

Emergence of Urban Tourism from Tourism Perspective- The Past, Present and Future-A Critical Evaluation

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Abstract

The concept of urban tourism has attained significance all around the world from the past few years. Before that, such a scenario didn't exist anywhere in the biosphere. While other forms of tourism saw significant growth in the 1960s and 1970s, particularly with residents traveling from urban areas to rural regions and tourist resorts, urban tourism began to emerge in the 1980s. During this period, it became evident that many cities had transformed into major tourist destinations. The evolution of urban tourism has been closely tied to the development of cities themselves. By the late 20th century, tourist cities started to evolve as centres of consumption, trade, marketing, business which transformed the destiny into a major hub for the travellers and to the general public for their never-ending routines. Presently it is considered as a crucial segment for the sustainable development of a country and is in its pace all over the world. The concept has attained strategic influence in the midst of the society as it was indeed a chain for eradication of poverty, unemployment and social issues. This paper aims to assess the current state of academic research on the emergence of urban tourism and its recent innovations. For this, the researcher has scrutinized 76 articles representing the significance of tourism, especially in the urban segment. The study also analyses the spread of urban tourism around the globe and its significance to the adopted countries. The authors have conducted a systematic review of the literature, exploring various research approaches and perspectives on the emergence of urban tourism and its innovative measures. Finally, the study synthesizes the findings and offer a discussion, along with recommendations for future research.

Keywords: urban tourism, past, present, future

Introduction

In the initial era the concept of urban tourism wasn't widespread among the nomads as they travel to a specific destination in order to get relaxed from their routine affairs without a city tourism perspective. The tourists plan their trips the day before and performs the task on the very next day. Thus, tourism was the act of traveling to and exploring different places, typically for leisure, business or cultural experiences. It is a significant global industry that plays a crucial role in the economies of many countries, providing jobs, generating income and fostering cultural exchange. The emergence of urban tourism is meticulously tangled to the hasty urbanization and globalization inclinations that have restructured cities worldwide. As cities have advanced into centres of culture, commerce, and innovation, they have become progressively gorgeous to both domestic and international travellers. The development of infrastructure such as improved transportation networks and accommodation

options, along with the growing appeal of cultural events, shopping, and entertainment, has transformed cities into major tourist destinations (Giaoutzi, M., & Nijkamp, P., 2006).

Additionally, the shift in traveller preferences towards shorter, more frequent trips has further fuelled the rise of urban tourism. This trend has not only diversified the tourism landscape but also created new economic opportunities and challenges for urban areas, highlighting the importance of sustainable urban planning and development (Nijkamp, P., & Kourtit, K., 2013). Thus, urban tourism has emerged as a dynamic and rapidly growing tourist sector within the global tourism industry, drawing visitors to cities for their cultural, historical, and recreational attractions (Ashworth, G., & Page, S. J., 2011).

Objectives of the Study

- To understand the evolution of urban tourism from the tourism scenario
- To know the significance of urban tourism in the present era
- To understand the depth of research studies performed in the field of urban tourism
- To know the drawbacks of urban tourism
- To know the future prospects of urban tourism

Scope of the Study

The study of urban tourism reveals a broad range of knowledge and diversity it encompasses and the benefits that it holds when applied in a tourist destiny. This evaluation aims to inspire public interest and foster the development of this agenda.

Research Methodology

The researcher has adopted fundamental research technique for the study and is quantitative in nature. The data is mainly collected from secondary sources. For this, existing studies on urban tourism from the past to the present were reviewed and their benefits and pitfalls were thoroughly identified.

