

Localising the city: The new turn in DMO campaigning – making residents *locals* calls for host-making activities to solve the DMO's tasks for tomorrow's urban destination

Dublin 9 October 2018

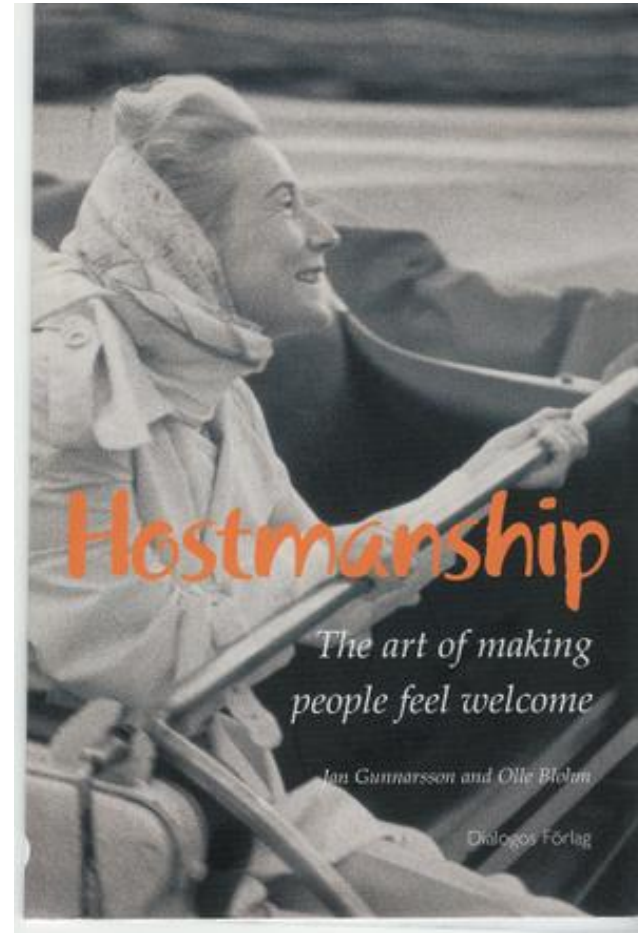
Palle Nørgaard and Dorthe Simonsen



Hospitality and hostmanship

Hospitality

- Hospitality is a voluntary human exchange, which is mutually beneficial and happens contemporaneously based on specific products and services (Brotherton, 1999)



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Hospitality and hostmanship

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Hostmanship is a holistic perception of the guest-host relation and is composed of different levels – the art of making people feel welcome

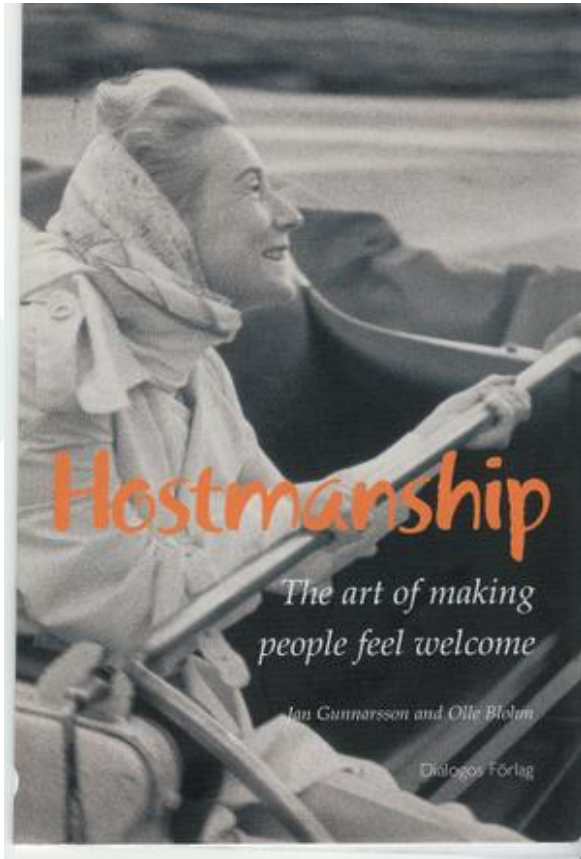
(Gunnarsson & Blohm, 2003)

“One of the biggest assets a destination has, is the pride of its hosts. When people are passionate about where they were born, where they live or where they work, they can’t help but promote these destinations no matter what the situation”

(Gunnarsson & Blohm, 2003, p. 128)

