



SHARED ECONOMY AND TOURISM CITY DEVELOPMENT

**WTCF SUMMIT, 2016
Chongqing**

**ESENCAN TERZIBASOGLU
DIRECTOR**

**DESTINATION MANAGEMENT
& QUALITY**



A person's hands are shown holding a small, detailed globe of the Earth. The globe is positioned centrally, with the hands visible on either side, suggesting a sense of care or stewardship. The background is a soft, out-of-focus green, likely representing foliage. Overlaid on the right side of the image is the text 'UNWTO Membership' in a large, white, sans-serif font. Below this, a bulleted list of membership statistics is also overlaid in white text.

UNWTO Membership

- **157 Member States**
- **6 Territories**
- **2 Permanent Observers**
- **500 Affiliate Members**

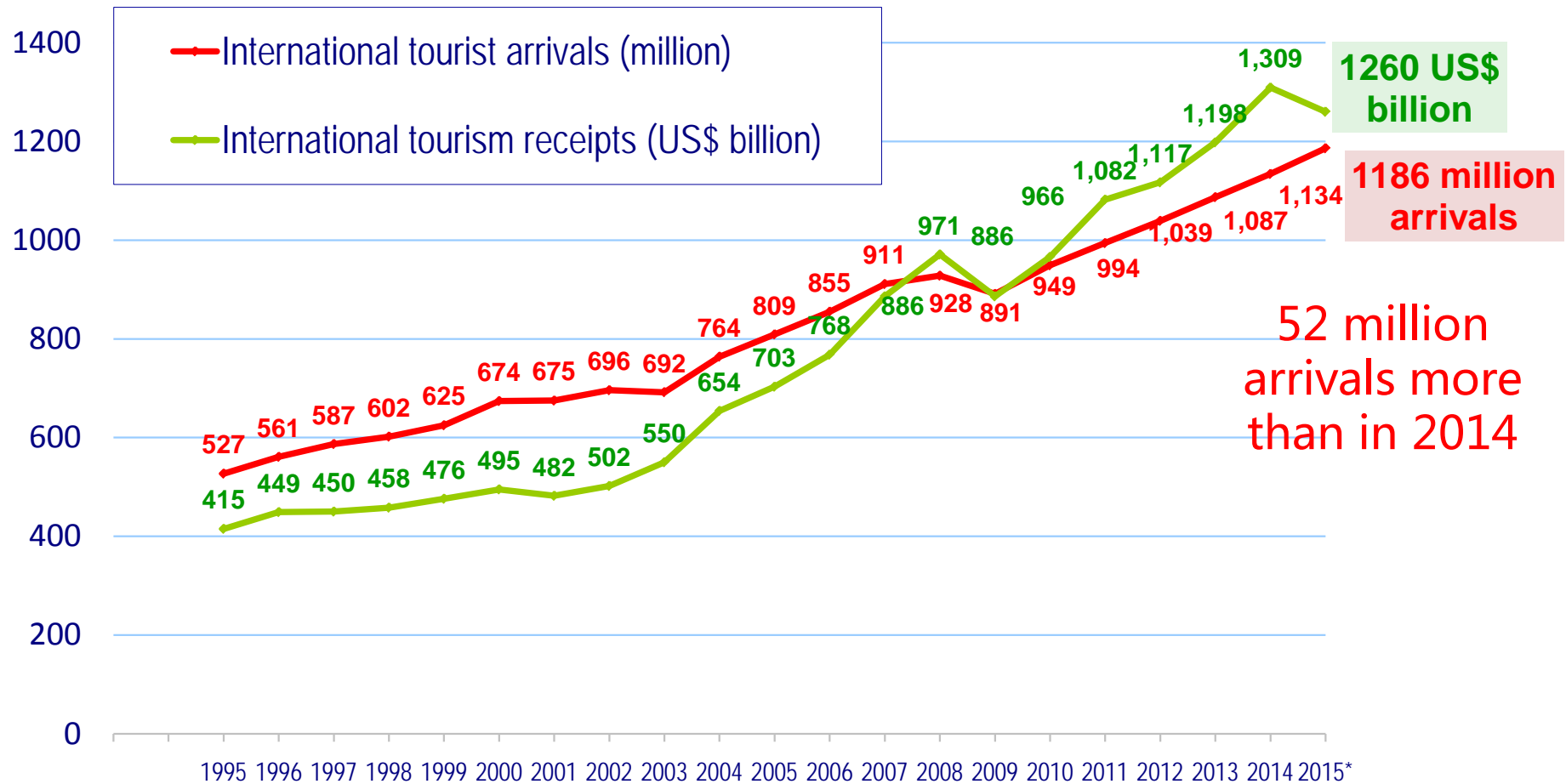
Our Areas of Work

1. Mainstreaming tourism in the global agenda
2. Improving tourism competitiveness
3. Promoting sustainable tourism development
4. Advancing tourism's contribution to poverty reduction and development
5. Fostering knowledge, education and capacity building
6. Partnership for tourism
7. Regional Programmes a direct support to the Member States



Inbound tourism in the world

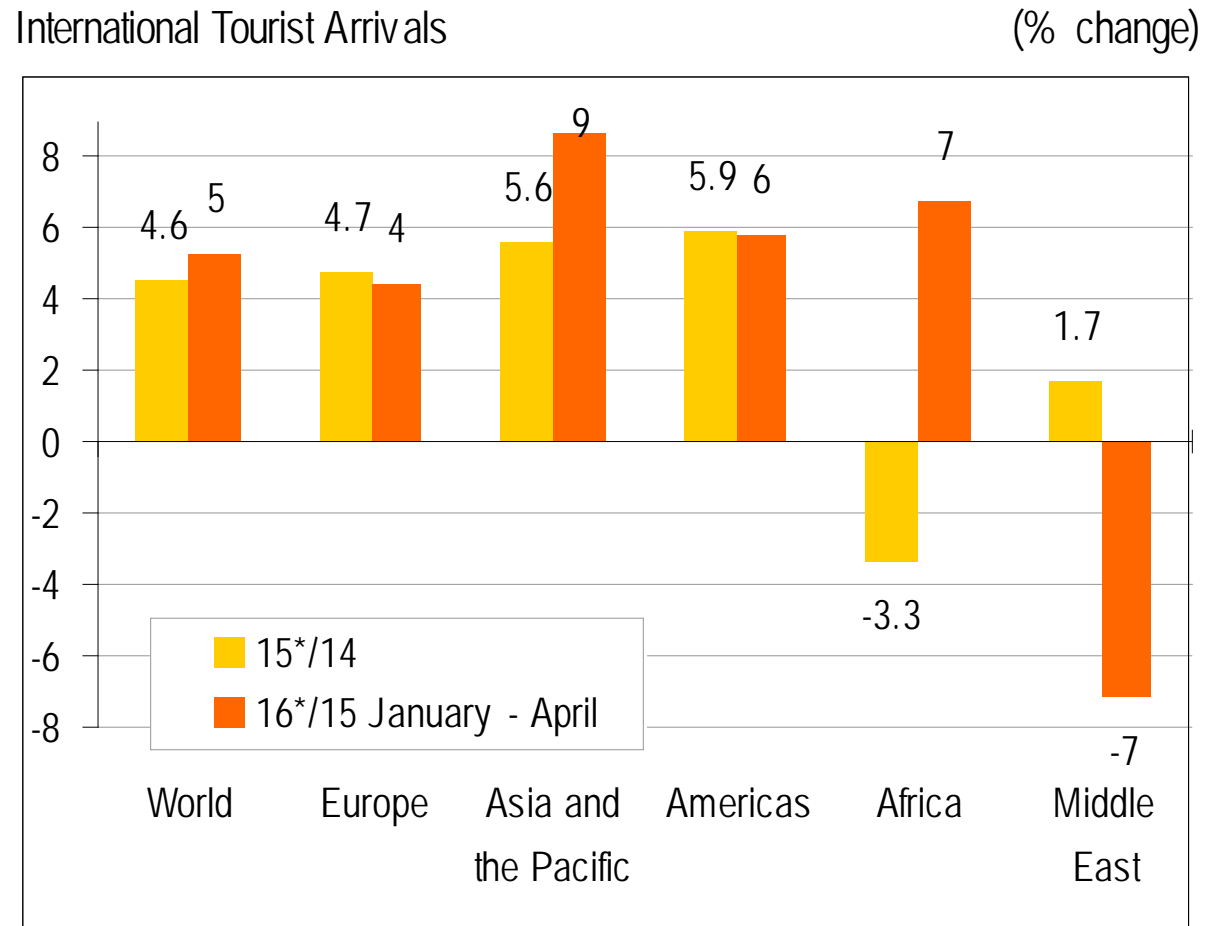
International tourist arrivals and receipts, 1995-2015*



