

## **Nur-Sultan Declaration on 'Smart Cities, Smart Destinations'**

National and city representatives gathered on 10-11 October 2019 in Nur-Sultan, Kazakhstan, on the occasion of the 8th UNWTO Global Summit on Urban Tourism 'Smart Cities, Smart Destinations'

### **Recalling that,**

1. According to the United Nations, in 2015, 54% of the world's population lived in urban areas and that by 2030 this share is expected to grow to 60%;
2. The increasing popularity of cities as tourism destinations that benefit both tourists, who experience diverse ways of life provided by urban structures, and cities, as the wealth generated from both domestic and international tourism contributes significantly to the socio-economic development of many cities and its surroundings as well as to cultural promotion and preservation;
3. The growth of urban tourism also creates important challenges in terms of the use of natural resources, environmental changes, socio-cultural impact, pressure on infrastructure, mobility, peace and security, congestion management and the relationship with host communities;
4. The creation of 'Smart Cities' holds enormous potential to generate a positive impact on citizens' lives and visitors' experiences by making cities more livable, manageable, sustainable and accessible;
5. The principles of the UNWTO Global Code of Ethics for Tourism aimed to maximise the sector's benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe;
6. The UNWTO Recommendations on Urban Tourism adopted at the 23<sup>rd</sup> UNWTO General Assembly, 2019;
7. The contribution of tourism to the 17 Sustainable Development Goals (SDGs), and namely to Goal 11 - 'make cities and human settlements inclusive, safe, resilient and sustainable'.

### **Agree to work towards**

1. Advancing the contribution of urban tourism to the United Nations New Urban Agenda and the 17 SDGs, namely Goal 11 (make cities and human settlements inclusive, safe, resilient and sustainable), having the SDGS as the common framework to guide all relevant actors in urban tourism;
2. Aligning urban tourism development with the principles of the Global Code of Ethics for Tourism;
3. Embracing the holistic concept of smart destinations in urban tourism development based on five pillars: innovation, technology, accessibility, sustainability, and governance;

4. Fostering the use of technology, namely big data, artificial intelligence, the Internet of Things (IoT), virtual and augmented reality to improve visitors' experience, communities engagement and participation in tourism, infrastructure development, mobility, measure and monitor impacts, promote evidence-based decisions and reduce the potential negative impact of tourism on the natural, social and cultural assets by optimizing existing resources;
5. Promoting a culture of open data, entrepreneurship and innovation through the adequate regulatory framework, incentive programmes, education and skills development;
6. Implementing the UNWTO recommendations on Accessible Tourism for All<sup>1</sup>;
7. Setting governance models for urban tourism that promote partnerships with the private and public sectors, data providers, local communities and other non-tourism actors;
8. Promote new approaches such as Mobility as a Service (MaaS) and Smart City given their potential to contribute significantly to mobility of both tourists and residents, and enhance their experiences, accessibility and overall quality of life;
9. Promote innovation and the use of technology to develop new and creative tourism experiences that enhance the links between tourism, culture and local communities and their contribution and benefit from tourism;
10. Joining our common efforts and enhance international cooperation to build sustainable urban tourism and cities for all - citizens and visitors'.

We express our gratitude to the Government of Kazakhstan and the city of Nur-Sultan for their kind hospitality and leadership in hosting the 8th UNWTO Global Summit on Urban Tourism.

Nur-Sultan, Kazakhstan, 10 October, 2019.

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<sup>1</sup> <http://cf.cdn.unwto.org/sites/all/files/docpdf/recommendationsaccesstourismforallenok.pdf>  
<http://cf.cdn.unwto.org/sites/all/files/docpdf/recommendationsaccesstourismforallenok.pdf>