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ABSTRACT. Globalization has consequences for observable and quantifiable city tourism practices; the world's major cities are similar - or not - in the approach and management of this urban tourism with touristic projects and infrastructure sometimes identical but also differentiated practices. In addition, small and medium-sized cities are experimenting with a new form of tourism and their territory. But even more, urban tourism does not become a major factor in the construction of the image of the city and sometimes the image of a country? City tourism is multiple, in connection with the economic activity of a city (business tourism), the organization of congresses and leisure activities for the general public. We must also highlight the challenge of moving towards more sustainable urban tourism through a good tourism practice that has significant consequences for our planet and its environment, especially by transport. This axiom is realized through sometimes remarkable phenomena of hybridization, standardization or differentiation. There are also endogenous and exogenous social events or productions that characterize or modify a tourist activity in the urban world. This leaves options or strategic axes based on differentiation with respect to the other, but also think of a necessary networking with the rest of the world and resulting in a multiplication of competition. The aim of the Journal City & Tourism is to work on different themes that are meaningful and emulate in the field of research disciplines. We favor two complementary approaches that will allow us to give a precise portrait of the tourist city, a marketing approach (economic, communication, management, CSR, branding and governance) and a geographical approach (spatial, human, cultural and environmental).

RÉSUMÉ. La mondialisation implique le renouvellement des pratiques touristiques urbaines, observables et quantifiables par les grandes villes du monde qui se ressemblent - ou pas - dans l'approche et la gestion de ce tourisme urbain avec des projets et des infrastructures touristiques parfois identiques mais aussi des pratiques différenciées. À l'échelle mondiale, il faut souligner l'enjeu de s'orienter vers un tourisme urbain plus durable par la soutenabilité d'une pratique ayant des effets notables sur notre planète et son environnement, notamment par les transports. Actuellement, les offices de tourisme à travers leurs stratégies marketing et de communication raisonnent par une addition de facteurs et d'objectifs voulant renforcer l'attractivité de leur ville. Ils recherchent la superposition de différents types de clientèles-visiteurs. En outre, ces agences de promotion proposent la création d'une image officielle de la ville, vérifiée ou contradictoire, à la réalité et à la complexité du fait urbain. Cet axiome se réalise à travers des phénomènes notables d'hybridation, d'uniformisation ou de différenciation. Dans ces conditions, le tourisme urbain ne devient-il pas un facteur prépondérant de la construction de l'image de la ville et parfois de l'image d'un pays ? Le tourisme urbain est multiple, Cité et Tourisme aspire à travailler différentes thématiques porteuses de sens et d'émulations dans le domaine des champs disciplinaires de la recherche en sciences humaines et sociales. Nous privilégions deux approches complémentaires nous permettant de donner un portrait précis des villes touristiques : une approche marketing (économique, communication, management, gestion, gouvernance) et une approche géographique (spatiale, humaine, culturelle, environnementale).

KEYWORDS. City, tourism, geography, marketing, communication, business, company.

MOTS-CLÉS. Ville, tourisme, géographie, marketing, communication, gestion, entreprise.

City & Tourism - Journal of City Tourism

City & Tourism - Journal of city tourism is a scientific journal of research and debate on the city and its tourism, the city and its leisure, the city and its changes. It is all about urban tourism, which has become the world's leading form of tourism by adding national and international tourists, business tourists and day-trippers according to conventional classifications.

Currently, more than half of the world's population resides in the city. This trend and this phenomenon of residence of the world population shows no sign of decrease in our century. Knowing that the prospective statistics estimate a planet populated of urban at 70% horizon 2050, such a scientific journal has become necessary to meet the challenges and stakes of a world,

which is very often globalized by the cities. This proposal for a Journal is explained by the acceleration of the practice of the city break - city vacation - city trip - city tour which is spread widely on a worldwide scale. This review has a scientific committee, a professional committee, an editorial committee and correspondents.

City tourism is an object of identifiable scientific knowledge and part of the globalization process. Our scientific journal sees in "the nomadic planet" where humans go from city to city, a new theoretical framework to better understand the processes at work and understand our world. The aim of the Journal of City Tourism - City & Tourism is to work on different themes that are meaningful and emulate in the field of research disciplines. We favor two complementary approaches that will allow us to give a precise portrait of the tourist city, a marketing approach (economic, communication, management, CSR, branding and governance) and a geographical approach (spatial, human, cultural and environmental).