International tourist arrivals and tourism receipts



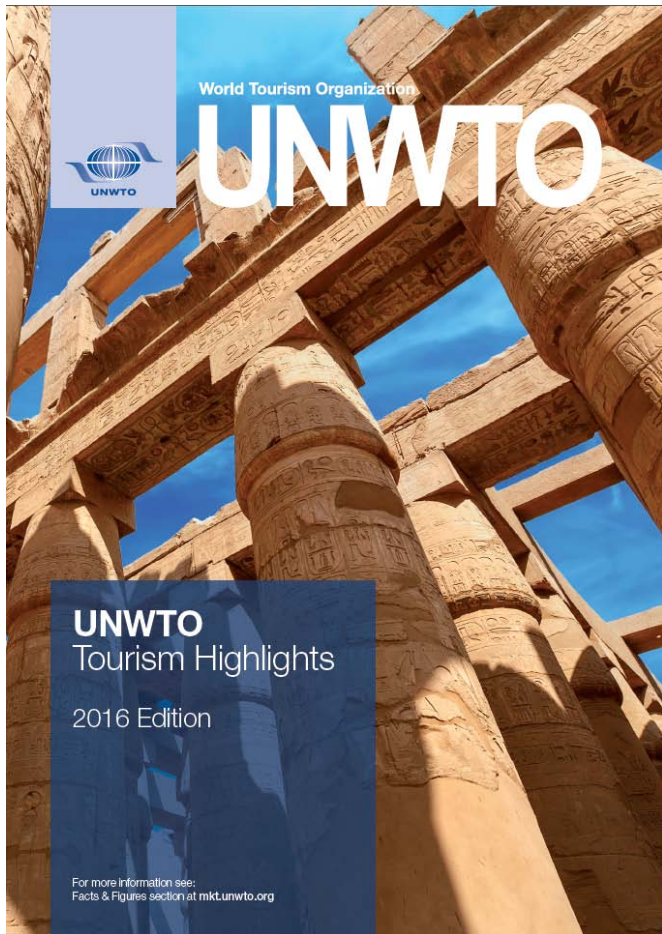
2015 and 2016 by region



Source: World Tourism Organization (UNWTO) ©

Main achievements

Results 2015



International tourist arrivals
1186 million
+4.6%

International tourism receipts
(BOP Travel)
US\$ 1260 billion (euro 1136 bn)
+4.4% (real terms)

International passenger
transport
(BOP Transport, passenger)
US\$ 211 billion (euro 191 bn)

<http://mkt.unwto.org/highlights>

www.unwto.org/facts

UNWTO - a Specialized Agency of the United Nations





International tourism: Projection full year 2016

	Actual data		Projection 2016 (issued January)
	2015	Jan- April 2016	
World	4.6%	5.3%	+3.5% and +4.5%
Europe	4.7%	4.4%	+3.5% and +4.5%
Asia and the Pacific	5.6%	8.7%	+4% and +5%
Americas	5.9%	5.9%	+4% and +5%
Africa	1.1%	6.7%	+2% and +5%
Middle East	1.7%	-7.2%	+2% and +5%

