

CITY 2 CITY INTERNATIONAL WORKSHOP
Tourism for Sustainable Development: Reconsidering City Assets
11-13 September 2023



<https://egyptunitedvoice.com/2020/10/09/egypt-from-above-like-never-before/#jp-carousel-7163>

Introduction

The concept of integrated city development offer opportunities for a better use of assets for sustainable development with a special emphasize on sustainable tourism. Cities face challenges but also have assets that offer many potentials.

Sustainable tourism can be seen as a special approach toward the provision of services and transformation of existing infrastructure, streets, and land plots, as well as means of attracting local businesses to NHs where historical or landmark assets exist. Challenges include how to deal with the original urban pattern , service provision model and urban management systems that exist. As challenges vary so does approaches dealing with them and solutions vary from city to city.

Sustainable tourism offers an environmentally friendly, socially inclusive, and healthy urban areas ,as well as, better quality of life for the whole city.

City managers came to realize the importance of integrated city development instead of urban upgrading of informal areas or development of historical sites only as they become islands of development. The importance of whole city development with all its components and assets for better tourist experience and-sustainable city development.



The quality and proximity of service and availability of different modes of mobility, safety, and quality of life in the city and making use of its assets are now components of the evaluation for city's placement as a destination in the Global sustainable tourism council (GSTC) destination index.

The accelerated digitization in all areas of our life, and in tourism demands a different approach to tourism development. Many countries that had low internet service provision and usage are urged to change the culture of service from physical provision to internet provision. Using Smart applications to promoting city identity , local potentials is an important tool that include virtual tours and maps of touristic sites and land marks .Such applications are quickly being available thus demanding change in the structure of tourism development.

The training workshop will discuss sustainable tourism from the ground practice, investigating planning and management approaches of the city assets. Additionally, based on the UN-HABITAT and UDF, Guidelines for classification of urban development and upgrading areas and responding policies , October 22 , and others, the workshop will explore how new concepts of integrated city-wide development after the classification of assets and potentials are undertaken.

Who should attend

- Local government officials
- Professionals
- Elected representatives
- Policy makers
- City managers

Workshop content

- Introduce the main principles of sustainable tourism.
- Integrated city development using its assets including touristic destinations
- Introduction to Global sustainable tourism council GSTC destination criteria.
- Discussion of the need for Environmentally friendly, socially inclusive, and diverse communities for a better tourist destination
- Explore the required physical and social transformation for developing countries' historical cities.
- Discuss city assets' challenges and potential.
- Explore how to enrich and facilitate the tourists' experience through digitalization.

Workshop format:



It is a three-day workshop that will be available to register for offline and online (held in HBRC headquarters)

It will present the theoretical background of sustainable tourism and city assets management for optimal use. It will present the lesson learned from the Korean and Barcelona experience with regard to sustainable tourism and city assets. The workshop has an interactive part with discussion and exercises of best practices in Egypt and other developing countries.

During this workshop, several experts will present the theoretical/practical part of the workshop. Afterward, we will ask you to participate in an open discussion where you can share your own experience and comments.

For more information about this workshop, please contact Azza Sirry Ph.D. Professor of urban planning azzasirry@yahoo.com