"Be the stakeholders of city tourism and share your results"

There is no submission or publication fee for City & Tourism. The journal proposes a scrupulous policy of reviewing scientific articles. The identity of the parties is always hidden with a double-blind peer review. We are an unrestricted – open access scientific journal on the Internet, it will soon be doubled with a paper edition thanks to a sponsorship.

We base our development and notoriety on the quality of published scientific articles and on our ability to develop debates on the themes of urban tourism and the changing city. The scientific journal, City & Tourism - Journal of City Tourism is protected by notarial copyright, it is a service mark as a digital edition recognized in France and in the world. Our objective is to become the leaders in scientific research and debates in the field of city tourism and in the many aspects associated with this theme. As a summary, we look into and refer to different fields.

Fields of investigation:

1. Generally:

- - Sustainable development and urban tourism.
- - Cultural tourism, museum, scenography.
- - Tourism and accessibility of the city (mobility).
- - Tourism and risks in the city (terrorism, march).
- - The concentration of tourist activities in the city, mass tourism, over-tourism, urban tourism and health.

2. Marketing and business

- - Marketing, communication, management, city management. Tourist business.
- - Economics of services, major hotel and independent groups, employability, CSR, urban tourism governance.
- - Tourist city and law - legislation.
- - Business tourism and the attractiveness of the city, the development of a brand, international fairs, congresses in the city (MICE).
- - The tourist city and the digital / digital sphere.

3. Environment

- Mega events, recreation planning (Olympic Games, World Expo, FIFA World Cup ...).
- Heritage conservation, UNESCO, labeling, town twinning, festival.
- Environment, landscape, climate change, waterfront, river front, lake front, valley front.
- Town and regional planning, public space, urban logistics, landscape architecture.

4. Lifestyle

- Study trips in town, linguistic trips and cultural offer.
- Social and humanitarian tourism, greeters, association and tourist city.
- Tourist city and way of life, lifestyle, sociology and anthropology of the tourist city.
- History of tourism in the city, tourists and personalities in the city.

5. Case study

- Multiple case studies to allow generalities: regional scale, continental scale, global scale of urban tourism, (standardization and differentiation, impacts, strengths, weaknesses, opportunities and possible dangers).

Globally, we observe the practice of the famous city break - weekend or short-term holidays in a city - which implies often that city-dwellers leave the city for another city, in order to travel and spend a few days of vacation.

Globalization has consequences for observable and quantifiable city tourism practices; the world's major cities are similar in the approach and management of this urban tourism with touristic projects and infrastructure sometimes identical but also differentiated practices. In addition, small and medium-sized cities are experimenting with a new form of tourism and their territory.

Whether we are in a health crisis or on the way out of a crisis, the return of mass tourists or another form of more sustainable and local tourism requires long-term thinking.

But even more, urban tourism does not become a major factor in the construction of the image of the city and sometimes the image of a country? City tourism is multiple, in connection with the economic activity of a city (business tourism), the organization of congresses and leisure activities for the general public.

We must also highlight the challenge of moving towards more sustainable urban tourism through a good tourism practice that has significant consequences for our planet and its environment, especially by transport.

Currently, tourist offices through their marketing and communication strategies reason by adding factors and objectives to enhance the attractiveness of their cities. They seek the superposition of different types of clients and visitors at the same time: the excursionists, the business tourists, the congresses tourists, the cultural tourists, the pilgrim tourists and the tourists who travel for playful leisure activities. Promotion agencies offer the creation of an official image, verified or contradictory to the reality of a city.

This axiom is realized through sometimes remarkable phenomena of hybridization, standardization or differentiation. There are also endogenous and exogenous social events or productions that characterize or modify a tourist activity in the urban world. This leaves options or strategic axes based on differentiation with respect to the other, but also think of a necessary networking with the rest of the world and resulting in a multiplication of competition.

Finally, risks, uncertainties and new behaviors imply a redefinition of the tourist turnaround, experienced by small cities, metropolises and global cities.

The staging, storytelling and the development of tourism activity in urban areas require high-quality scientific research, allowing purveyors reflections for cities and the stakeholders of their governance. We also have complementary analyzes of city tourism with a multidisciplinary perspective.

We wish to become a major player of city tourism, encourage, value, stimulate and involve all the goodwill on an aspect of the tourism which has become essential for the public and private stakeholders, financial companies, new companies (the internet giants), startups and associations.

The scientific journal publishes original articles, special issues, book reviews, interviews and critical commentary on different formats (text, video, audio and image). As for the popularization of scientific research, it is a mission of the Journal, this through a resonance of articles in the professional and mainstream press. We have a YouTube, Instagram, Twitter account, a Twitch space for live event broadcasting, a Spotify podcast, and a blog Medium.