Source: World Tourism Organization (UNWTO)

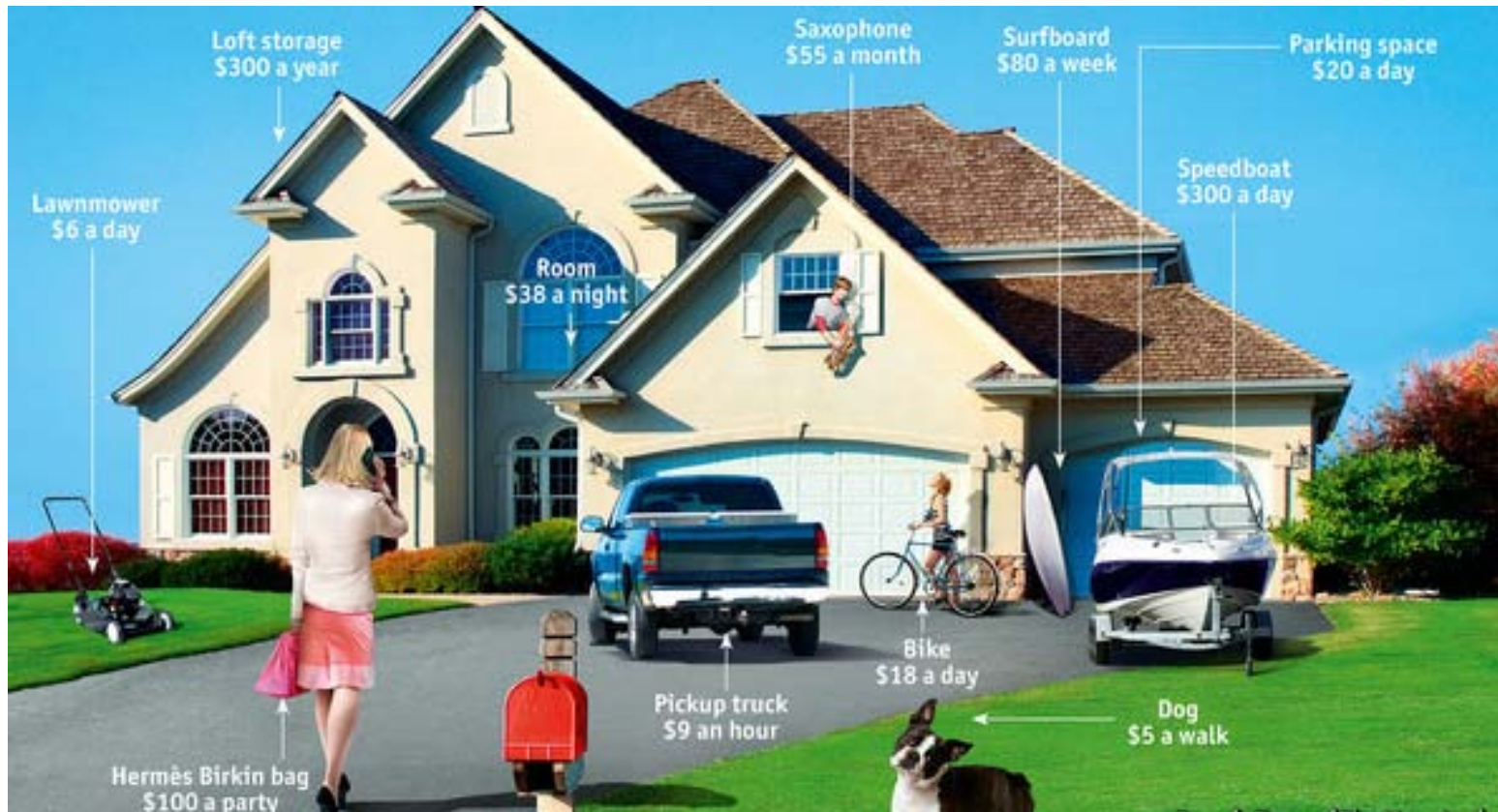
Themes

- I. UNWTO Positioning on “ THE BUSSINESS OF NON-TRADITIONAL TOURISM PRODUCTS AND SERVICE PROVIDERS THROUGH DIGITAL PLATFORMS”
- II. UNWTO / WTCF joint initiative : “CITY TOURISM PERFORMANCE RESEARCH”

