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Chapter 29. Challenges and best practices in sustainable urban tourism development in Central and Eastern Europe

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Abstract

Urban destinations worldwide face many challenges, including an increasing number of visitors, a growing number of people living in cities, and economic and environmental disruptions, to name but of few. Sustainable development of urban destinations is thus an important topic that researchers have started to examine over the past decade. Still, little has been written on sustainable tourism development and the challenges faced by city destinations from Central and Eastern Europe (CEE), a region with a tumultuous history, many conquests, turmoil, and displacements. These events are reflected in the rich culture and diverse traditions that are maintained even today in some cities from the region. This chapter aims to contribute to filling this gap by discussing the challenges faced by CEE countries in their efforts to promote and implement sustainable tourism initiatives, with a focus on urban destinations. Additionally, it briefly explores the situation of sustainable urban tourism in post-communist Romania and presents examples of best practice in sustainable tourism implementation from several CEE cities.

Keywords: sustainability, urban destinations, city tourism, sustainable tourism, Central and Eastern Europe (CEE), Romania