

Reversed City Marketing

Amsterdam Edition

Module Guide 2020

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Module ID	
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ECTS	4 or possibilities to 6 with guided extra self study/contribution
Contact hours	80
Self study hours	60
Course site	https://www.amsterdamuas.com/summerschool/course/fbe/reversed-city-marketing/reversed-city-marketing.html?origin=V3tk7654RSmvcL9Y7fgNMQ

Module overview

This guide gives you an overview of the summer course City Marketing in Europe: New Ways and Beyond. Amsterdam Edition.

1.1 Content

To start with

Why do cities care about their image and reputation? Why do people attach to places? When does a place feel as one's own, even if one it's only visiting it? And how come that the 'urban tourist', once the symbol of a select kind of visitor, has been increasingly seen by many as 'the anonymous mass tourism' and 'one of the biggest problems' in current European cities? What has been the role of city marketing in this story? And what are the solutions?

In this course you can expect to get answers to these questions and contribute to possible solutions. We will see together that the positioning of cities is a changing process. Large and smaller European cities are increasingly reviewing their marketing practices and are exploring new ways of positioning themselves in a network of cooperation with other cities. They are looking for a better balance between the different interests and views. They see the need to reconsider their goals and to contribute to a more prosperous and sustainable urban development. Many think that it is time for Reversed City Marketing.

Embracing Complexity: Why Not?

In this process, cities are also realizing that some phenomena are more complex than first figured. The enormous increase of urban tourism for instance has not been a merely effect of city marketing slogans. Cities have factually become more appealing to visitors. In the last three decades inner-city neighbourhoods have been rehabilitated and cleaned up. New neighbourhoods have emerged and facilities improved. They feature a broad offering.

All the more, the liberalization of European flight regulations, the emergence of low-cost airlines and 'the' booking.coms and airbnbs have made literally possible for almost anyone to book a city trip at ease. Current urban tourists walking on the city centres might look as mass tourism, but they are not. Or not exactly. In a manner, the big majority have not come with an organized trip but just by their own. And yet, what would happen if flight regulations change again and tickets become seriously unaffordable to the most?

During the course you will have the chance to look at these kind of issues first hand in the city of Amsterdam. You will be literally part of the city. We will examine why and how one-sided images such as the one of Amsterdam being the 'city of canals and coffee-shops' have been so powerful and attractive, also for Amsterdam's city dwellers. But at the same time, we will see why current city dwellers are increasingly protesting against these images and are literally leaving the city centre. They believe tourists have overtaken their place. They don't recognize it anymore as their city. They think this is a process that will never stop.

Getting a better understanding

In this framework, it is important to develop a more wholistic view, getting a better understanding of the reinforcing effects that simultaneous circumstances have in urban phenomena. Old, new and young local initiatives in different cities provide interesting insights into the matter and propose solutions to achieve a better balance. Together with them we will look for new combinations of positioning tools and will shed light on the appeal of alternative routes.

Eventually, at least that's what our research as far shows, the most resilient cities of the future will be those who engage in a more polycentric setting, with a better infrastructure and well communicated different 'city centres' to dwell, work, visit and 'have a life'. Future cities are those reflecting a more authentic and up to date set of imaginaries. Amsterdam might be the city of 'canals and coffee-shops' but it always has been much more than that. Not for nothing, some have called Amsterdam 'the smallest metropolis of the world'.

A step aside. Good to know:

This Summer course is based on 10 year experience of our City Marketing in Europe minor program and on a longstanding intercity cooperation with universities and partners in Europe. During these years we have conducted first hand research and have experienced the city as a fascinating field to explore and be part of. Our ten years of experience have made our program strong. We have been increasingly able to capture important urban patterns and have developed tools that help to better identify meaningful trends and to predict cities' prosperity and resilience.

Who should Join

We are looking forward to sharing our program with those of you who are genuinely interested in exploring and connecting cities. You should also of course be interested in Amsterdam, be curious and ready to actively research and document its different enclaves at these very moments. For our part we can guarantee that by the end, you will have become more of a real urban insider and a part of our inter-city network in Amsterdam.



1.2 Learning outcomes

#	You can:
1.	Conduct first hand research using multi-sensorial techniques (from observations offline and online, to interviews and place registrations).
2.	Report the conducted research and contribute to the course final product (a multimedia publication and presentation).
3.	Collaborate and connect with the involved parties in Amsterdam in a fruitful manner.
4.	Eventually contribute to a more sustainable urban positioning by presenting your ideas and proposals to our committee of experts.

