Unbalanced tourism growth at destination level -root causes, impacts, existing solutions and good practices

Final Report

Annex 1: Compendium

Draft version

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Contents

How to use this compendium

This compendium presents a comprehensive array of evidence behind the phenomenon of unbalanced tourism growth affecting destinations in the EU and elsewhere. The main target groups of this document are policy makers, destination managers, as well as public and private tourism entities. It includes an overview of good-quality studies, toolkits, policy documents and case studies on the sustainable management of tourism flows and their local and regional impacts, as analysed in the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

In order to guide the reader and provide an overview on central aspects of unbalanced tourism growth, the compendium is divided into main topics, and sub-topics. Each topic is first briefly introduced by presenting the key findings of the study relating to the respective topic and a curated list of good-quality documents on the subject. In addition, some topics are further illustrated by referencing examples of good practice observed via the case studies conducted within the European Commission project.

Unbalanced tourism growth is a very destination-specific phenomenon. For this reason, the publications assembled are differentiated according to destination type for which they have the most relevance. By searching for key words within the document, including the type of destination (urban, rural, coastal, island, mountain), the most relevant publications can be easily found.

In addition, the navigation plane to the left of the document allows the reader to change between the individual sections.

1 Introduction into unbalanced tourism growth

1.1 Background and definitions

Even though overtourism is a very popular research topic and numerous definitions exist that approach the complex concept, it is still a "fuzzy" phenomenon that lacks a universal understanding and definition. When analysing the existing definitions of overtourism put forward by academics, two different approaches can be identified. On the one hand, a qualitative subjective approach can be determined, based on the subjective perception and opinion of residents and tourists. On the other hand, some scholars approach the term applying a more quantitative objective concept, which refers to the measurement of the economic, environmental, and partly also socio-cultural pressure of tourism.

The term overtourism has only gained popularity in the last decade. Still, scholars as well as the UNWTO et al. (2018) argue that the phenomenon itself is not entirely new: several decades prior to the beginning of the 21st century, scholars and international organisations were already addressing the problem of continued tourism growth straining the limited capacities of visited destinations by conducting impact studies (Milano, Novelli, et al., 2019b; Peeters et al., 2018). In addition to this, the criticism of mass tourism was quite similar to what is now called overtourism. It first appeared in the 1970s in the German publication *Die Landschaftsfresser* by Krippendorf (1975) and gained prominence in the 1980s. These concepts and theoretical models are an important basis for the analysis of overtourism. However, certain differences can be defined. For example, the first carrying capacity diagnostic models had a certain focus on destinations with sensitive natural habitats such as nature reserves (Knezevic et al., 2018), while the current debate on overtourism, although theoretically applicable

to all types of destination, has tended to focus on urban areas, particularly before the COVID-19 pandemic (R. W. Butler, 2019, 2020; Koens et al., 2018; Peeters et al., 2018; Postma & Schmuecker, 2017). Furthermore, the analysis of overtourism, its root causes, impacts and possible solutions also encompasses new contexts and factors that have developed with globalisation, digitalisation and the transformation of the tourism sector. Examples include the recent proliferation of social media and peer-to-peer offerings in tourism. Furthermore, it must be recognised that increased tourism pressure at destination level has intensified the debate on tourism sustainability.

