Tourisme Urbain: Aspects multiculturels et durabilité

ANYA DIEKMANN
Contenu

- Tourisme urbain et diversification de l’offre
- Quartiers ethniques et multiculturels
- Tourisme dans les quartiers multiculturels
- L’exemple d’Harlem: une autre approche
- Deux nouveaux quartiers multiculturels à Bruxelles:
  - Matonge
  - Le quartier Européen
Urban tourism

- Sub-sector of cultural tourism
- Increasing within the last 15 years due to
  - More leisure time
  - Easier and cheaper transport
  - Broadened public (formerly more middle-aged travellers)

City Trips:
Next to ‘classic’ assets (heritage, monuments, museums), demand for an alternative offer, such as itineraries, multiculturality, ethnicity, gastronomy, shopping, nightlife, events etc...
Ethnic quarters

- enclaves of linguistical, religious, family and friends entities becoming important reserve storehouses of heritage that is often disappearing in developing home countries (Smith and Maryann 2001)
- a ‘nostalgic tourism attraction’ for community members or their children that never lived in their home country
- a mixture of a large variety of cultures, composed by local cultures, immigrants, residents and users (Chang 1999)
Tourism in ethnic quarters

- In many cities all over the world, ethnic districts are redefined as tourist destinations:
  - first hand experience with the practice of another culture to provide tourists with more intimate and authentic experiences’ (Greenwood 1982)
  - understood as engaging in the cultural activities of a minority group within the tourist’s own society. (Hoffman 2003; Smith 2003)

- The expectations of exotic experiences and sights of the otherness are potential sources of economic revenue in a destination (Ooi 2002).
Who are the tourists?

- Western tourists/visitors/daytrippers

Market for TA promotion

- Community members coming for specific cultural goods and social exchange
"There is an image of Harlem that is indelible around the world," said George Fertitta, CEO of NYC & Company, the city's marketing and tourism organization. "But that image is maybe more stuck in the past — the music scene, the Cotton Club, the Apollo Theater. You think about these things because they're iconic. But Harlem is a wonderful, thriving community. It's bigger than any building, bigger than any iconic representation. And there are so many things to do."

(US Today, 20-12-07)
Heritage Tours is the premiere grass roots tourism company in Harlem

We offers a unique set of products and services that serve to highlight the rich history of this New York neighborhood and its many contributions to American culture. All tours are conducted by those who were actually **born and raised** in the community. As of late many companies offer tours in Harlem, but few really know and have lived the true culture of the community – **NONE** will state anywhere on their sites that they were born raised and still live in Harlem. **Come with us and get an insiders view of Harlem from guides who have lived in the community our entire lives.** Your invited to not only learn about and celebrate Harlem's past, but to participate with us in the cultural and economic renaissance taking hold presently. Feel the historic streets of America's African-American Capital, visit cultural institutions, enjoy music, dine on delicious cuisine and shop at one Harlem's many outlets. Providing the best in customer service is very important to us and we look forward to making your arrival to Harlem seamless and easy – just send an email or give us a call. We look forward to seeing you in Harlem.

**EXPERIENCE THE REAL HARLEM!**

Upcoming Events  View Full Schedule
- **Mon 4/27/2009**: Harlem Renaissance Walking Tour
- **Tue 4/28/2009**: General Harlem History Walking Tour
- **Wed 4/29/2009**: Take The A Train to Harlem
Brussels and its communities
‘New tourism products’

The fashionable districts
Two ‘new’ quarters:

- Africa
- Europe

ULB – IGEAT – LIToTeS table ronde 28-04-09
Differences and similarities between the African and the EU quarters

African quarter

Social background of users
Decline
Lack of signage

EU quarter

Social background of users
Development

Community activity belt
No clear spatial boundaries
Symbolism for the community
Parallel community tourism
Users are not residents
Top-down decision
What is promoted as an ethnic quarter is a commercial belt...
Tourist development

- Tourist authorities
- Events
- Guided tours
- City guides
Young, multicultural, artistic and trendy, Ixelles is still one of the liveliest localities in Brussels. Thoroughfares of shops and stores and perfectly-sited outside tables happily coexist in the mix of local community atmospheres. In the middle, the Saint-Boniface district, loyal to its good food establishments in unfailingly original settings, borders on the highly colourful Matongé quarter. Its inhabitants, who are mainly Africans, open up their doors and sunny terraces.