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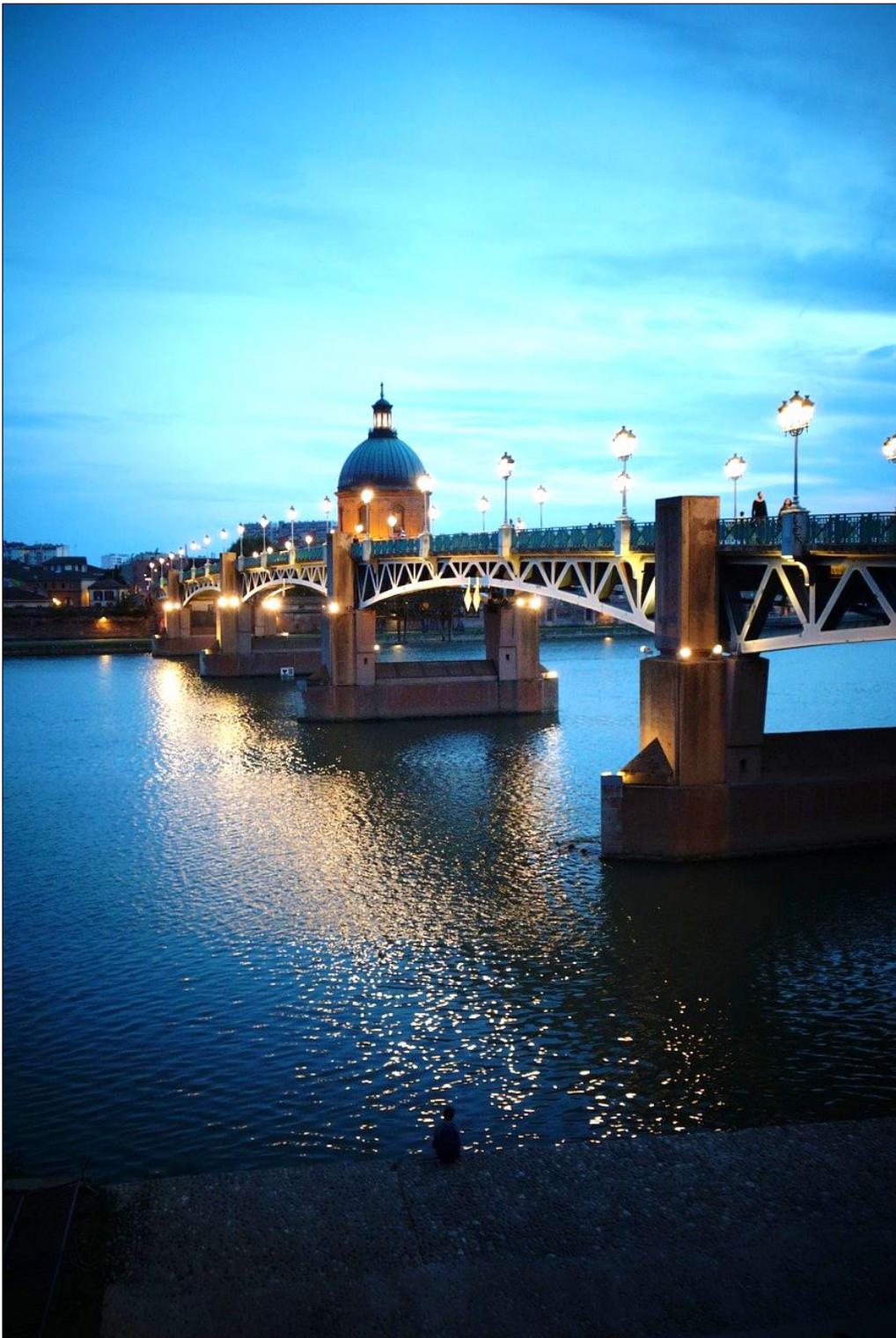
Illustrations on the Metropolis of Toulouse (France), as an example.



Tourism, city and heritage, Saint-Sernin and the Canal du Midi.