Evolution of Urban Tourism from the Tourism Scenario

Urban tourism, or the practice of visiting and experiencing cities, has a rich history tangled with the advancement and revolution of cities themselves. This phenomenon has evolved over centuries and is inclined with numerous economic, social, cultural, and technological developments. Historical evidences indicate a detailed information of the advent of urban tourism in a highly profound manner. The emergence and evolution of urban tourism originated from the Pre-Industrial Era (before 18th Century) where the cities like Rome, Athens, and Alexandria were centres of culture, trade, and politics (Sharma, K. K., 1999). These cities attracted travellers for religious, cultural and educational purposes. In medieval Europe, cities like Venice and Paris became hubs of commerce and art, drawing visitors for trade and to experience the magnificence of these urban centres (Steward, J., 2008). During the Renaissance (14th to 17th centuries), the concept of the "Grand Tour" emerged among European aristocracy, particularly in Britain (Buzard, J., 2002). Young men from affluent families travelled across European cities like Florence, Rome, and Paris to complete their education (Moch, L. P., 2003). These cities were considered as the epicentres of art, culture, and classical education, setting the stage for urban tourism (Clark, P., 2009).

The Industrial Revolution (late 18th to early 19th century) led to hasty urbanization, with cities budding as centres of business and modernization (Goheen, P. G., 1973). The extension of railways and steamships made travel quicker and more accessible, permitting middle-class tourists to visit cities that were formerly out of reach. London, Paris, and New York arose as major urban destinations due to their economic power, cultural institutions, and architectural marvels (Hart, T., 2001). The rise of the middle class and augmented leisure time also contributed to the growth of urban tourism during this period. The 19th century saw the rise of multi-national expositions and world's fairs, such as the Great Exhibition in London (1851) and the Paris Exposition Universelle (1889) (Geppert, A. C., et.al.,

2000). These events showcased high-tech progressions and cultural attainments, attracting millions of visitors to the host cities. These fairs played a noteworthy role in encouraging urban tourism by highlighting the cities as modern and multicultural centres.

The early 20th century witnessed the progress of recent tourism infrastructure, including hotels, travel agencies, and guided tours (Gyr, U., 2010). Thomas Cook, a pioneer of organized travel, began offering package tours to urban destinations in Europe and beyond, making urban tourism more reachable to the crowds (Hunter, F. R., 2004). Cities like New York, London, and Berlin became iconic tourist terminuses known for their theatres, museums and shopping districts (Evans, G., 2007). The concept of sightseeing tours emerged with visitors seeking to experience the landmarks and cultural establishments of these cities (Ebejer, J., 2021).

Even though the two World Wars (1914-1918 and 1939-1945) interrupted worldwide travel, they also led to momentous urban reconstruction in the post-war period (Diefendorf, J. M., 1993). Cities like Paris, London and Berlin were renovated with a transformed focus on tourism as a means of economic repossession (Maitland, R., & Newman, P., 2014). The post-war economic boom, tied with developments in air travel, further fuelled the growth of urban tourism, making cities more accessible to international visitors (Middleton, V. T., & Lickorish, L. J., 2007). The post-war period saw a dramatic increase in international tourism with cities playing a dominant role. The advancement of the middle-class groups, increased disposable income and the advent of jet travel made urban tourism a global spectacle (Cohen, E., & Cohen, S. A., 2015). Cities like Tokyo, Hong Kong, and Dubai emerged as new urban tourism destinations, enticing visitors with their blend of modernity and tradition (Henderson, J., 2017). The expansion of business travel, conferences and conventions also contributed to the growth of urban tourism.

The late 20th century saw a mounting interest in cultural and heritage tourism with cities promoting their historical sites, museums, and cultural festivals (Timothy, D. J., 2011). UNESCO World Heritage Sites in cities like Rome, Cairo, and Kyoto converted to major magnetisms for tourists seeking cultural enrichment (Serageldin, I., et.al., 2001). The concept of "city branding" developed with cities publicizing themselves as exceptional destinies with distinct cultural identities (Kasapi, I., & Cela, A., 2017). Events like the Olympic Games and international film festivals further boosted the universal visibility of cities.

In the 21st century, numerous cities have undergone urban rejuvenation transmuting former industrial areas into vibrant cultural districts such as the Docklands in London and the Meatpacking District in New York. These redeveloped zones have become major tourist attractions (Wansborough, M., & Mageean, A., 2000).