http://www.brusselsinternational.be
Community

- Very few live actually in the area, only 7% of the African
<table>
<thead>
<tr>
<th>Nationality</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>50 (19 of Belgian origin)</td>
</tr>
<tr>
<td>Congo</td>
<td>9</td>
</tr>
<tr>
<td>France</td>
<td>7</td>
</tr>
<tr>
<td>Spain</td>
<td>5</td>
</tr>
<tr>
<td>Poland</td>
<td>4</td>
</tr>
<tr>
<td>Portugal</td>
<td>3</td>
</tr>
<tr>
<td>Luxemburg</td>
<td>3</td>
</tr>
<tr>
<td>UK</td>
<td>3</td>
</tr>
<tr>
<td>Austria</td>
<td>2</td>
</tr>
<tr>
<td>Greece</td>
<td>2</td>
</tr>
<tr>
<td>Italy</td>
<td>2</td>
</tr>
<tr>
<td>Others (Hungary, Morocco, Japan, USA, Bosnia, Nigeria, Guinea, Burundi, Turkey, Senegal)</td>
<td>10</td>
</tr>
</tbody>
</table>
Perception of the tourism activity

- Tourism asset Matonge

<table>
<thead>
<tr>
<th>quartier touristique</th>
<th>Nb. cit.</th>
<th>Fréq.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non réponse</td>
<td>1</td>
<td>2,0%</td>
</tr>
<tr>
<td>Non</td>
<td>18</td>
<td>36,7%</td>
</tr>
<tr>
<td>Oui</td>
<td>30</td>
<td>61,2%</td>
</tr>
<tr>
<td>TOTAL OBS.</td>
<td>49</td>
<td>100%</td>
</tr>
</tbody>
</table>

Activities

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>42</td>
</tr>
<tr>
<td>Meet a friend/family</td>
<td>22</td>
</tr>
<tr>
<td>Restaurant</td>
<td>20</td>
</tr>
<tr>
<td>Work</td>
<td>14</td>
</tr>
<tr>
<td>Transit</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
</tr>
<tr>
<td>Hair Dresser</td>
<td>4</td>
</tr>
<tr>
<td>Tourism</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>touristique</th>
<th>Nb. cit.</th>
<th>Fréq.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non réponse</td>
<td>1</td>
<td>1,0%</td>
</tr>
<tr>
<td>Oui</td>
<td>45</td>
<td>45,0%</td>
</tr>
<tr>
<td>Non</td>
<td>54</td>
<td>54,0%</td>
</tr>
<tr>
<td>TOTAL OBS.</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>
- **Impact of tourism**

<table>
<thead>
<tr>
<th>Impact</th>
<th>No opinion</th>
<th>No impact</th>
<th>Impact on quarter</th>
<th>Impact shop</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hairdresser</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Restaurant/café</td>
<td>0</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Travel agent</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Wax shop</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Groceries</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Book/Music store</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>9</td>
<td>6</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2</td>
<td>23</td>
<td>14</td>
<td>10</td>
<td>49</td>
</tr>
</tbody>
</table>

- **Awareness of public authorities promotion**
  - 65% not aware of tourism promotion
The Africans feel scrutinised by visitors who sought out goods and services that they considered exotic.

- Whites on safari” (Hoffman 2003)....

- “Annoyed by the insistence of tour guides on the extremely dangerous urban jungle they are visiting.”

- “We don’t go and show our friends around the Galérie Louise”"
European quarter

- No commercial, but ‘admin’ belt
- Regeneration programmes for the quarter
- Tourism only for European institutions, no backdrop for local economy
Tourism realities

- **Autonomous tourism**
  - No interaction with Brussels tourism offices for visiting European Institutions

- **Parallel tourism:**
  - European regions generate large numbers of visitors
European quarter

- Promotion on Internet and brochure
- Specific guidebook (sold out)

Cartoguides: about 100,000 distributed (sold out)

- English = 40%
- French = 24%
- Dutch = 11%
- Spanish = 8%
- German = 7%
- Polish = 6%
Is this development sustainable?

- From Tourism authorities perspective:
  - Broadens tourism offer of the city
  - Redistributes visitors in the city
  - Adapts offer to current demand
  - City becomes more competitive

- From community perspective:
  - No, for community is not involved in the development process
  - No economic benefit for no specific tourism supply

- From a residents perspective:
  - No, for residents are not involved in the development process
  - Increased traffic, but no benefit, for no infrastructure put in place and maintaining absent
Main elements impeding the new quarters to be a sustainable tourist destination:

- Tourism development decided by authorities
- The lack of cultural exchange opportunities
- The lack of global vision and collaboration between local authorities, regional authorities, residents and users.
- ‘Specific visitor categories’ not addressed by tourism authorities
• Diekmann, A. and Maulet, G. (2009), A Contested Ethnic Tourism Asset: The Case of Matonge in Brussels ‘Tourism, Culture and Communication’; vol. 9, issue 1, pp. 93-106