

The post-socialist transformation in East-Berlin as a facilitator and incubator for new ways of tourism

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Prague, 23-26 September 2015

Berlin 1945-1990; divided city



Berlin 1945-1990; divided city



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Berlin 1945-1990; divided city



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1990: Fall of the wall



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90ies: Gentrification of East Berlin 19th century quarters



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Driving forces of the gentrification

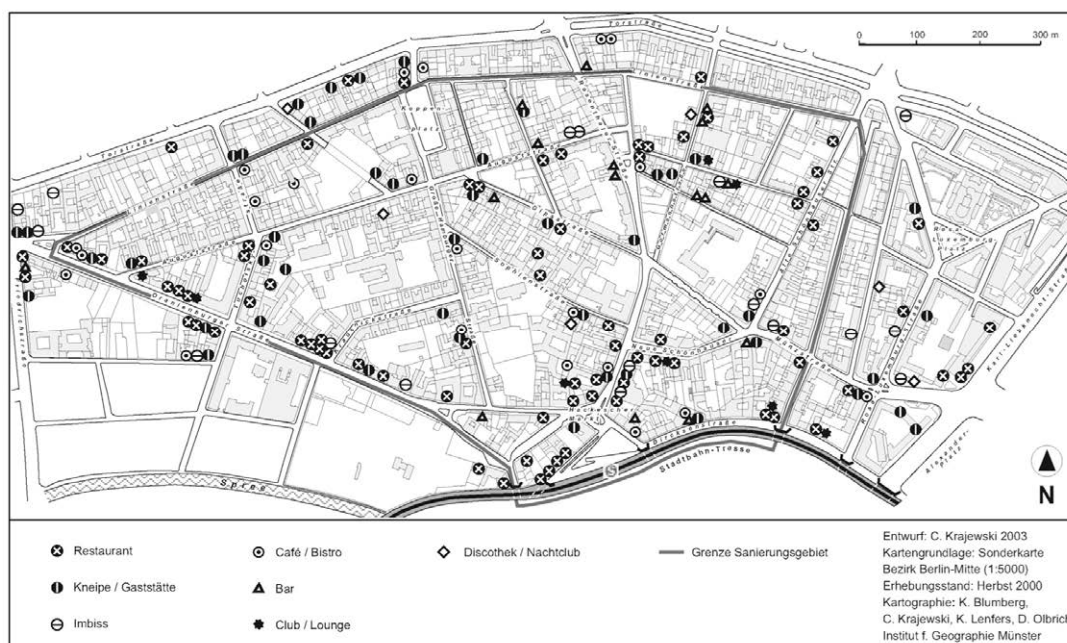
✓ Domestic/local (East Berlin) demand

➤ Demand from West Berlin

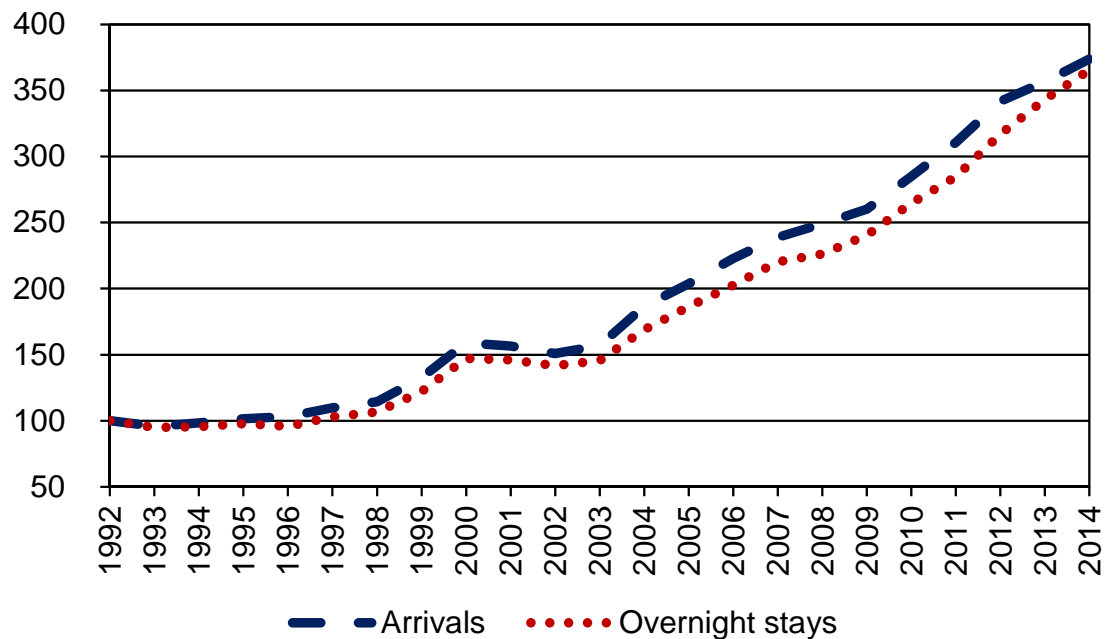
➤ Demand due to the new function as capital