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Milano, C., Novelli, M., & Cheer, J. M. (2018, July 18). *Overtourism: A growing global problem.* The Conservation.
Short summary of the publication	The article describes how the phenomenon of overtourism affects several European cities and the challenges it involves, particularly for the residents of the destinations. The authors establish one of the first definitions of the term overtourism. Apart from this, they stress the importance of addressing the problem and briefly outline management approaches.
Key findings and most interesting aspects	- Definition of overtourism "as the excessive growth of visitors leading to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks, which have enforced permanent changes to their lifestyles, access to amenities and general well-being". - Overtourism as a shared responsibility among central stakeholders, particularly city administrators and destination managers, the global tourism supply chain and tourists. - Emphasis on the importance of "research, planning and a close and ongoing dialogue between city administrators, the tourism industry, civil society groups and local residents" and the relevance of rethinking the development and management of cities.
Keywords	Urban tourism; excessive growth; definition of overtourism; urban planning; tourism impacts
Online link to the publication	https://theconversation.com/overtourism-a-growing-global-problem-100029
Availability (open or restricted access)	Open access
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Peeters, P., Gössling, S., Klus, J., Milano, C., Novelli, M., Dijkmans, C., Eugelaar, E., Hartman, S., Helsinga, J., Isaac, R., Mitas, O., Moretti, S., Nawun, J., Papp, B., & Postma, A. (2018). *Research for TRAN Committee—Overtourism: Impact and possible policy responses.* European Union.
Short summary of the publication	This study addresses the complex phenomenon of overtourism in the EU. By focusing on a set of case studies, the study reports on overtourism indicators, discusses management approaches implemented within different destinations and assesses policy responses. It concludes that a common set of indicators cannot be defined because of the complex causes and effects of overtourism. Avoiding overtourism requires custom-made policies in cooperation between destinations' stakeholders and policymakers. [official abstract]

Key findings and most interesting aspects	▪ Overtourism as a concept mostly associated with urban tourism and cities, even though it can arise in other destination types, including natural and cultural heritage sites and large attractions. ▪ Definition of overtourism as "the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds" (p. 22). ▪ Overview and assessment of environmental, economic and socio-cultural main (negative) impacts of overtourism as well as presentation of main impacts identified throughout the case studies. ▪ Presentation of 41 international case studies, outlining the causes, impacts of overtourism at destination level, as well as current solution approaches. ▪ Presentation of a checklist for the assessment of the risk of overtourism in regions and destinations and emphasis on the lack of accessible, reliable, and detailed data in order to assess a destination's state of overtourism.
Keywords	Causes; impacts; definition of overtourism; indicators; case studies; tourism pressure; capacity thresholds: electronic commerce; Internet site; data collection; EU Member State; mass tourism; air transport; hotel industry; tourism statistics
Online link to the publication	https://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOL_STU(2018)629184
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Koens, K., Postma, A., & Papp, B. (2018). Is Overtourism Overused? Understanding the Impact of Tourism in a City Context. *Sustainability*, 10(12).
Short summary of the publication	In less than two years, the concept of overtourism has come to prominence as one of the most discussed issues with regards to tourism in popular media and, increasingly, academia. In spite of its popularity, the term is still not clearly delineated and remains open to multiple interpretations. The current paper aims to provide more clarity with regard to what overtourism entails by placing the concept in a historical context and presenting results from a qualitative investigation among 80 stakeholders in 13 European cities. Results highlight that overtourism describes an issue that is multidimensional and complex. Not only are the issues caused by tourism and nontourism stakeholders, but they should also be viewed in the context of wider societal and city developments. The article concludes by arguing that while the debate on overtourism has drawn attention again to the old problem of managing negative tourism impacts, it is not well conceptualized. Seven overtourism myths are identified that may inhibit a well-rounded understanding of the concept. [official abstract]
Key findings and most interesting aspects	▪ It covers the central papers on urban overtourism, repeatedly cited by scholars, providing an overall overview and introduction on the topic. ▪ Reference to the definition of overtourism by the UNWTO as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors' experiences in a negative way". ▪ Important findings include that the concept of overtourism is closely related to former impact studies, it was developed outside of academia and under strong influence through media. ▪ Emphasis on the fact that "overtourism is not caused by tourism alone and successful management strategies will require cooperation with stakeholders outside of tourism, including residents" (p. 9).

