

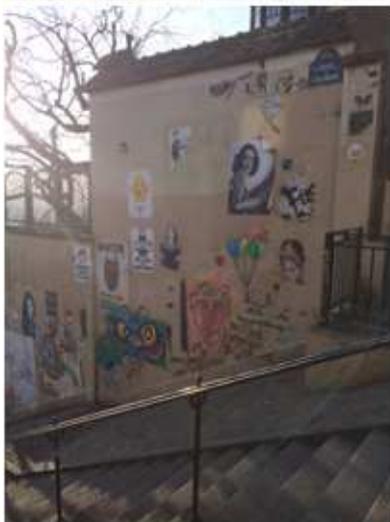
TRIANGLE PROJECT

IREST (Institut de Recherche et d'Etudes Supérieures du Tourisme)

UNIVERSITY OF PARIS 1 PANTHEON-SORBONNE

ROUND TABLE

Sustainable Urban Tourism: Myth or Reality?



13th November 2017, 17h30-20h00

Room 701 (7th floor), 21 rue Broca, 75005 Paris

Sustainable Urban Tourism: Myth or Reality?

In the context of the second in situ meeting of the TRIANGLE project, a EU project on sustainable tourism, the IREST is organising a roundtable on sustainable tourism in urban settings entitled “*Sustainable urban tourism: myth or reality?*” which will be an occasion to discuss current trends in the field, while also offering our European TRIANGLE partners the opportunity to meet and exchange with the local stakeholders of the Greater Paris (Grand Paris).

2017 was declared the Year of Sustainable Tourism for Development by the United Nations. As a result, strong focus is given to how tourism can bring solutions for reaching the five pillars of sustainability: inclusive and sustainable economic growth; social inclusion, employment and poverty reduction; the efficient use of resources, environmental protection and the fight against climate change; the protection of cultural values, diversity and heritage and mutual understanding, peace and security.

In the urban context, and especially in that of large metropolis which are well-oiled tourism destinations such as Paris, tourism often holds a fundamental aspect to the urban economy and development by creating jobs and considerable income. Thus, it is cities' responsibility to ensure their tourism attractions are making the most of this growth potential, whilst guaranteeing local communities are included and directly benefiting from it.

Urban spaces are diverse and living ecosystems where, if not well planned and integrated, tourism can harm on many levels:

- poor experiences for the tourists thus jeopardizing their image of the destination and their experience altogether (lack of welcome, over commercialisation of poor quality products, etc.);
- poor quality of life for the local communities thus increasing the risk of tensions between them and the tourist community (lack of flow repartition planning, gentrification, etc.);
- lack of planning forcing local civil servants to always work in emergency situations instead of working preventively, thus lowering their job quality in the tourism sector ;
- poor quality of care for the cultural tangible and intangible heritages through over-utilisation of infrastructures and standardisation of cultural displays, thus threatening their integrity and conservation.

Therefore, how is sustainable development integrated into everyday practices? What are the impacts for workers in the tourism field? This roundtable aims to address those issues by exchanging with the people who work at field level, starting by the local area of the Greater Paris.

To present the importance of sustainable urban tourism and share explicit ideas and initiatives, our guests will belong to the different sectors of the urban ecosystem with a representative of the local community involved in consultation groups around tourism questions, decision-makers drafting and implementing tourism policies, private businesses (hotel company and a local tour guide), as well as those involved in the protection and promotion of local tangible and intangible heritage and, finally, one person in the academic world who's interested in how the sustainable development issues have affected the implementation of the tourism initiative in recent years. As a guest of honour, our round table will be chaired by Ms Inés AYALA SENDER, member of the Transport and Tourism Committee and Substitute on the Women's Rights and Gender Equality Committee at the European Parliament who will represent the sub global level of decision-making and enable the discussion taking place to go from the local perspective to a much wider one.

AGENDA

17:30	<p>Welcome speech from the IREST Ms Francesca COMINELLI, Director of the IREST</p>
17:35	<p>TRIANGLE project presentation Mr Herbert HAMELE, Director of ECOTRANS, TRIANGLE project administrator</p>
17:45	<p>Guest of honour's presentation MsInés AYALA SENDER, Member of the Transport and Tourism Committee, and Substitute on the Women's Rights and Gender Equality Committee at the European Parliament</p>
18:00	<p>Heritage and urban tourism: preserving built heritage while making it accessible Mr Hervé BARRÉ, ICOMOS France, Orientation Committee member, former UNESCO World Heritage officer</p>
18:10	<p>Planning for sustainable tourism in the urban context Mr Nicolas LEFEBVRE, Managing Director of Paris Convention and Visitors Bureau</p>
18 :20	<p>Responsible hotels for sustainable tourism, the case of the Solar Hotel Mr François LAVAL, Solar Hotel Manager</p>
18:30	<p>Considering tourism from the local community's view-point Mr Michel TIARD, President of AIDA-IREST (Association Internationale des Amis de l'IREST)</p>
18:40	<p>Urban strolls as a complementary tourism offer, and their impact on the local community Ms Flora DOUBILET, Urban tour guide and founder of Parisolidari-thé</p>
18:50	<p>Looking at it from a researcher's perspective: how has sustainable urban tourism evolved in recent years Mr Sebastien JACQUOT, Assistant Professor at the IREST, University of Paris 1 Panthéon-Sorbonne</p>
19:00	Discussion with the room
19:30	Vin d'honneur and buffet

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Location: Room 701 (7th floor), 21 rue Broca, 75005 PARIS

Language: French and English (Simultaneous interpretation)

Contact: triangle.irest@gmail.com



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