The upsurge of sustainable tourism has also influenced urban tourism with cities concentrating on eco-friendly practices, public transportation and green spaces to appeal environmentally conscious travellers. The digital revolution has transformed urban tourism with the advent of online travel booking, digital maps and social media. Cities are presently marketed through digital platforms with travellers seeking reliable and immersive experiences. Also, smart cities, leveraging technology for efficient tourism management have emerged, offering custom-made experiences through apps, virtual tours, and augmented reality (Buhalis, D., et.al., 2019).

The COVID-19 pandemic had a substantial bearing on urban tourism with travel restrictions and lockdowns leading to a sharp reduction in the number of visitors. However, it also provoked the cities to rethink their travel strategies, concentrating on resilience, sustainability and local tourism. As cities continue to evolve, urban tourism is expected to acclimate to fluctuating traveller preferences with a emphasis on experiential travel, cultural exchange and responsible tourism (Pasquinelli, C., & Bellini, N., 2017).

Urban tourism has evolved from a pursuit of the choice in ancient times to a global phenomenon accessible to masses. The interplay between urban development, cultural heritage and technological progressions has molded the growth of urban tourism, making it an essential element of the global

tourism industry. As cities continue to nurture and transform, urban tourism will probably remain as a dynamic and fundamental part of the urban experience.

Significance of Urban Tourism in the Present Era and its Research Impact

Urban tourism is an ever-charming experience on to the minds of the tourists and is found active in the numerous parts of the world. The following reviews indicates the depth of research conducted in the field of urban tourism and its impact around the world:

The advent of the internet and social media has revolutionized urban tourism, allowing travellers to easily plan trips, share experiences, and discover new destinations (Pencarelli, T., 2020). Cities now compete globally for tourists, often emphasizing their unique cultural, historical, and modern attractions. Recent decades have seen growing concerns about over-tourism in popular cities like Venice, Barcelona, and Amsterdam, leading to efforts to promote sustainable tourism practices (Hospers, G. J., 2019). Modern tourists often seek immersive experiences, such as local food tours, cultural workshops, and off-the-beaten-path explorations, shifting the focus from traditional sightseeing to more personalized experiences (Wing, K., 2011).

Urban tourism continues to evolve, driven by changes in technology, culture, and global trends. It encompasses the activities of domestic, international and local visitors to urban areas (Cave, J., & Jolliffe, L., 2012). The importance of urban tourism is usually analysed in the present context in the light of rapid and uncontrollable urbanisation (Shiji, O., 2017). The great wave of industrialisation, modernisation and economic development has made the urban planning and expansion into its real pace in Europe which in turn brought out a massive development in the infrastructure of the country. The modulation of infrastructure in the form of hi-tech industrial parks, airport terminals, hotels etc. had indeed changed the cities structure which in turn arranged a huge quantum of revenue to the country that too from the tourist sector (Shoval, N., 2018). At present, urban tourism is the most important trend in the tourist sector in order to attract site seekers (Shiji, O., 2017).

Nearly 50% of the world population is in the urban segment and thus improvement of urban tourism is greatly required for its growth in all sectors (Cave, J., & Jolliffe, L., 2012). Thus, it is scrutinized that urban tourism has become a domineering factor of tourism initiative that in turn popularised by the policy makers would help to bring a strategic growth in this sector in all terms (Shiji, O., 2017). Presently the governing bodies in the city has taken initiative to invest in tourist sector with the objective of raising the images of those arenas where there is a sharp decline in the conventional economic activities (Law, C. M., 1993).

In many developed countries this endeavour has become a vital part in their overall growth (Shiji, O., 2017). For this, physical regeneration and revitalization process were performed in the cities with the intention of creating new jobs in the society. The challenges faced by older industrial townships in enhancing the tourist sector were considered crucial as it plays a decisive role in revival of townships and also the inner hamlet zones (Law, C. M., 1993). Focus on this segment brought out huge revenue in terms of foreign exchange, hotels, transport, trade fairs and other related business and was steeply increasing thereby increasing profitability of the state. (Kalaivani, R., et.al., 2013). Also, the quality of tourist packages provided has shown a direct influence in the flow of tourists to that arena (Gârbea, R. V., 2013). If the city is able to provide wider opportunities for the tourists in a dynamic manner, with variety of attractions, then it will be able to compete in the tourism industry on a global basis (Gârbea, R. V., 2013).