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

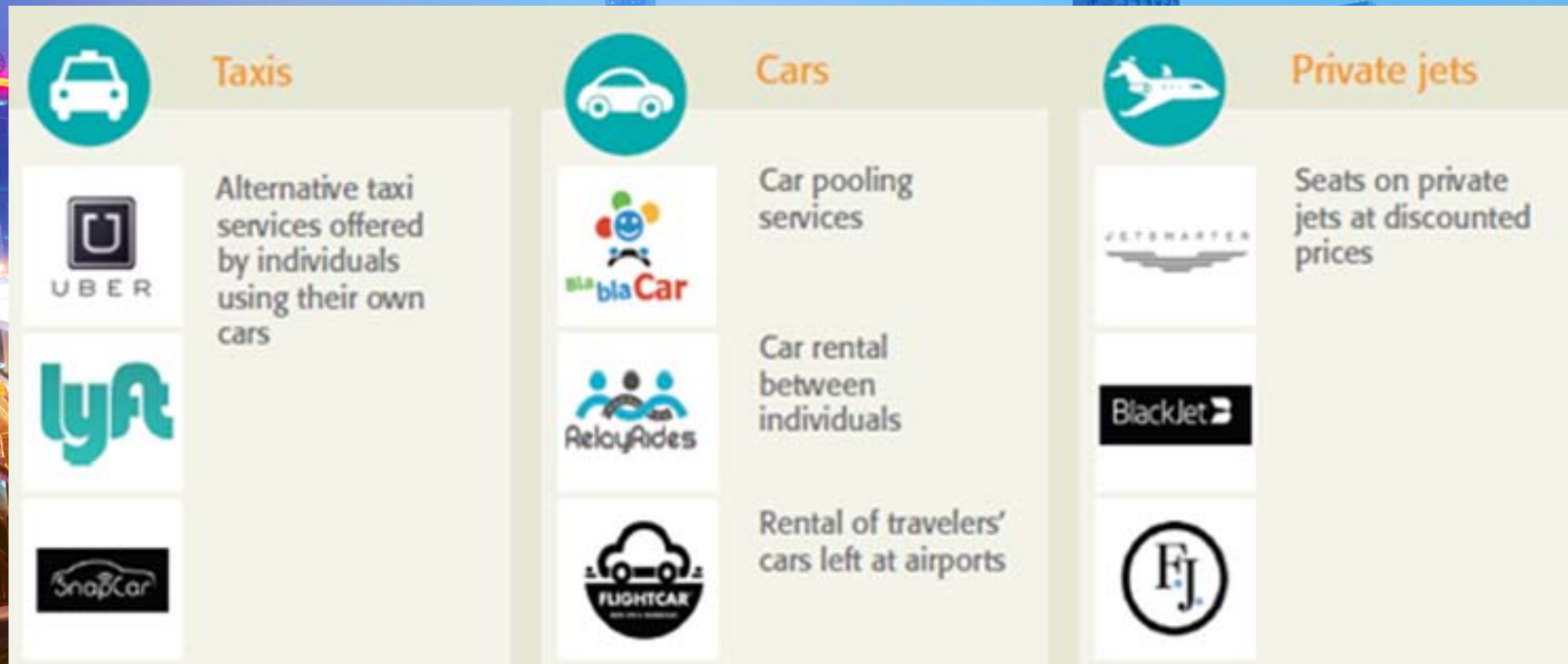
1. Accommodation:

- Rental of private accommodation

The logo for 9flats.com, featuring the text "9flats.com" in a bold, sans-serif font. The "9" and ".com" are in blue, while "flats" is in black.The logo for BedyCasa, featuring a stylized blue and white globe icon to the left of the text "BedyCasa" in a bold, italicized, sans-serif font.