=> Gentrification faster and more intensive than in other Eastern European cities

Restaurants, bars & clubs as part of the gentrification process

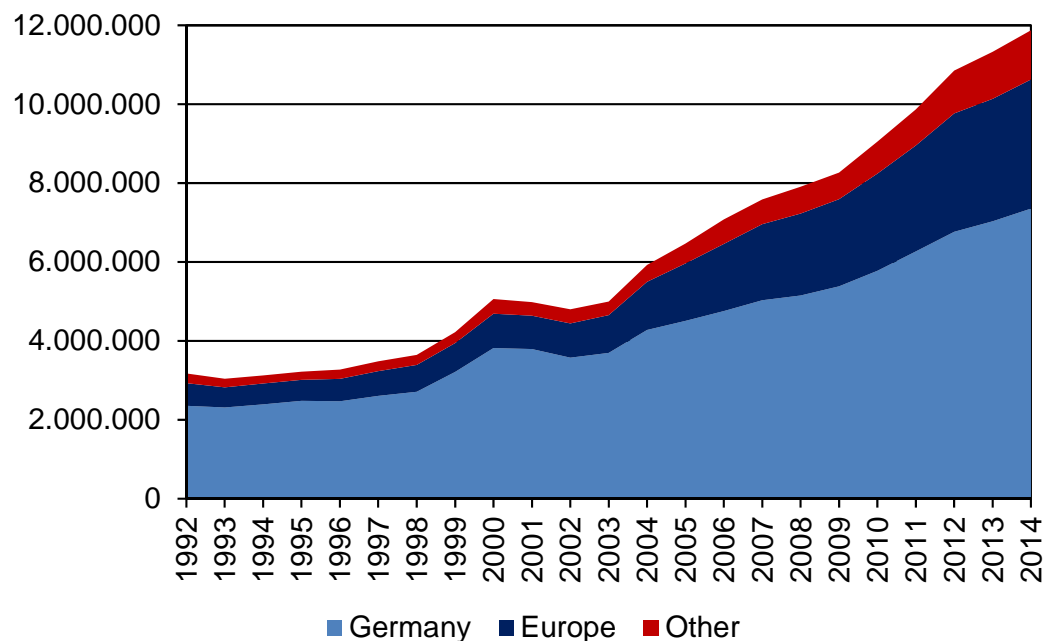


Tourist arrivals and overnight stays in Berlin 1992 – 2014



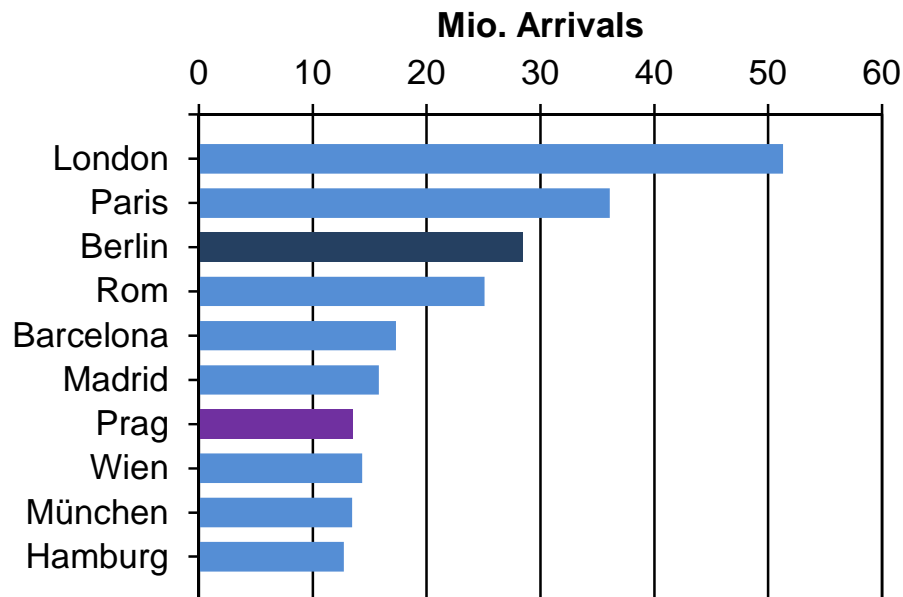
Source: Own design using data from Amt für Statistik Berlin-Brandenburg 2015

Tourist arrivals in Berlin 1992 – 2014 by region of origin



Source: Own design using data from Amt für Statistik Berlin-Brandenburg 2015

Tourist arrivals in Top Ten European Cities 2014



Source: Own design using data from ECM 2015, p. 3

Socialist heritage as tourist attractor



Source: authors own photos

Restaurants, bars & clubs on devastated brownfield area



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Source: authors own photos
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Restaurants, bars & clubs on transformed former brownfield area



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Restaurants, bars & clubs in gentrified quarters



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Source: authors own photos
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Shopping facilities in gentrified quarters



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Source: authors own photos
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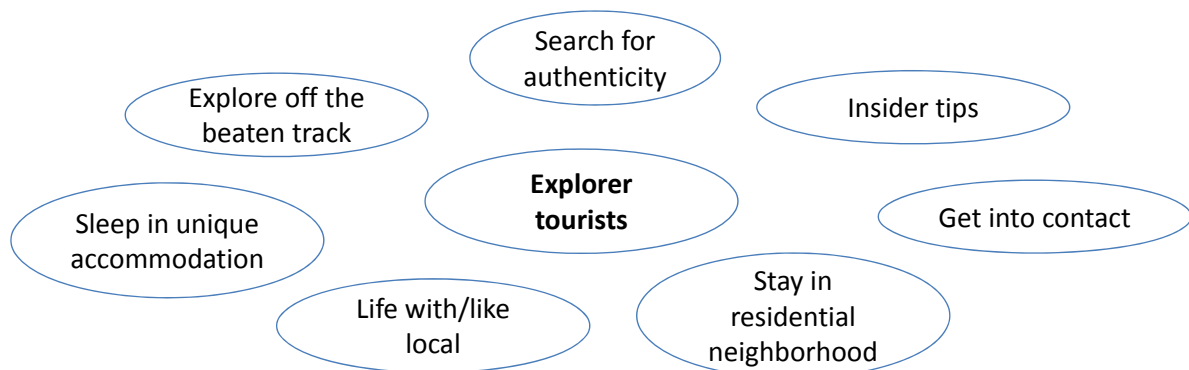
Driving forces of the touristification

- ✓ **Explorer tourists**
(authentic experience, live like the locals)
- ✓ **Transformation process giving opportunities**
(temporary usage, un(der)used space)
- **Intensity of the gentrification process**
- **Domestic (German) demand**
(new capital and former traditional destination)
- **International demand** (Iconic place “Wall”)

Berlin as a Tourist City: Top 10 sights



Interests of the Explorer tourists



10 Unusual Things To Do in Berlin: Off The Beaten Track



Theculturetrip.com 2015

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Visitberlin.de 2015

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The explorer tourist meets the Share Economy