In parallel to the development of megacities, urban tourism has shown a geographical shift from developed world cities to cities in the underdeveloped world (Cave, J., & Jolliffe, L., 2012). Presently, majority of the travellers are attracted to the cities due to its contended access with varying facilities and services (Cave, J., & Jolliffe, L., 2012). For attaining this, the city tourism which has been performed by other countries across the world for regenerating and rejuvenating their townships can be taken as an appropriate sample to enhance urban tourism in the country by collaborating with

regulating authorities (Shiji, O., 2017) which would help to bring new urban tourism measures in their respective places in a much-prolonged manner.

Urban tourism attracts millions of domestic and foreign tourists every year, contributing highly to the economy (Kalaivani, R., et.al., 2013). Even the latest innovative strategies adopted by the concern on a timely manner helps to enhance all forms of tourism namely pilgrimage, heritage, medical, ecotourism and the like (Kalaivani, R., et.al., 2013). Studies indicates that the involvement of tourist authorities has helped to inculcate e-governance, development of HR, setting up of tourist security organisations and in preparation of special tourist packages to the tourist arena. (Kalaivani, R., et.al., 2013).

The city centres attract tourists on the basis of cultural, historical, architectural, infrastructural features that they possess (Gârbea, R. V., 2013). Another major attraction of urban tourism is that these cities organizes conventions and business meetings globally on a continues manner i.e., throughout the year (Gârbea, R. V., 2013). Thus, arrangement of meetings, incentives, conferences and exhibitions along with short breaks, day trips and long holiday make ups forms a vital strategy of urban tourism (Shiji, O., 2017). Arrangements of MICE's and active participation in national and international travel marts were performed with the availed funds which pushed the tourists to these destinations with greater hike (Kalaivani, R., et.al., 20130).

Nowadays cities are becoming more important as tourist destinies (Gârbea, R. V., 2013). The cities gave more emphasis on regular development and upgradation of infrastructure in the form of air and land transportation, rest and retreat facility, train services, land use, service management and wish to keep the fame and image of the city in front of the public (Jamil, J., & Puad, M. S., 2011). Almost all western cities opt urban tourism as a strategy for cherishing their lands, thereby circulating income and generating employment to the hands of each and every one (Law, C. M., 1992). Popularity of tourist destinations and mass tourism development has directly influenced the path of urban tourism in cities. Major demand was focussed on cultural and historical tourism, were the tourists visited the city to attain more knowledge and cultural features of the arena. (Naumov, N., 2014). Urban tourism requires specific planning and management in order to enhance the cultural, economic, political and environmental growth in every city (Naumov, N., 2014).

One can find that an excelling initiative has been propounded by the ministry for the intensification of urban tourism within the state in the present context. (Kalaivani, R., et.al., 2013). For this, the basic necessities for attracting tourists to city is the complex infrastructure facility that it must have to fulfil the requirements of tourists (Gârbea, R. V., 2013). It is analysed that investments in infrastructure are utmost necessary for drawing more tourists that too with first class infrastructure (Jamil, J., & Puad, M. S., 2011). Yet another important aspect for popularity is the spread of information and publicity it provides to the community at large (Gârbea, R. V., 2013). Thus, the enhancement of tourism is mainly built on growth strategies, image depiction and making the city as an attractive arena to live in and grabbing the number of visitors. (Law, C. M., 1992). For this the hardier cooperation of the residents, stakeholders, private organisations and administration from the part of the authorities is utmost necessary (Zamfir, A., & Corbos, R. A., 2015). Publicity of the urban tourist destiny plays a vital role in attracting travellers to the destiny . For this, numerous proposals were put forward for availing the necessary information to the tourists like official website translation to English and all other languages, usage of multimedia information systems, accessibility of the site through social networks like Facebook and Twitter, preparation of blogs etc., which would help to attain the goal of reaching the tourist information all over the world (Zamfir, A., & Corbos, R. A., 2015).

