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## Urban tourism: attracting visitors to large cities.

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Book : [Urban tourism: attracting visitors to large cities.](#) 1993 pp.xii + 189pp. ref.

Abstract : In many cities where the traditional economic activities have declined, local authorities have invested in tourism as a means of boosting the image of the city, revitalizing and physically regenerating it and creating new jobs. This book examines this process in Western Europe and North America; tourism in other parts of the world is also covered. The challenges facing older industrial cities in promoting tourism are examined, as is the role of tourism in regenerating city centres and inner cities.

suggested that the organization of tourism in cities involves four main components: first, planning and strategy formation, second, implementation of the strategy and finance, third, promotion and marketing of the area and fourth, the provision of services, such as tourist information centres. Several aspects of urban tourism are discussed, including: conferences; attractions available in urban areas; cultural events; special events; and hotels, shopping and evening events in cities. As the appearance of the urban landscape is part of the attraction of cities, planning and environmental issues are considered. Methods of assessing the economic and wider impacts of tourism in cities are reviewed.

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