	▪ Reference to previous research on tourism impacts which serves as a basis for further work on the phenomenon. The latter should involve "advanced analytical frameworks and process-oriented research that shed a new light on the role of tourism for future city development and the complex interactions between residents, commuters, tourists and other stakeholders" (p. 10). ▪ Apart from this, the paper includes a review of seven myths on over-tourism, explaining e.g., its difference to mass tourism, its complexity and relevance for other sectors and all destination types.
Keywords	City tourism; tourismphobia; tourism impacts; sustainable tourism; carrying capacity; overtourism; urban planning; governance; destination management; touristification
Online link to the publication	https://doi.org/10.3390/su10124384
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Dodds, R., & Butler, R. W. (2019). The phenomena of overtourism: A review. *International Journal of Tourism Cities,* 5(4), 519–528.
Short summary of the publication	The purpose of this paper is to examine the emergence of overtourism, outline the issues and contributing factors, as it relates to cities, and to suggest possible mitigation measures that might be taken by policy makers. This paper draws from a review of literature looking at longitudinal issues of tourism development overtime and what has contributed to the phenomena of overtourism. A discussion of implications is provided from this review. [excerpt of official abstract]
Key findings and most interesting aspects	▪ The article provides an introduction into the analyses of the key factors contributing to the phenomenon of overtourism and outlines "global examples which may help practitioners identify key critical issues in their own destinations and identify appropriate actions" (p. 519). ▪ Description of overtourism as "a new term for an old problem, namely, excessive numbers of tourists at a specific destination that can result in negative impacts of all types on the community involved" (p. 519). ▪ The authors conclude that "the phenomenon of overtourism has existed for a long time in specific tourist destinations. Many of these destinations are urban centres, as major cities offer a wide range of attractions and facilities, often including iconic and unique features" (p. 519). ▪ Overtourism is identified as the result of a "combination of a number of factors, which together have created a 'perfect storm' of visitors to specific sites" (p. 520). ▪ Identification as the necessary first steps to address overtourism a "greater political will and actual acknowledgement of the problem, as well as action by all levels of government" (p. 525). ▪ Conclusion includes the notion that a common understanding and agreement of the nature of overtourism, and the determination and agreement on the acceptable limits thereof, are essential in order to address and improve the problem.
Keywords	Sustainability; mitigation; visitation; cities; general review
Online link to the publication	https://doi.org/10.1108/IJTC-06-2019-0090
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Goodwin, H. (2017). *The Challenge of Overtourism.*
Short summary of the publication	Apart from establishing a definition of overtourism, Goodwin presents a variety of causes and impacts of overtourism. Among others, he critically reflects on measuring success with international arrivals and on the impact of the disintermediation by peer-to-peer business models. In addition, a selection of destination experiencing overtourism and the solution approaches implemented in these destinations are presented.
Key findings and most interesting aspects	▪ Goodwin's definition of overtourism: "Overtourism describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably. It is the opposite of Responsible Tourism which is about using tourism to make better places to live in and better places to visit. Often both visitors and guests experience the deterioration concurrently and rebel against it" (p. 1). ▪ Overtourism is defined as the "antithesis of responsible tourism" (p. 10). ▪ The increasing use of free, often vulnerable, resources by tourists and day visitors entails external costs for the destination and its residents, which is according to Goodwin is referred to as the "tragedy of the commons". ▪ With the example of two Greek destinations, the concept of Butler's Tourism Area Life Cycle is illustrated. ▪ International arrivals are not a sustainable metric for managing tourism destinations and defining their success.
Keywords	Causes; impacts; responsible tourism; Tourism Area Life Cycle; definition
Online link to the publication	https://haroldgoodwin.info/wp-content/uploads/2020/08/rtpwp4 overtourism012017.pdf
Availability (open or restricted access)	Open access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Background and definitions
Reference	Milano, C., Cheer, J. M., & Novelli, M. (2019). Introduction Overtourism: An Evolving Problem. In C. Milano, J. M. Cheer, & M. Novelli (Eds.), *Overtourism: Excesses, discontents and measures in travel & tourism* (pp. 17–34). CAB International.
Short summary of the publication	The book *Overtourism: Excesses, discontents and measures* examines the evolution of the phenomenon and explores the genesis of overtourism as well as the system dynamics underpinning it. […] With a rigorous scientific approach, the book uses systems-thinking and contemporary paradigms around sustainable development, resilience planning and degrowth; while considering global economic, socio-political, environmental discourses. [excerpt of official abstract] In addition to introducing the following chapters of the comprehensive publication on overtourism, the first chapter provides a general introduction into the phenomenon and a comprehensive overview on the state of research
Key findings and most interesting aspects	▪ Consideration of overtourism as "a neologism, but not necessarily a new concept. It is undoubtedly a complex phenomenon associated with the liveability of a place, the well-being of residents, visitor experience and the extent to which stakeholders have a direct or indirect involvement in tourism" (p. 17). ▪ The authors stress that "although generally associated with popular European cities, overtourism can have inadvertent effects on all destinations and their resident communities if the pressures between optimal and excessive development are ruptured" (p. 17).