The urban city centres are projected as a place with situational glamour in the minds of the tourists (Pirie, G., 2017). Millions of tourists visit to urban tourist arena and even repeated visits are also noticed between the travellers due to the accessibility it possesses (Pirie, G., 2017). Urban tourist destinations are blessed in assuring long luxurious train journeys, niche accommodations, tour guiding, trip management and personalised touring (Pirie, G., 2017). Majority of the working people

prefer this kind of tourism usually during weekends for a time span of 7 to 8 hours. This kind of tourism is gaining popularity as the time passes in the world tourism market (Stetic, S., et.al, 2011). Even the large cities always concentrated in tourism as their major hub for more income generation (Law, C. M., 1992). The reason for shift towards urban tourism by the cities were due to decentralization, leading to unemployment and starvation of inhabitants who were falling under manufacture, transportation and warehousing sectors especially in inner city areas and secondly during this period tourism had gained momentum and growth worldwide. (Law, C. M., 1992). Even the tourism industry was termed as “Expert Industry” as it cultivates huge revenue from outside the country. (Law, C. M., 1992). Thus, if a city plans for regeneration, the most profitable and sustainable propaganda will be to invests in urban tourist segment as this investment brings out development in facilities, enhancement of physical environments and infrastructural growth. (Law, C. M., 1992). This objective cannot be attained by any city unless it is able to cop up with strategic issues like environment problems and their dimensions affecting globally (Zamfir, A., & Corbos, R. A., 2015). Only those cities that follow dynamism in tourist’s strategies will be able to withstand in this field. (Gârbea, R. V., 2013).

At present urban regeneration has evolved as a gigantic agenda for the city makers and authorises for sustaining its functions. (Gronau, W., & Constanti, P., 2008). Efforts have been undertaken by United Nations in collaboration with local authorities that have mooted the growth of this segment by restructuring attractions like Churches, Mosques, Street houses. (Gronau, W., & Constanti, P., 2008). City was upgraded and were converted into a pedestrian zone so that tourists can walk through the cities and spot the sites very easily (Gronau, W., & Constanti, P., 2008). The multidimensional performance of the city in terms of architectural heritage, food and wine etc. are the famous attractions for the tourists. Yet another major fascination is the “passages” that draw millions of tourists to the city. (Pécsek, B., 2015). Attitude and perceptions of travellers differed widely when exploring through these passages (Pécsek, B., 2015).

Even the tourists feel more satisfied and comfortable with food and accommodation, aesthetics of the town and effects of tourism on natural environment (Artuner, Ö., & Ceren, G., 2019). They have the greatest expectations with regard to the contribution towards the economy and well satisfied tourists, with the agenda of tourist initiatives. Even they predict a bright future in developing their community with this programme (Artuner, Ö., & Ceren, G., 2019). This had led to the development of urban tourism as a strategy around the world (Gronau, W., & Constanti, P., 2008). The implementation of ball tourism during off- seasons in the city can capture much more quantum of tourists to the segment as it is one of the major fascinating events conducted in the cities of Europe were an attractive platform of dance, music, entertainment, food and accessories are arranged and people from all over the world unite together and spent huge quantum of their savings. (Dumbrovská, V., & Fialová, D., 2014). So, enhancing ball tourism will indeed help to flourish all-round tourism in the city if adopted by the authorities in a significant manner. (Dumbrovská, V., & Fialová, D., 2014).

Promoting time-based visitor distribution, enhancement of visitor segmentation and frequent review and adaptation of new regulations as far as necessary would help to improve the earning capacity in all means from this venture (Muhunthan, Murugaiah., 2019). Significance of hotel industries in enhancing urban tourism within the cities from both the private and public segment is necessary in upgrading the city as a tourist destination. (Aksoz, O. E., & Bac, D. P., 2012). Urban tourism has attained much more significance in the present situation due to the availability of more leisure time, increased mobility, growth in transportation, attractiveness of towns, lack of seasonality and much more (Iordache, C., 2013). Such leisure trips are usually conducted to urban sites that are accessible easily which in turn helps to reap huge revenue, faster tourism product growth in this segment. Excursion destinations are usually curious places, recreational and artistic in nature (Stetic, S., et.al., 2011). This particular scenario will gradually boost the tourist segment either directly or indirectly in all types of tourism within the city (Stetic, S., et.al., 2011). Even excursion tourism is organised in

packages by the tourist business operators ranging from determination of tourist destination, trip content planned services, publishing and pricing the trip and to organise sales (Stetic, S., et.al., 2011). Hence, one can analyse that there is a tremendous influence of urban tourism throughout the world leading to overall sustainability and development in their corresponding premises.

