Touristified everyday life – mundane Tourism: Current Perspectives on Urban Tourism

MAY 11 – 12, 2017

Conference organized by the Urban Research Group ‘New Urban Tourism’, Georg Simmel-Center for Metropolitan Studies, Humboldt-Universität Berlin
Tourism and the Everyday Practices

In tourism studies and the social sciences more broadly, tourism was traditionally treated as an exotic set of specialized consumer products occurring at specific times and places that are designed, regulated or preserved more or less specifically for tourism, such as resorts, attractions and beaches. Much tourism theory, such as the seminal work of MacCannell (1976) and Urry (1990/2002), defined tourism by contrasting it to home geographies and ‘everydayness’: tourism is what they are not. As a result, tourism studies produce fixed dualisms between the life of tourism and everyday life.

In this talk, I will move beyond the separation between tourist travel and everyday life by discussing recent theoretical perspectives that can help tourism researchers to conceptualize the entanglement of tourism and the everyday and what we might call mundane tourism. I will discuss notions such as “de-exoticizing”, “networking”, “performance”, “practice” and “mobility”. I end by framing some of these theoretical discussions within two of my recent ethnographies of how tourists participate in Berlin marathon and experience Copenhagen on bikes.

KEYNOTE: Jonas Larsen (Roskilde University)
TOURISM AND THE EVERYDAY PRACTICES

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Touristification of the urban night: Towards a new research agenda?
Jordi Nofre (New University of Lisbon), Emanuele Giordano (Paul Valéry University – Montpellier 3), Adam Eldridge (University of Westminster)
Considering the progressive touristification of the urban night, this contribution argues that there is a need for a new research agenda on the “touristified” night that interconnects with the wider domain of social sciences and contextualizes this process into a wider process of urban change.

Tourism is seen as diffusing in the everyday life, and new urban tourism creates a touristically-informed urban space. It raises the question of «inhabiting» and «co-habitating» the city. The field of urban tourism is always framed, tamed and potentized. Four ideal types should illustrate this: everyday tourism, touristification of everyday life, included exclusion of tourism and detemporalization of tourism.

In this talk we explore the idea of everyday tourism by discussing night tourism as a form of mobility where residents consume their own city as tourists. Drawing on examples, we discuss night tourism as an extension of the touristic experiences without travelling extreme distances, but simply by dining at an ethnic restaurant in their own town.

This presentation introduces a case study on changing practices in urban regeneration and tourism in Seoul, South Korea.

Urban tourism experience.
Hans-Jürgen Gute (Universität für Wirtschaft und Verwaltungswissenschaften Berlin)
The 21st century explosion of yoga studios and day spas is a distinct urban phenomenon that has been facilitated through the digital peer-to-peer distribution platform, urban residents become Airbnb hosts and promote their private living environment on the internet. Using the example of Berlin, this presentation aims to identify the autonomous production.

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Encounters & Contact Zones
Chair: Luise Stoltenberg

Urban tourism and peer-to-peer accommodation: resident-tourist encounters and feeling at home in Amsterdam urban neighbourhoods
Bianca Wildish (Utrecht University)
Airbnb marketing is based on feeling at home, we investigated the extent to which both tourists and residents feel at home, focusing on encounters and three dimensions - personal familiarity, private comfort and public belonging. Our results complicate the labels of tourist and resident.

Tourist Valoration and gentrification in the city
Fabian Frenzel (University of Leicester)
This contribution explores the relationship between tourism and gentrification, by highlighting the role tourists play in creating the worth of neighborhoods as attractions. Urban tourism is re-cast as a process of collective, partly autonomous production.

Re-thinking gentrification concepts – New urban tourism, Cultural capital and Patrimonio in San Telmo/Buenos Aires
Christian Samuel Kirschenmann (Bauhaus-Universität Weimar)
This research project concentrates on decentering the perspective on common gentrification concepts by examining the socio-spatial transformation processes in a historical neighbourhood regarding new urban tourism, cultural capital and patrimonio.

Living in a heritage site
Gin-Young Song (University of Zurich)
This presentation introduces a case study on changing practices in urban regeneration and tourism in Seoul, South Korea.

Airbnb-hosts as actors in new urban tourism: motivation in participating from the supply-side perspective
Natalie Stars (University of Trier)
Through the digital peer-to-peer distribution platform, urban residents become Airbnb hosts and promote their private living environment on the internet. Using the example of Berlin, this presentation aims to identify the different backgrounds and motives that drive Airbnb hosts to rent out their own private spaces.

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Welcome home – analyzing practices of hosting on Airbnb in New York City
Katharina Knaus (Technische Universität Berlin)
This presentation will discuss practices of hosting in New York City. Whilst tourists’ experience in a travel destination has found much attention in research, the aim is here to shift the focus and to contribute an analysis of a host’s experience with Airbnb.

