**Course title**: Tourism Management in Global Cities

**Instructor:** Dr. Alon Gelbman

**Credit hours:** 1

**Semester:** B

**Prerequisites:** None

**Course objectives:**

This subject will cover the multifaceted aspects of urban tourism in global cities. The process and development of urban tourism and issues relating to urban destination management will be analyzed and discussed. Students will learn about the factors which influence the development of urban tourism in global cities and make the uniqueness of the destination. There is also emphasis on issues related to urban attractions, logistics of tourism flow, and other specific micro aspects which construe urban tourism management and development.

Intended Learning Outcomes:

Upon Completion of the subject, students will be able to:

1. **Professional Competence:** explain the emerging phenomenon of urban tourism in global cities and discuss urban tourism activities.
2. **Critical Thinker:** Interpret use data related to planning, developing and managing issues and case studies from different global cities.
3. **Effective Communicators:** Communicate major issues in urban tourism development to stakeholders and agencies concerned.
4. **Innovative problem solvers:** examine the process and development of urben tourism and global cities.
5. **Ethical Leaders:** Apple the principals of managing urban destinations and explore ethical issues which impact on the community and industry.

**Schedule of lessons:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Relevant reading assignments** |
| 1 | Tourism in Global cities: Introduction | Definitions and characteristic of the 'world city' and 'mega city' in the age of globalization | Hall, 2008 |
| 2 - 3 | The postindustrial city and tourism as a catalyst of urban revitalization | Definitions and theory | Sassen, 2001 |
| 4 | Global City and tourism planning and development | From compact city to a mega city: challenges for tourism planning and developing | Maitland & Newman, 2014 |
| 5 | Brain-Gain Cities and tourism | City gentrification and being a sacksful city today | Florida, 2010 |
| 6 - 7 | Global cities and cultural heritage tourism | Tourism in the historic city, the importance of museums as a tourism destination, making the city heritage a life | Füller & Michel, 2014 |
| 8 - 9 | Mega Events in Global cities | The case studies of Olympic games and city festivals | Duignan et al, 2021 |
| 10 | Urban tourism revitalization of the old harbor: developing and managing | The Baltimore model and case studies of London and Tel Aviv | Malone, 2013 |
| 11 | Shopping tourism and tourism shopping in the CBD | CBD vs. city Malls in the temporary global city | Lee & Kim, 2018 |
| 12 - 13 | Urban Tourism Development in Jerusalem and Tel Aviv | Jerusalem as a Religion cultural heritage city vs. Tel Aviv as a postindustrial global city | Cohen-Hattab & Shoval, 2014 |
| 14 | Future Challenges: smart cities & smart tourism | New dimensions in global cities tourism planning and development | Gelbman, 2020 |

**Grading scale:**

Grade components in percentage of the final grade

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Oral exam | 10% |
| Midterm exam |  |
| Exercises |  |
| Workshop |  |
| Attendance |  |
| Project | 90% |
| Other: |  |
| **Total** | **100%** |

**Main bibliography:**

Cohen-Hattab, K., & Shoval, N. (2014). *Tourism, religion and pilgrimage in Jerusalem*. Routledge.‏

Duignan, M., Pappalepore, I., Smith, A., & Ivanescu, Y. (2021). Tourists’ experiences of mega-event cities: Rio’s olympic ‘double bubbles’. *Annals of Leisure Research*, 1-22.‏

Florida, R. (2010). *Who's your city?: How the creative economy is making where to live the most important decision of your life*. Vintage Canada.‏

Füller, H., & Michel, B. (2014). ‘Stop Being a Tourist!’New Dynamics of Urban Tourism in Berlin‐Kreuzberg. *International Journal of Urban and Regional Research*, *38*(4), 1304-1318.

Gelbman, A. (2020). Smart Tourism Cities and Sustainability. *Geography Research Forum*, 40, pp. 137-148.‏

Hall, C. M. (2008). *Tourism planning: policies, processes and relationships*. Pearson Education.‏

Hall. P., (1996), Cities of tomorrow, Oxford and Malden: Blackwell Publishers Ltd.

Hutton, T.A., (2004), "Post-Industrialism, post-modernism and the reproduction of Vancouver's central area: retheorising the 21st-century city", Urban Studies, Vol. 41, No. 10, pp. 1953-1982.

Law, C.M., (1996), Tourism in major cities, London: Routledge.

Lee, Y., & Kim, I. (2018). Change and stability in shopping tourist destination networks: The case of Seoul in Korea. *Journal of Destination Marketing & Management*, *9*, 267-278.‏

Malone, P. (2013). *City, capital and water*. Routledge.‏

Maitland, R., & Newman, P. (2014). *World tourism cities: Developing tourism off the beaten track*. Routledge.‏

Sassen, S. (2001). *The global city: new york, london, tokyo*. Princeton University Press.‏

Wei, Y. D., & Leung, C. (2005). Development Zones, Foreign Investment, and Global City Formation in Shanghai\*. *Growth and Change*, *36*(1), 16-40.‏