Research Studies in Urban Tourism

Expansion in the field of urban tourism research began from the year 1980. Prior to this period, the cities neglected urban tourism phenomenon as a tool for their economic growth (Ashworth, G., & Page, S. J., 2011). The need for further research is utmost necessary in the area of urban heritage and tourism for attaining more insights for the public and to the authorities in order to attain more concentration on to the region and overall development in a sustainable way (Naumov, N., 2014). Research studies indicates that a very little attention was given to urban tourism in literatures when compared with other forms of tourism (Aall, C., & Koens, K., 2019). Out of this, majority of papers focussed on the lack of social aspects in the tourism phenomenon rather than other segments like its supply side (Aall, C., & Koens, K., 2019).

Even though the topic of urban tourism has gained importance, majority of the cities haven't adopted this as their main focus until now (Ashworth, G., & Page, S. J., 2011). People visit cities mainly as majority of the economic and political matters are dealt in the city which in turn brings out huge inflow to this venue and not in the form of tourism (Ashworth, G., & Page, S. J., 2011). And thus, it is highly difficult to distinguish the uses between tourists and non-tourists. (Ashworth, G., & Page, S. J., 2011). Research initiatives in this area is utmost needed for developing and sustaining the city in the present and in future by managing and regulating the over tourists, tourist inflation, congestion and overall touristification of the site. (Dumbrovská, V., & Fialová, D., 2014). Majority of areas in urban tourism is a combination from different discipline like geography, sociology etc. which has not been debated and integrated properly in this context (Ashworth, G., & Page, S. J., 2011). Thus, in order to understand the norms of urban tourism, one must have a deep knowledge in urban studies, its related arenas and critiques (Ashworth, G., & Page, S. J., 2011).

Drawbacks of Urban Tourism

Even though urban tourism sprays positive lights to all the countries, the chances of ill-effects cannot be neglected in any sense. Certain drawbacks in the urban tourist sectors like off-season accommodation, staff and failure in bidding various International Games were projected highly leading to reduction in the tourist flow. (Pirie, G., 2017). Challenges faced by the cities with regard to historic urban tourism vary drastically from that of other geographical regions. (Rogerson, C. M., & Rogerson, J. M., 2014). Numerous ill effects like high pollution on the streets, dirty air, uncomfortable taxi service and hot climate leads to reduce the flow of tourists to the destinations. Facilities like entertainment and events, art and gastronomy, multi-day itineraries, shopping and programme for families with children were reflected as nil in the tourist catalogue that would severely affect the tourist attraction to the site (Srithairax, J., 2007). Even though the cities are well established, they face certain challenges like instability, seasonality, congestion, severe competition, population growth, financial crisis, political instability, lack of public spaces, environmental issues, waste production etc. (Al-Saad, S. A., & Ababneh, A., 2017).

As cities adopts urban tourism as their main agenda, they also grapple with challenges such as managing tourist flows and preserving local culture and heritage (Cave, J and L. Jolliffe, 2012). A great hike in the flow of tourists to the city in a short span of time possess a huge pressure and deterioration on the urban existence as the authorities found hard to balance the residents and tourist's life (Pavlic, I., et.al., 2013). It is found that the old charm which the majority of the historical cities of the country possessed had gradually declined and replaced with crowded population (Inbakaran, R., 2003). Increase of slums and larger effluents from industries, inadequate shelter has made the situation worse for the people to live (Inbakaran, R., 2003). Even the existing attractions like

monuments and recreational belts prevailed in the city got neglected and deteriorated due to this scenario. There is even huge poverty rate and population throughout these cities making the condition more vulnerable (Inbakaran, R., 2003).