	• Even though former research already includes some relevant findings and serve as a basis for further research, "the currency of the debate concerning overtourism is underpinned by contemporary phenomena, including neoliberal urban change processes, new mobility paradigms and the emerging resurgence of tourism-related urban social movements" (p. 18). In the following sections, the authors outline in more detail these "key emergent themes" related to overtourism. • Overtourism is considered as a "multifaceted phenomenon" and "related methodological and theoretical approaches have only recently started to emerge" (p. 25).
Keywords	Introduction; state of research; concept definition; influencing factors; mobility paradigm; social movements; urban change processes
Online link to the publication	https://www.cabi.org/bookshop/book/9781786399823/
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; urban

1.2   Causes and impacts

The causes and impacts of overtourism are complex, interrelated and result from a combination of factors. Various causes and impacts of overtourism have been identified and analysed in the current literature. However, in order to understand and present the underlying processes of this complex phenomenon in more detail, it is essential to distinguish between different dimensions and categories of overtourism causes and impacts. The extensive literature review has led to the conclusion that the causes of overtourism can be divided into the following main categories:

■ The root causes of overtourism are the underlying developments that have enabled the emergence of overtourism in the first place, consisting of general non- tourism-specific developments, as well as general tourism-specific characteristics and developments.

■ Additionally, new trends have emerged in recent decades that have profoundly affected the tourism sector, such as the recent proliferation of social media, the prioritisation of travel and leisure experiences, and new segments and new types of tourism.

■ In addition, sudden, unpredictable events that are not necessarily tourism- specific, have a direct impact by causing a shift of demand.

■ These first-mentioned categories lead to a variety of consequential effects that become visible at destination level.

■ Depending on intensifying factors at destination level, which include the general characteristics of the destination as well as the conditions of the local tourism sector, these developments can be strengthened or weakened.

■ Finally, these processes result in a variety of impacts of overtourism at the destination level.

These impacts can in turn be assigned to five main categories, related to the four dimensions physical-infrastructural, environmental, socio-cultural and socio-economic:

- Degradation of the local infrastructure
- Degradation of the environment
- Imbalances in the local economy
- Disturbance of the social environment
- Decreased quality of the visitor experience