couchsurfing

HOUSE TRIP

Wimdu
travel like a local

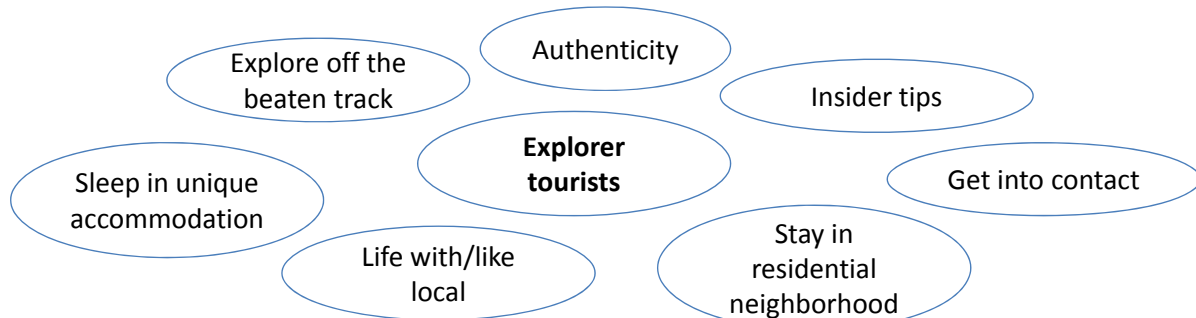
9flats.com

gloveler
clever übernachten

Highest impact on accommodation sector

Reason for switching from classic accommodations to private hosts?

Apart from budget orientation: => unique & authentic experience?!