Urban tourism is inseparable from varying issues of urbanization namely social, spatial, economy, technology and governance (Cave, J., & Jolliffe, L., 2012). It is analysed that high volume of tourist flows to the city causes severe traffic jams and even degrade the touristic values which in turn affects the tourist attractiveness towards the site (Łapko, A., 2014). The ill effects of urban tourism as it provides seasonal jobs and revenue to these dependents and even frequent flow of visitors to the cities even dismantles the life of the local residents, bringing out discomfort and chaos (Law, C. M., 1992). Majority of the tourists, both national and international visiting the city travelled by car as the means of transport and this has brought an adverse effect on the inhabitants of the city by capturing their parking space and traffic congestions (Łapko, A., 2014). Various measures were adopted by the organisers for solving this issue, but all had remained futile.

For this various social, environmental problems and challenges occurring between the scenarios has to be solved in a predetermined manner (Aall, C., & Koens, K., 2019). The major problems faced were the imbalance in the quality of life for residents and the tourists, local environmental hygienic conditions and less attention from the authorities. (Artuner, Ö., & Ceren, G., 2019). Even a lot of misguidance in the combination of urban regeneration and tourism has emerged which nullified the initiatives taken in the cities. Even though it possesses a huge historical and cultural heritage, the city was able to skim only a minute portion of tourists to the site. (Gronau, W., & Constanti, P., 2008).

Future of Urban Tourism

The future of urban tourism is expected to be moulded by several key trends and challenges, reflecting wider societal shifts, technological progressions and environmental concerns. Some of the major recommendations put forward that would influence urban tourism in the coming years are discussed herewith:

1. Technological Integration: As cities translates to smarter systems, urban tourism will increasingly assimilate technology to augment the visitor experience. This includes the usage of AI-driven personalized circuits, augmented reality (AR) for virtual tours of historical sites, and shrewd infrastructure for seamless navigation and communication. The rise of virtual reality (VR) and augmented reality (AR) could allow sightseers to experience cities digitally before or as an alternative of physical travel. Simulated tours, immersive practices, and digital replicas of urban environments could become common, particularly in times of predicament or for those who are unable to travel (Barrado-Timón, D. A., & Hidalgo-Giralt, C., 2019).

2. Sustainability and Responsible Tourism: As apprehensions about climate change grow, cities will progressively prioritize sustainable tourism practices. This includes dropping carbon footprints, encouraging green transportation (e.g., electric buses, bike-sharing), and reassuring eco-friendly accommodations (Hönninger, J., 2021). To overcome the ill-effects of over tourism, cities may implement firmer regulations on sightseer numbers, announce tourism taxes or develop policies to spread tourist events across lesser-known neighbourhoods to evade congestion in popular areas (Calle-Vaquero, et.al., 2020).

3. Experiential and Authentic Travel: Forthcoming urban tourists are expected to seek deeper networks with local culture, focusing on reliable experiences rather than traditional exploration. This could comprise staying in local neighbourhoods, partaking in community-based activities, and engaging in local traditions and culinary experiences (Giampiccoli, A., & Kalis, J. H., 2012). Developments in data analytics and AI will permit highly customized travel experiences. Travellers will be able to curate their excursions based on their interests, receiving personalized confirmations for attractions, dining and activities that align with their preferences (Efraimidis, P. S., 2014).

4. Health and Safety Concerns: In a post-pandemic world, healthiness and security will continue to be a priority for urban tourism. Cities may gadget permanent health protocols, such as contactless

payments, enhanced hygiene in public spaces, and real-time monitoring of crowd masses (Aerts, J., et.al., 2020). Cities may redesign urban spaces to be more robust to future health crises, integrating open-air venues, prolonged pedestrian zones and green spaces that billet social distancing while enhancing the eminence of life for both residents and tourists (Herman, K., & Drozda, L., 2021).

5. Cultural and Heritage Preservation: As cities modernize, there will be a bigger focus on conserving cultural heritage while assimilating new-fangled expansions. This balance will be crucial in preserving the exclusive character of cities that attract tourists (Boudiaf, B., 2016). With growing consciousness of cultural annexation and the impact of tourism on local communities, there will be a stronger stress on respectful and responsible tourism that honours local customs and traditions (Wanda George, E., 2010).