1.3 Learning activities

The activities cover different levels linked to each other:

- ✓ Lectures, experts presentations and reading sessions provide the necessary academic common background.
- ✓ Visits and meetings with different involved parties to relevant and distinctive spots accelerate the immersion process.
- ✓ Coaching sessions on multi-sensorial research techniques, writing, filming and presenting support the process of researching and publishing.

1.4 Teaching methodologies

The course is set as a research and publishing lab and is part of the Research Group Cities & Visitors. The Course Lab has a chief research and a chief editor and producer who together coordinate the different activities. As a Lab we will be working on a real life assessment in cooperation with the city of Amsterdam and other partners in Amsterdam's media.

Our work methodology is based on the idea that doing actively research and coming to results is the best way of learning. Therefore all participatory research -and the networking related to it- is meant to accelerate the immersion process.

Moreover mapping techniques in the Course Lab sessions give insight into a broader perspective on international and intercity trends and help to identify possible new itineraries and (inter-city) cooperation. Filming and writing sessions help to operationalize the publishing process and the final presentations.



1.5 Study materials & recommended further reading

Registered students are facilitated with a guided and detailed Course Lab manual, including a description of activities and related readings and preparations.

Recommended lectures are (parts of):

Simon Anholt, 'Places identity, image and reputation' 2010

Gregory Ashworth and Stephen J. Page, 'Urban Tourism Research: Recent Progress and Current Paradoxes', *Tourism Management*, 32.1 (2011), 1–15

Denaci, Mark C., 'Amsterdam And/as New Babylon: Urban Modernity's Contested Trajectories', in *Imagining Global Amsterdam: History, Culture, and Geography in a World City*, ed. by Marco de Waard (Amsterdam: Amsterdam University Press, 2012), pp. 201–17

Mihalis Kavaratzis and G.J. Ashworth, 2007 'Partners in coffee shops, canals and commerce: Marketing the city of Amsterdam Cities'

Scott, Allen J., 'Creative Cities: Conceptual Issues and Policy Questions', *Journal Of Urban Affairs*, 28 (2015),

———, 'Emerging Cities of the Third Wave', *City*, 15 (2011), 289–321

Jorge Sequera & Jordi Nofre (2018) 'Shaken, not stirred, New debates on touristification and the limits of gentrification.' *City*, 22:5-6, 843-855S

1.6 Assignments & assessment

Assignments / Tests	Weight (%)
Group's Lab report. Multimedia publication	50%
Individual reflection	30%
Final presentation	20%
	100%



2.Lesson Planning

Week 1 Day 1	<p>8:00-9:00 Registration</p> <p>9:00-10:00 Opening Summer school</p> <p>12:30-13:30 Lunch</p> <p>16:00-17:00 Dutch Culture/ film</p> <p>17:00 Welcome drinks</p>
Week 1 Day 2	<p>Introduction to City Marketing in Europe course</p> <p>Talks, set up and guidelines</p> <p>12:30-13:30 Lunch</p> <p>Exploring the City: From Waterlooplein to A'dam Tower according to our own City Marketing in Europe route.</p>
Week 1 Day 3	<p>Lab activities. Research, filming, writing</p> <p>12:30-13:30 Lunch</p> <p>Briefing. De Wallen: Observations in situ. Meetings with experts and initiators. Un-tourism movements. Debriefing</p>
Week 1 Day 4	<p>Experts Talks: Introduction to Polycentric Amsterdam. Old and new centers.</p> <p>Lab activities. Defining the case.</p> <p>12:30-13:30 Lunch</p> <p>Lab activities: Organzing individual and team case and tasks.</p> <p>Working on the cases.</p>
Week 1 Day 5	<p>Visits to the different enclaves. All day activity. Debriefing. Place to be announced.</p>
Week 2 Day 1	<p>Lab activities with chief editor's guidance. Working on the cases.</p> <p>12:30-13:30 Lunch</p> <p>Lab activities with chief editor's guidance. Working on the cases</p>
Week 2 Day 2	<p>Lab activities. Possible gaps to be covered.</p> <p>12:30-13:30 Lunch</p> <p>Afternoon activities depending on needs teams</p>
Week 2 Day 3	<p>Lab activities: Putting all together with chief editor guidance</p> <p>Schedule depending on needs teams.</p> <p>Try out</p>
Week 2 Day 4	<p>Final Presentations with attendance of a experts committee (Place to be announced)</p> <p>Deliberations, Debriefing and New Steps</p> <p>Course closing with a drinks and a bite</p>
Week 2 Day 5	<p>12:30-13:30 Plenary Lunch</p> <p>16:00 Certificate ceremony</p> <p>17:00 Farewell drink</p>