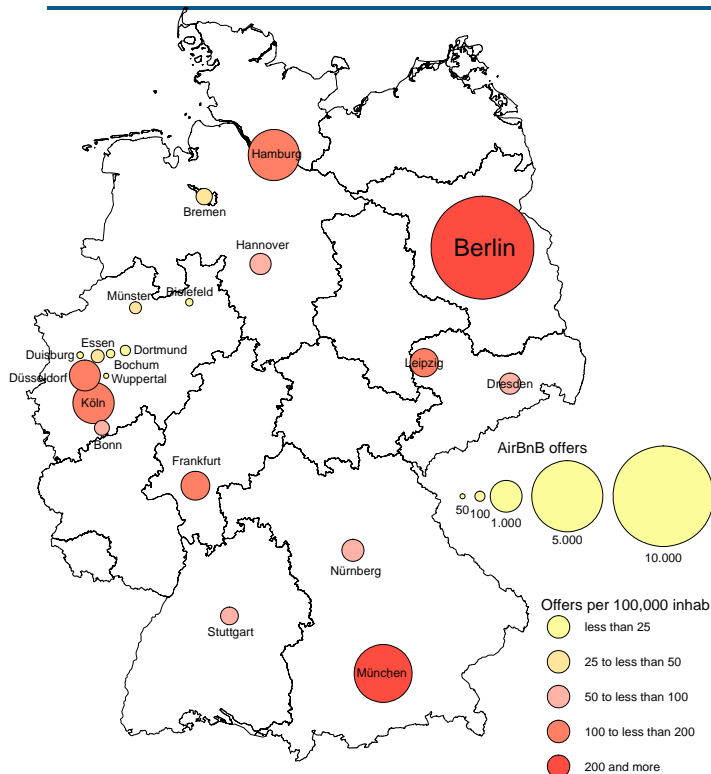


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Airbnb in Germany



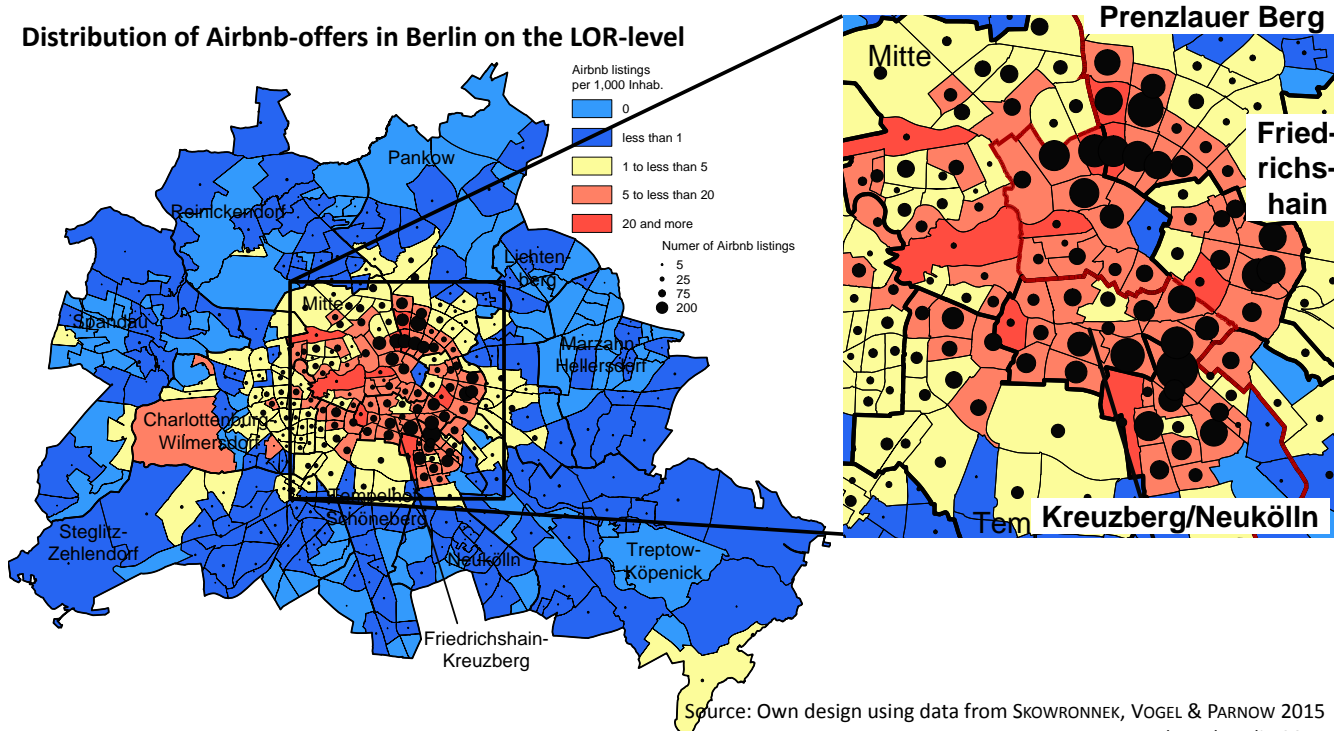
City	Airbnb-Offers
Berlin	11.700
Paris	13.000
London	11.000

Skowronnek, A. et al. 2015; Data: 11.01.2015

Source: Own design using data from Skowronnek, Vogel & Parnow 2015
Data: 25.02.2014

Airbnb in Berlin

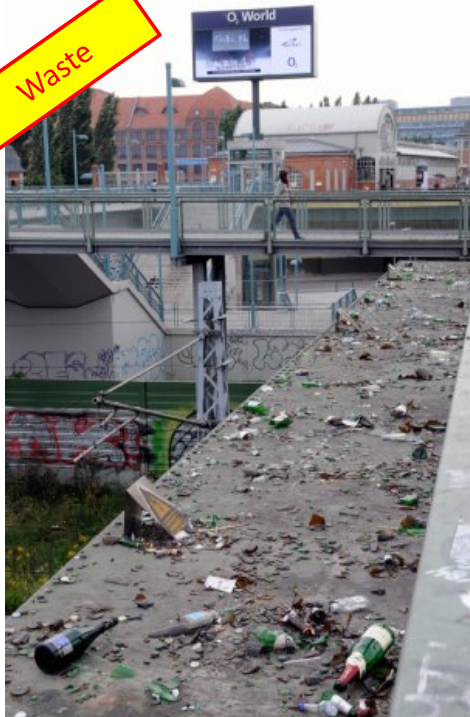
Distribution of Airbnb-offers in Berlin on the LOR-level



Source: Own design using data from SKOWRONNEK, VOGEL & PARNOW 2015
and Land Berlin 2015

(Mass)Tourism and its negative consequences in local neighborhoods

Waste



(Berliner Kurier 2014)

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Noise



(Tagesspiegel.de 2015)

Crowding



(Berliner Zeitung.de 2015)

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Shifting attitude towards tourists



Invitation for round table discussion: Help, tourists are coming, Green Party, 2011

(Sueddeutsche Zeitung.de, 2011)



No more suitcases-graffit

(Die Zeit, 2012)



"Berlin doesn't love you"-campaign sticker

(Own pictures, 2012)

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„I hope that settles all“ says head of visitBerlin Burkhard Kieker 2011