Lunch break
1:00-2:20 pm
Restaurant Wirtschafts Roter Jäger, Jägerstraße 28-31, 10117 Berlin
URBAN (TOURISM) DEVELOPMENT

Chair: Thomas Frisch

TOURISM GROWTH AND URBAN DEVELOPMENT IN PARIS
Tim Freytag & Michael Bauder (University of Freiburg)

Our presentation is based on substantial field work that was carried out in Paris over the past few years. We argue that the city experiences ongoing dynamics of touristification that are particularly intense at the margins of the existing tourist hot spots.

THE RISE AND FALL OF HOTSPOTS AND COLDSPOTS IN THE CONSUMPTION LANDSCAPE AND THE LIVABILITY OF NEIGHBOURHOODS
Bas Spierings (Utrecht University)

This contribution explores and discusses mechanisms behind the rise and fall of hot- and coldspots in the consumption landscape, politics and problematizations of (new) urban tourism-led developments involved and implications for the livability of cities.

SEEING LIKE A TOURIST CITY, THE PROBLEMATIZATION OF CONFLICTIVE URBAN TOURISM AS POLITICAL GOVERNANCE PROCESS
Christoph Sommer (Humboldt-Universität Berlin)

How are actors of tourism governance rendering conflictive urban tourism as problematic? Drawing on the case of Berlin the presentation analyses these processes as political processes – which pre-determine future scopes of governance.

UN-GOVERNING THE NIGHT. NEW URBAN TOURISM, REURBANIZATION AND THE POSTPOLITICAL CONDITION IN BERLIN
Henning Füller (Humboldt-Universität Berlin)

Growing conflicts regarding the nightly use of public space demand a strong political intervention in certain districts of Berlin. The presentation details the post-political character of the governance setting employed.

THE EXTRAORDINARY MUNDANE

Chair: Fabian Frenzel

AT HOME IN FOREIGN PARTS – AN ALIEN IN YOUR OWN CITY: DE-DIFFERENTIATION OF POSTMODERN TOURIST-NESS
Anja Sorenski (Leuphana University of Lüneburg)

The contribution aims at illustrating new definitions of urban tourist-ness to grasp the implosion of the classic dichotomy of tourists and local residents in a world with alternative urban tourism supply for both sides.

TOURING HOMELESSNESS – THE LIFE OF HOMELESS PEOPLE IN THE INTERPLAY BETWEEN CULTURAL OTHERING, CARE TAKING AND POLITICAL ACTIVISM
Julia Burgold (University of Potsdam)

This talk considers the touring of homelessness as a complex situation, which comprises multiple and often incommensurable types of observations and perspectives on homelessness. It seeks to empirically examine how these different but co-existing perspectives are brought into workable arrangements.

TOURING SLUMS: A COMPARATIVE STUDY AMONG BRAZIL, SOUTH AFRICA AND INDIA THROUGH USER GENERATED CONTENT
Isabella Rega (Bournemouth University)

This contribution investigates how slum tourism shapes travellers’ representations about shantytowns and how these are shared on social media, by comparing a total of 8'208 TripAdvisor reviews of three destinations: South Africa, Brazil and India.

YOU ARE A TOURIST! TOURISTIFYING NEIGHBORHOODS THROUGH PERFORMATIVE INTERVENTIONS – A REPORT.
Nils Grube (Critical Geography Group Berlin)

What makes the tourist a provoking social figure? This contribution presents the results of several experimental field tests in Berlin-Neukölln which aim to irritate existing prejudices as well as to allow reflections on the role of being a tourist and learnings about the effects of tourism in changing neighborhoods.

COFFEE BREAK
4:30-4:50 pm
Room 418c

WRAP-UP AND KOSMOS-WORKSHOP ON FUTURE PERSPECTIVES
with Ilse Helbrecht (Humboldt-Universität Berlin), Jonas Larsen (Roskilde University) & Tim Freytag (University of Freiburg)

ROOM 418c:
5:00 – 6:00 pm
May 11, 2017, 4:15 – 5:00 pm,
KEYNOTE – JONAS LARSEN (Roskilde University) ‘TOURISM AND THE EVERYDAY PRACTICES’
Hausvogteiplatz 5-7, 10117 Berlin, Room 007
(subway: U2 Hausvogteiplatz), Entrance free

May 12, 2017, 9:00 am – 6:00 pm,
PANELS
Georg Simmel-Center for Metropolitan Studies,
Mohenstraße 41, 10117 Berlin - Room 408 and 418c
(subway: U2 Hausvogteiplatz or U2/U6 Stadtmitte)
Registration required until April 20, 2017
(attendance fee 40€, reduced 20€)

URBAN RESEARCH GROUP ‘NEW URBAN TOURISM’
GEORG SIMMEL-CENTER FOR METROPOLITAN STUDIES,
HUMBOLDT-UNIVERSITÄT BERLIN

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