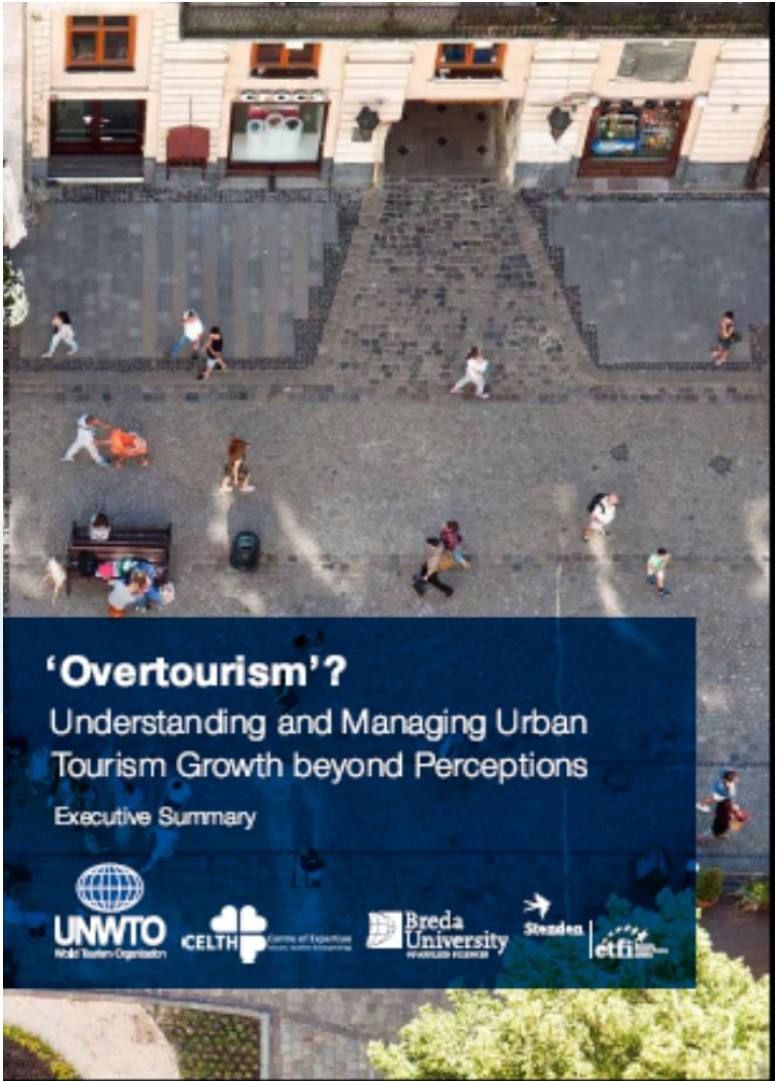
Hostmanship and DMO campaigning

Destinational hostmanship



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Strategies and measures to address visitors' growth in cities

Strategy 1. Promote the dispersal of visitors within the city and beyond

Strategy 6. Ensure local communities benefit from tourism

Strategy 7. Create city experiences that benefit both residents and visitors

Strategies	Measures
Strategy 1 Promote the dispersal of visitors within the city and beyond	<ul style="list-style-type: none">- Host more events in less visited parts of the city and in its surroundings- Develop and promote visitor attractions and facilities in less visited parts of the city and in its surroundings- Improve capacity of and the appeal of attractions- Create joint identity of and the appeal of attractions- Implement travel card for visited local travel- Mark the city as inherently to stimulate visitation of less visited parts
Strategy 2 Promote the dispersal of visitors within the city and beyond	<ul style="list-style-type: none">- Promote experiences during off-peak months- Promote dynamic pricing- Set thresholds for popular attractions during off-peak months- Use new technologies at the city entry points and through the visitor's journey, including at tourist information centres- Offer cashless discounts for new itineraries and attractions- Produce city guides and books highlighting hidden treasures- Create dynamic experience and routes for rich visitors- Stimulate development of guided tours through less-visited parts of the city- Develop virtual reality applications to famous sites and attractions to complement on-site visits
Strategy 3 Promote the dispersal of visitors within the city and beyond	<ul style="list-style-type: none">- Review opening times of visitor attractions- Review regulation on access for large groups to popular attractions- Ensure visitors use parking facilities at the edge of city- Create specific drop-off zones for coaches in suitable places- Review regulation and taxation on new platform tourism and on- Define the carrying capacity of the city and of official areas and attractions etc.- Review regulation on access to certain areas of the city for tourist related activities
Strategy 4 Enhance visitors' experience	<ul style="list-style-type: none">- Identify and target visitor segments with lower impact according to the specific city context and- Discourage visitation of the city of certain visitor segments
Strategy 5 Ensure local communities benefit from tourism	<ul style="list-style-type: none">- Increase the level of employment in tourism and strive to create decent jobs- Promote the positive impact of tourism, create awareness and knowledge of the sector amongst local communities- Engage local communities in the development of new tourism products- Conduct an analysis of supply-demand potential of the local communities and visitors- Improve quality of visitor culture and services offered to residents and visitors- Stimulate development of impoverished neighbourhoods through tourism
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Innovations



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— Dublin, Ireland —
DUBLIN LIKE A LOCAL
with Emily W.
8 REVIEWS

As a visitor to Dublin, you're quite likely to see the main historical points and oldest churches the guidebooks say are must-sees. But what do locals really like to do, see, eat and drink in Dublin? I'd love to show you.

1
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Roles in Co-creation ?

the locals &
the visitors

- CO-PRODUCTION The guided tour
- CO-CREATION Ingrediencies in dinner /Maker Culture
- CO-INNOVATION Events user-feedback on SoMe
- CO-DESIGN Sustainable development fx. MTB-Routes

(Typology inspired by guest-typology from: Hjalager 2017, InnoCoast WP1-5)

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Hostmaking activities:

Because...place does not do it alone.

Tasks:

- Provide inclusive narratives
- Multi-voiced Welcoming
& use micro-influencers
- Access to local life
- Boost host-guest relations
- Initiate community building activities
- Permanent volunteer programs

Which roles do the locals have in the strategic goals?

- Selling place ?
- Visitor experience ?
- Community building ?

Thank you!

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