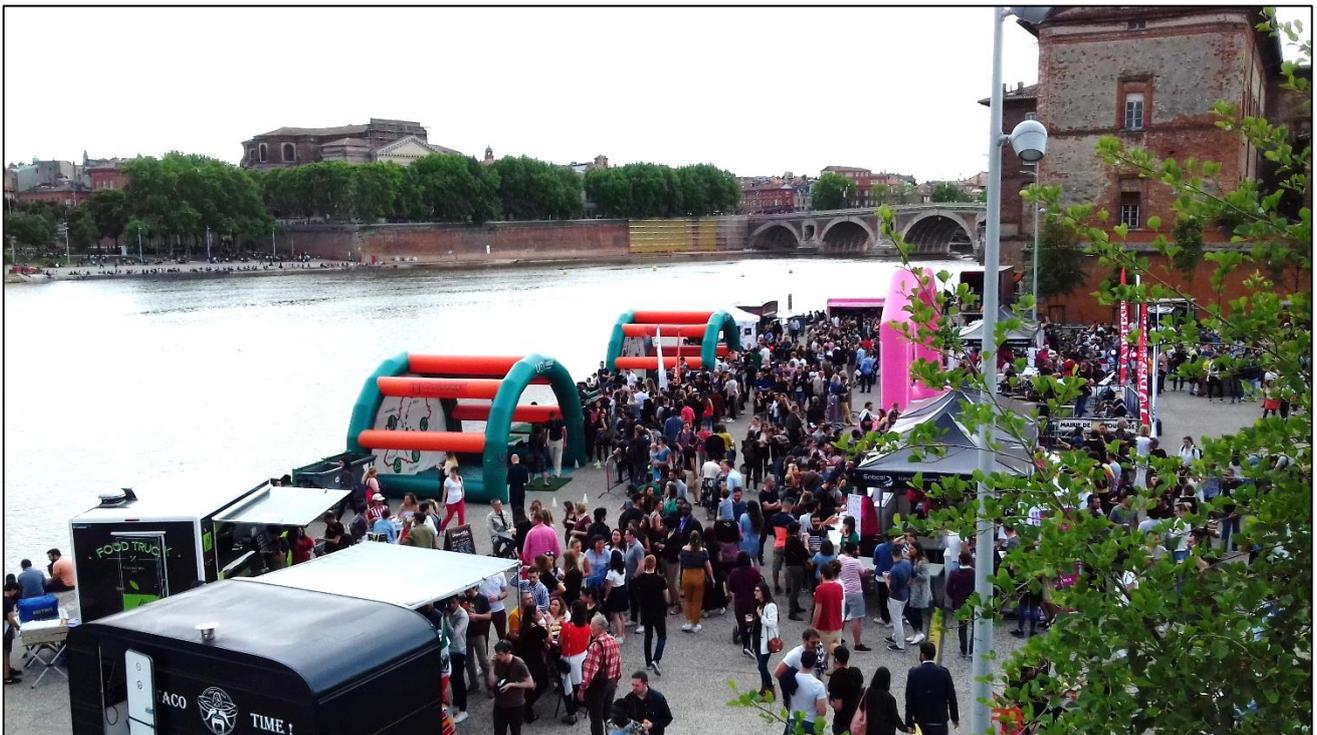
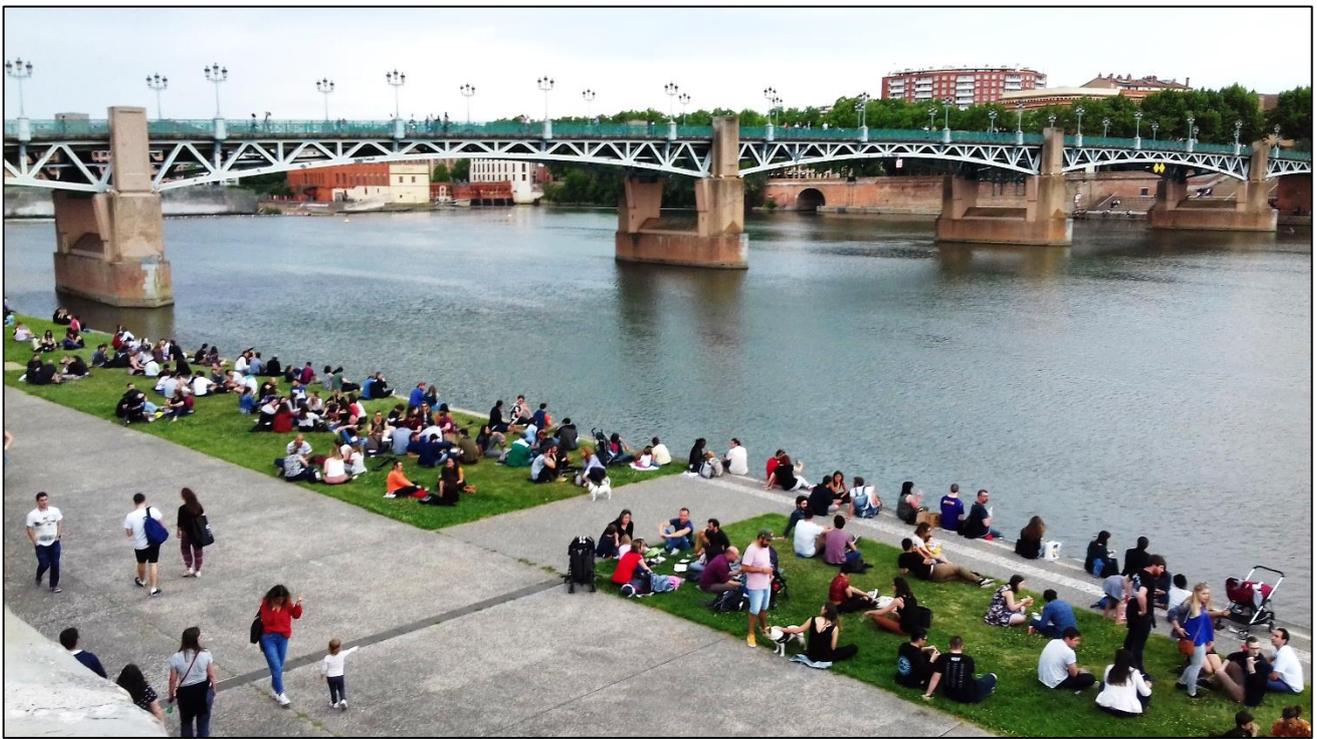
Tourism, city, aerospace, industry and business, the leisure and recreation of the Cité de L'Espace and the Airbus assembly plant.