6. Economic and Political Influences: Cities heavily trust on the assumption that tourism may diversify their economies to reduce susceptibility to external shocks, such as epidemics or economic downturns (McCartney, G., et.al., 2021). This could encompass promoting other sectors like technology, education or creative industries that can also entice the visitors. Changes in universal mobility, such as the intensification of remote work and digital nomadism could transform urban tourism (Ehn, K., et.al., 2022). Cities might attract long-term visitors who associate work and travel, leading to a clouding of lines between tourism and residency (Bouchon, F., & Rauscher, M., 2019).

7. Climate Change and Environmental Challenges: Urban tourism will need to adjust to the effects of weather alteration such as increasing sea levels, extreme weather circumstances and changing environmental conditions (Gasper, R., et.al., 2011). This could comprise of redesigning coastal townships, financing in climate-resilient infrastructure and encouraging off-season travel to reduce strain on resources. Cities may encourage low-impact tourism options, such as slow travel (focusing on fewer destinations for longer periods) or nature-based urban tourism, integrating parks, rivers, and green spaces into the inner-city tourism experience.

8. New Urban Experiences: The future may see extra pop-up or temporary magnetisms in urban spaces such as art installations, festivals or seasonal markets, providing a dynamic and ever-changing tourism landscape (Gürman, A., 2020). As the nomads seek more unique practices, urban exploration (exploring abandoned or off-limits areas) and subculture tourism (immersing in local underground scenes) could gain admiration, contributing niche tourism markets (Raymen, T., 2017).

9. Global Collaboration and Policy Making: There could be increased global alliance in setting transnational ethics for sustainable tourism, safety protocols and cultural conservation with cities implementing these guidelines to augment their appeal to global tourists (WTO., 2005). Cities might collaborate on combined tourism initiatives, creating provincial networks that encourage multi-city travel practices thereby advancing tourism across different urban centres (Wu, H., et.al, 2022).

The future of urban tourism will be dynamic and multifaceted with cities constantly adapting to new encounters and opportunities. As travellers' expectations progresses, cities will need to transform and rethink their tourism strategies to remain gorgeous with supportable destinations.

Conclusion

Cities are increasingly recognized as centres of modernization, creativity and economic activity offering a varied range of experiences that cater to a broad range of tourists (Richards, G., 2011). The ease of access coupled with upgraded infrastructure and conveyance has made urban destinations more fascinate and accessible than ever before (Handy, S., 2005). Through urban tourism, travellers gain instinct into the cultural heritage and contemporary life of diverse cities, fostering better understanding and indebtedness across different cultures. As a result, urban tourism not only lifts local economies but also bestows to the vivacity and sustainability of city life, thereby rewarding sustainable development of the country as such (D'Auria, A., 2009).

Urban tourism is an important research topic whether in mass tourism resort areas where tourism is the economic staple or in metropolitan areas where it is one (or more) development path(s) among many (Brouder, P., & Ioannides, D., 2014,). Urban areas are dynamic and fast-paced environments

and are also spaces where social and economic disparities creep the most. Urban tourism distresses large numbers of residents and businesses as well as influencing labour flows and so understanding the dynamic nature of its development paths is essential in the present context. (Brouder, P., & Ioannides, D., 2014). The marketing and popularization of excursion destinations in urban areas on a permanent basis by eliminating the ill-effects spotted is utmost necessary for the development of tourism industry in the forthcoming future (Stetic, S., et.al., 2011). Improving the homage of the cities along with development of urban tourist initiatives, by participation of local residents of the site would help to earn a sustainable living in the society (Inbakaran, R., 2003). Thus, development of Urban Tourism on a sustainable platform is utmost necessary to avoid the negative impacts of the destinations (Law, C. M., 1992). A constant and holistic evaluation that too in a multi-dimensional frame would help in urbanising the tourist segment on an ever-increasing scale (Rogerson, C. M., & Rogerson, J. M., 2014).

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