

2- Cities should implement the concept of smart urban tourism destinations by integrating fully the following pillars in their policies and strategies: governance, innovation, technology, accessibility and sustainability in the three areas – social, economic and environmental.



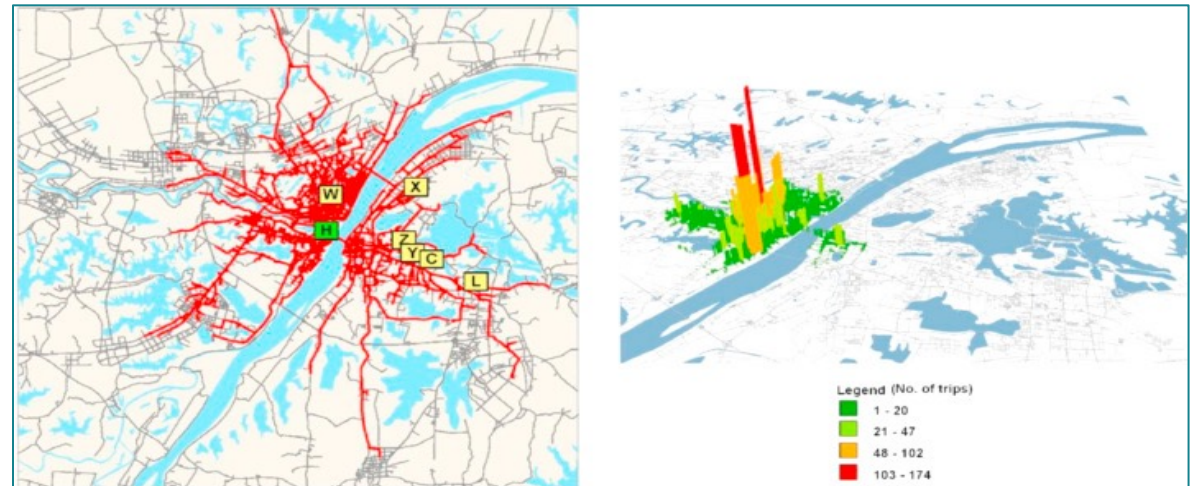


# Sust. Policies & Practices in Urban Tourism

7- Cities should promote universally accessible urban tourism in line with the UNWTO Recommendations on Accessible Tourism for All.

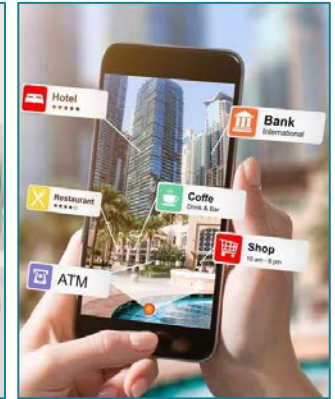


8- Cities should maximize the use of big data and technology to better plan, measure and manage urban tourism and promote evidence-based decision making on key issues such as infrastructure, carrying capacity, housing, transport and mobility, management of natural and cultural resources and community engagement in tourism.



# Sust. Policies & Practices in Urban Tourism

9. Cities should develop innovative tourism products and experiences and the use of technology to diversify tourism flows in time and space, promote longer stays and attract visitor segments that better contribute to their long-term vision and strategy.



10. Cities should advance the measurement and monitoring of urban tourism in order to ensure sustainable development of destinations in a relevant and timely manner.



INSTO OBSERVATORY MONITORING: employment; economic benefits; governance; local satisfaction; energy management; water management; waste water (sewage) management; and solid waste management.



# Thank You

Open For Discussions, Questions, Comments,  
Reflections, ..... and More



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