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

2. Transport:



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

3. Food & Hospitality:

- Meals in a host's home



4. Private Guided Tours & Information

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

NEW BUSINESS
MODELS

DIGITAL PLATFORMS

NEW PARADIGMS

TOURISM

SHARING ECONOMY

CHANGE

COLLABORATIVE CONSUMPTION

TECHNOLOGY

INNOVATION

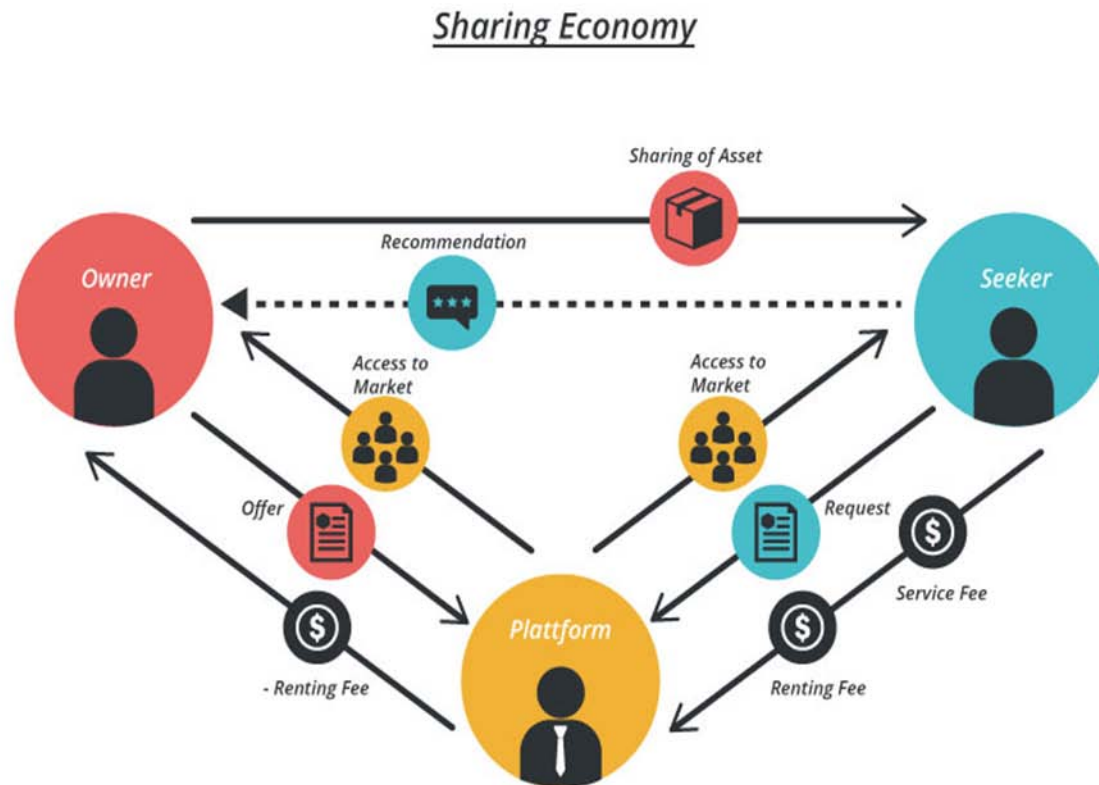
SOCIAL MEDIA

INTERNET

IT



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms



Business Model **Toolbox**

- ACCOMODATION
- TRANSPORT
- HOSPITALITY
- GUIDES & TOURS

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Opportunities:

- A new and a huge market (suppliers to rent out assets and seekers for a better value for money products and services),
- Variety and diverse range of products and services, complementary to the traditional ones, empowerment of travelers,
- Less sophisticated booking system, easy access,
- Use of under-utilized resources and/or use of existing resources in a higher capacity
- Price competitiveness / price transparency
- Potential for capital inflow, lower transaction costs,

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Opportunities:

- Niche opportunities; bussiness travel is the next area of expansion,
- Customer experience of authenticity ,
- Increase labour productivity (value added)
- Inclusiveness of the local community and entry of new entrepreneurs.
- Encouragement of digital innovation.