City, tourism and river, La Garonne in Toulouse.



City, tourism and new leisure activities, La Halle de la Machine in Toulouse.



City, tourism and festive public space, Quai de la Daurade in Toulouse.



Tourism, city and commerce, facade of the Primark store in Toulouse during the “Gilets jaunes / yellow vests” events.



City, tourism and Haussmannian town planning, rue Alsace -Lorraine in Toulouse before its semi-pedestrianization.



City, tourism and innovation, Hyperloop in Toulouse Francazal.

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City, tourism and infrastructure, the new fairground in Toulouse - Beauzelle. MEETT



City, business tourism and air travel, Toulouse 2005, first A380 flight, Courtesy of Toulouse City Hall.



City, tourism, governance scale, Toulouse metropolis.



City, tourism and local shop

CONTRIBUTIONS

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3. A video of less than 15 minutes.
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5. An article of popular science.
6. A debate, an interview, a special event.
7. A reading report.
8. A podcast on Spotify / You Tube (interview, debate or summary-transcript of an article submitted to the journal).

Send your questions or articles to : cityandtourism@gmail.com ; patrice.ballester@gmail.com

Submission Process

1. The special issue led by authors: coordination of issues

A special issue project, carried out by recognized authors who want to work a specific themes during a dedicated issue of the scientific journal. They will lead the collection of articles and share the article selection policy with the review team. Please contact us on a Word page, with your identity, educational institution or company (tourist office...), address, phone number, email address, a summary of your call in 500 words maximum, call to be published after acceptance.

2. An article

A scientific article that responds to a specific call or permanent call.

Articles must be answered with 11 points in order to be presented for evaluation.

a. We accept articles in French, Spanish and Italian.

b. *On the first page of the article should include:*

- Last name First Name
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c. *The article must not exceed the 60 000 signs spaces included in the body of the article of the parts and sub-parts numbered [1. Title in bold - 1.1 Title and 1.1.1 Title].*

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- At new time, the title of the article
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- The development of the manuscript with indications for the illustrations to include
- The conclusion
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e. *All articles must be sent electronically to cityandtourism@gmail.com or patrice.ballester@gmail.com*

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i. *The terms proprietary term or trademark recalling shall be highlighted in the text of the Article if any. Use the ® or TM symbols.*

j. *References, quotations, and references in the body of the text of the article should be made according to **APA standards**. An explanation sheet may be sent if necessary.*

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3. A scientific video

A video, for a less than 15 minutes duration which we will put online on our dedicated YouTube channel with a short text explanation.

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The objective is to make its content accessible to a more general public. An article of popular science of less than 7 000 signs which we will post on our blog Medium and also on this website City & Tourism Folio.

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