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference in APA Style	Peeters, P., Gössling, S., Klus, J., Milano, C., Novelli, M., Dijkmans, C., Eugelaar, E., Hartman, S., Helsinga, J., Isaac, R., Mitas, O., Moretti, S., Nawun, J., Papp, B., & Postma, A. (2018). *Research for TRAN Committee—Overtourism: Impact and possible policy responses.* European Union.
Short summary of the publication	This study addresses the complex phenomenon of overtourism in the EU. By focusing on a set of case studies, the study reports on overtourism indicators, discusses management approaches implemented within different destinations and assesses policy responses. It concludes that a common set of indicators cannot be defined because of the complex causes and effects of overtourism. Avoiding overtourism requires custom-made policies in cooperation between destinations' stakeholders and policymakers. [official abstract]
Key findings and most interesting aspects	- Overtourism as a concept mostly associated with urban tourism and cities, even though it can arise in other destination types, including natural and cultural heritage sites and large attractions - Definition of overtourism as "the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds" (p. 22). - Overview and assessment of environmental, economic and socio-cultural main (negative) impacts of overtourism as well as presentation of main impacts identified throughout the case studies. - Presentation of 41 international case studies, outlining the causes, impacts of overtourism at destination level as well as current solution approaches. - Presentation of a checklist for the assessment of the risk of overtourism in regions and destinations and emphasis on the lack of accessible, reliable and detailed data in order to assess a destination's state of overtourism.
Keywords	Causes; impacts; definition of overtourism; indicators; case studies; tourism pressure; capacity thresholds: electronic commerce; Internet site; data collection; EU Member State; mass tourism; air transport; hotel industry; tourism statistics
Online link to the publication	https://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOL_STU(2018)629184
Availability (open or restricted access)	Open access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	Postma, A., Papp, B., & Koens, K. (2018). *Visitor pressure and events in an urban setting: Understanding and managing visitor pressure in seven European urban tourism destinations (unpublished).* Centre of Expertise Leisure, Tourism & Hospitality.

Short summary of the publication	The report provides an overview of the theoretical background of over-tourism, respectively visitor pressure, with focus on urban destinations. It is a follow up study of a previous visitor pressure project conducted in six large urban European destinations (Amsterdam, Berlin, Barcelona, Copenhagen, Lisbon and Munich) and focuses on seven smaller city destinations (Tallinn, Salzburg and the five Art cities of Belgium Leuven, Ghent, Mechelen, Antwerp and Bruges). Among others, a survey of residents was conducted in each participating city. A short summary of the main research findings in each destination is presented, including a cross-case analysis, as well as future scenarios developed together with the local DMOs. [adapted from abstract]
Key findings and most interesting aspects	▪ Overview on negative and positive tourism impacts potentially perceived by residents, differentiating between direct, indirect and stakeholder encounters. ▪ Identification of transport infrastructure and mobility as key issues in managing tourism and visitor flows. ▪ Sound information on stakeholder participation in managing visitor pressure. ▪ Presentation of 17 overarching strategies assisting cities with managing visitor flows and mitigating negative tourism impact, placed into Logical Framework Matrixes, as well as a check list for a self-assessment. ▪ Development of future scenarios together with the DMOs of the participating city destinations.
Keywords	Causes; impacts; stakeholder participation; urban destinations, tourism perceptions; resident surveys; self-assessment tool
Online link to the publication	https://www.celth.nl/sites/default/files/2019-03/Booklet%20Visitor%20Pressure%20Main%20Report.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference in APA Style	UNWTO, Centre of Expertise Leisure, Tourism & Hospitality, NHTV Breda University of Applied Sciences, & NHL Stenden University of Applied Sciences. (2018). *"Overtourism"? Understanding and managing urban tourism growth beyond perceptions.* UNWTO. UNWTO, Centre of Expertise Leisure, Tourism & Hospitality, NHTV Breda University of Applied Science, & NHL Stenden University of Applied Sciences. (2019). *"Overtourism"? Understanding and Managing Urban Tourism Growth beyond Perceptions Volume 2: Case Studies.* UNWTO.
Short summary of the publication	The management of tourism flows in cities to the benefit of visitors and residents alike is a fundamental issue for the tourism sector. It is critical to understand residents' attitude towards tourism to ensure the development of successful sustainable tourism strategies. This report analyzes the perception of residents towards tourism in eight European cities – Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich, Salzburg and Tallinn – and proposes 11 strategies and 68 measures to help understand and manage visitor's growth in urban destinations. The implementation of the policy recommendations proposed in this report can advance inclusive and sustainable urban tourism that can contribute to the New Urban Agenda and the Sustainable Development Goals. [official abstract] The second volume includes 18 case studies across the Americas, Asia and the Pacific and Europe – Amsterdam, Antwerp, Barcelona, Berlin, Besalú, Cambridge, Dubrovnik, Edinburgh, Ghent, Hangzhou, London, Lucerne, Macao (China), New York, Lisbon, Seoul, Porto, Prague and Venice – on how cities are implementing the strategies proposed in volume 1.