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Challenges:

- P2P Exchange with economic transaction needs to be recognized as an economic activity, (tax collection and other liabilities)
- Increased competition with the traditional operators might be disruptive,
- Governance issues (REGULATION: registration , licensing, certification, etc.)
- Consumer protection issues,
- Public safety, customer health and safety and quality assurance issues,

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Challenges:

- Skilled and qualified labour issues,
- Accountability and liability on the booking system, (highly depends on the supplier)
- Privacy of customer data,
- Unplanned, uncontrolled growth



I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Key Message 1:

The business of non-traditional tourism products and service providers through digital platforms is a real phenomenon and must be addressed and assessed by all the public and private tourism stakeholders within a comprehensive framework taking into consideration all its challenges and opportunities while promoting tourism as a driver of economic growth, inclusive development and environmental sustainability.

I. The business of Non-traditional Tourism Products And Service Providers through Digital Platforms

Key Message 2:

UNWTO has not taken any formal position in addressing this phenomenon but as the leading international organization in the field of tourism, it analyses the current and potential impact of this phenomenon and advocates:

- ✓ A regulatory framework at national and local levels,
- ✓ Collaboration and partnerships among the public authorities, private sector, consumer and the intermediary platforms

Objectives

- Collecting information about systems measuring city tourism
- Describing performance criteria
- Involving representatives of different stakeholder groups

Key Performance Areas

- Destination Management
- Economic Perspective
- Social and Cultural Perspective
- Technology & New business Models
- Environmental Perspective

Output

- Bring forward new SUCCESS STORIES /SHOWCASES
- No ranking !!!

We invite you to join this initiative and showcase your city !!!

II. UNWTO-WTCF City Tourism Performance Research

	Definition	Focus of assessment
Destination Management	Includes visitor and DMO perspective	<ul style="list-style-type: none"> • Destination governance & management indicators • Visitor satisfaction indicators
Economic Perspective	Related to economic indicators and value of growth	<ul style="list-style-type: none"> • Tourism flows • Economic impact of tourism at destination
Social and Cultural Perspective	Social and cultural impact of tourism	<ul style="list-style-type: none"> • Cultural resources (tangible and/or intangible) • Social impacts of tourism • Community attitude and engagement • Safety & security (crime rates) • Authenticity

More info: <http://destination.unwto.org/> & Contact: eterzibasoglu@unwto.org

UNWTO - a Specialized Agency of the United Nations



II. UNWTO-WTCF City Tourism Performance Research

Key Performance Area	Definition	Focus of assessment
Environmental Perspective	Sustainability and environmental criteria	<ul style="list-style-type: none"> • Sustainable tourism strategy & regulations (recycling, energy saving, air and water quality etc.) • Mobility • Public green spaces
Technology & New business Models	Technology use regarding the governance, transportation , and innovation related criteria	<ul style="list-style-type: none"> • Smart city • Open data • Peer economy • Internet connectivity • Public transport (mobility) • Innovative products and services

More info: <http://destination.unwto.org/> & Contact: eterzibasoglu@unwto.org

5th Global Summit on City Tourism, Luxor, Egypt

“CITIES: LOCAL CULTURE FOR GLOBAL TRAVELLERS”

**LUXOR, EGYPT
1-2 November 2016**



REGISTER NOW: 

<http://destination.unwto.org/webform/registration-city-tourism-summit>



THANK YOU

Esencan Terzibasoglu

**Director
Destination Management &
Quality**

eterzibasoglu@unwto.org