(Spiegel.de, 2011)

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Governmental initiatives

Green Party action plan proposal for „Warschauer Brücke“ 2014



Drucksachen der Bezirksverordnetenversammlung
Friedrichshain-Kreuzberg von Berlin
IV. Wahlperiode

Drucksache: DS/1448/IV

Ursprung: Antrag
Initiator: S'90/Die Grünen,
Besitz:

Berlinstage	Stadium	Erstellungsdatum
17.12.2014	BV	

Antrag

Betr.: Aktionsplan Warschauer Brücke/Revaler Straße

Die Bezirksverordnetenversammlung möge beschließen:

Das Bezirksamt wird beauftragt, Initiativen anzustößen und zu begleiten, um die angespannte Situation rund um die Warschauer Brücke und die Revaler Straße zu verändern. Es sollen Lösungen zur Vermeidung und zum Abbau von Nutzungskonflikten zwischen Nachbar*innen und Besucher*innen durch Moderationsverfahren erarbeitet werden.

Insbesondere folgende Initiativen sind zu prüfen:

Der immens gewachsenen Anzahl von Besucher*innen ist die örtliche Infrastruktur anzupassen: Ausreichend Mülleimer, öffentliche Toiletten, Beleuchtung, eine häufigere Straßenreinigung, aber

More public toilets, dustbins, lights, street cleaning etc.

Nutzungskonflikte zwischen den verschiedenen Akteur*innen im Kiez sollen gemeinsam gelöst und ein Interessenausgleich befördert werden. Hierfür ist eine geeignete Kommunikationsform mit

Round table “nightlife” and/or nighttime mayor (like in Paris and Amsterdam)

Der illegale Drogenhandel und vor allem die Begleitkriminalität dürfen den Kiez nicht kaputt machen. Die Polizei und Innensenator Henkel müssen hier ihrer Verantwortung für die Sicherheit der Bürger*innen gerecht werden. Polizeiliche Maßnahmen alleine zeigen allerdings nur kurzfristige

Social projects against drug abuse

und somit kein öffentliches Grundstück ist, ist zu prüfen, wie sich dieses private Areal dennoch in eine Strategie einbinden lässt.



Pantomime art-projects are intended to raise awareness for local residents' needs
Successful project in Paris, Genève and Brussels
(rbb-online.de & Tagesspiegel.de 2015)

(Green Party 2014)

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Conclusion

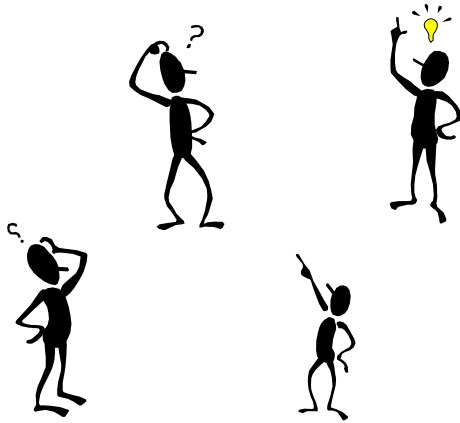
- In the period from 1945-1990 Berlin had the particular role of the divided city with typical construction and economic practices in the Eastern part and a lack of investments in the West.
- After the fall of the Berlin Wall extensive gentrification processes set off due to the twofold catch-up demand and the regained capital function.
- A large, alternative bar and club scene was (re-)installed, which was one of the main starting points for the off the beaten track tourism-scene in Berlin, developing parallel to the well-established high class cultural tourism.
- The cornucopia of high and subcultural attractions draws i.a. the explorer tourist who searches for 'authentic' parts of the city and personal encounters, e.g. by using Airbnb.
- However, growing mass and party tourism provide new challenges for the government, since gentrifiers' expectations and those of the partying crowd are difficult to reconcile.
- First approaches to tame this party and neighbourhood tourism need to be carefully chosen by the government to avoid brand damage, since Berlin's image is one of its most valuable but fragile goods.
- And generally spoken, to steer and control increasing tourism figures is probably one of the most challenging tasks in tourism management in both, Eastern and Western metropolises nowadays and in the future.

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Thank you for your attention ...



... and we are looking
forward to a lively
discussion!