

# Integrating Place-Making with Tourism in Urban Canada

Binational Tourism Summit 2008

Buffalo, New York

April 3-4, 2008

*and  
western  
New York*



# About the topic...

- Purpose: to begin a dialogue on the desirability, issues and challenges of integrating urban and tourism planning
- Goal: development of recommendations to share with our planning profession colleagues



# Dimensions of the Issue

- The Disconnect
- Economic box vs. culture of place
- Layering of tourism
- Matching objectives



# The Disconnect

- Development of the urban landscape does not have an integrated tourism component
- Research and writing on destination competitiveness anticipates full integration



# Unscientific Survey of Major Canadian Cities

- Are tourism professionals included on the planning teams? If not, how are they used in the process?
- Has your community done a recent major tourism plan? How were tourism issues brought into that process?



# Are tourism professionals included on the planning team?

- Planning projects have criteria – representation and/or participation by those that it has the potential to impact
- Yes, but not directly, or not in a formal way/process
- Have one person who collaborates with other divisions



# Are tourism professionals included on the planning team?

- Participate when official plan is being reviewed, but not on the planning team.
- As one of several stakeholder groups
- One, charismatic, senior person invited to join teams as a result of connections..



# If not, how are tourism professionals used in the process?

- Invited to join planning committee
- Specific requests from the planning teams
- Participate in workshops
- Cross-discipline teams review site applications



# How were tourism issues brought into the process?

- Municipal growth strategy specific to the tourism industry
- Part of the Master Plan
- Tourism issues/organization drive plans in some places (cruise port)



# How were tourism issues brought into the process?

- Directors are invited to evaluate projects
- Involved with developers in application development
- They're not!



# The Economic Development Box and the Culture of Place

- Tourism = economic development
- Tourism = consumer of culture/community

OR...

- Tourism = guest/host relationship
- Tourism = producer of quality experiences



# Layering Tourism on the City

- Tourism builds “into” what already exists
- Another layer on an already layered landscape
- Urban settings are subject to constant revision
- Revision that shapes and is shaped by tourism



# Matching Objectives

- Need for holistic and comprehensive view of place
- Wholesale support and approval of decision-makers



# But, not all that far apart...

- Both professions are in the place-enhancing business... Just not at the same table!
- There appears to be a perception in community planning circles that is this not a significant issue

# Aspects of the Problem

- Lack of planning for ebbs and flows of visitation
- Lack of commitment to involve tourism professionals
- Lack of budgeting from early stages



# What if...

Niagara-Buffalo was the first international, jointly planned, trans-border example of integrated design? How would it be different?



# Six Basic Fundamentals

- Tourism is “all travel”
- Tourism is run by more than business
- Understand different perspectives of development



# Six Basic Fundamentals

- Goals: customer satisfaction, protection of resource assets, integration of community, improved economy and business success
- Public involvement
- Different scope and content for different scales of development



# The Question

How do we better integrate place-making with tourism in urban Canada?

*and  
western  
New York*



# Next Steps

- TTRA International Conference
- National CIP Conference
- TTRA Canada Conference



# Have ideas or suggestions?

[dlegg@mgp.ca](mailto:dlegg@mgp.ca)