Key findings and most interesting aspects	- Rebuffing four myths about tourism congestion in urban destination. - Definition of overtourism as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way" (p. 6). - Overview on residents' perceptions of positive and negative tourism impacts - Presentation of 11 strategies and 68 measures to manage visitor flows in urban destinations. 12 policy recommendations to better manage tourism flows and advance inclusive and sustainable urban tourism that contributes to the New Urban Agenda and the Sustainable Development Goals. - Emphasis of the importance of including tourism development and management in the wider urban agenda. - Presentation of 18 international case studies (Volume 2).
Keywords	Causes; impacts; resident perceptions; overtourism; tourism congestion; tourism growth; urban tourism; city tourism; management strategies; tourism market; tourism policy
Online link to the publication	Volume 1: https://doi.org/10.18111/9789284420070 Volume 2 (Case Studies): https://doi.org/10.18111/9789284420643
Availability (open or restricted access)	🔓 The executive summaries are available open access.
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impactsBackground and definitions
Reference	Shoory, M., & Goodger, David. (2020). *The Problem with "Overtourism."* Tourism Economics
Short summary of the publication	The six pages study gives a brief introduction into the topic of overtourism. Next to providing a condensed overview on tourism perceptions of overtourism, the positive economic effects, but also potential negative impacts of tourism are outlined. In addition, potential measurement strategies for overtourism and the related challenges in applying them are discussed. Finally, a brief outlook on management strategies is given.
Key findings and most interesting aspects	- The concerns about overtourism reflect the perception that costs of tourism have increased and/or are distributed differently relative to the benefits. - Difficulties in measuring the negative impacts tourism, even though they generally reflect an increased financial burden for residents and businesses, and environmental impacts. - Different cost impacts depending on the type of tourism: Day-trip and cruise visits can cause more congestion than overnight visitors, but also have less impact on housing costs. - Despite of a number of potential measures of overtourism, significant issues with data collection and comparability for many of these indicators still exist. - In any assessment of tourism impacts a destination's unique characteristics must be considered. - Achieving a balance between tourism promotion and the mitigation and prevention of negative tourism impacts represents a major challenge for authorities, particularly in destinations relying heavily on the tourism sector.
Keywords	Tourism impacts; costs; economic benefits; measurement of overtourism
Online link to the publication	https://www.tourismeconomics.com/about/economist-perspectives-2/archive/the-problem-with-overtourism/
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; urban

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	HOSTREC. (2018). *HOTREC Position Paper on Overtourism—Putting sustainable tourism on top of the EU policy agenda for the benefits of society.*
Short summary of the publication	The position paper by the umbrella Association of Hotels, Restaurants and Cafes in Europe, HOTREC, presents some of the central causes and consequences (impacts) of overtourism in European destinations and presents as an example case studies from five destinations (Amsterdam, Barcelona, Cinque Terre, Santorini and Venice). In addition, it gives recommendations for policy and decision-makers on order to tackle of overtourism and to ensure the sustainable management of increasing tourism flows.
Key findings and most interesting aspects	▪ Focus on five complex, interrelated factors which have contributed to the quick rise of overtourism to the policy agenda for the tourism sector in Europe (Increased affordability and accessibility of travel, overall growth in international arrivals, Leveraging of private residences for tourist accommodation, "McDisney-isation" of destinations, Bucket-list tourism) ▪ Consideration of five major consequences of overtourism: increased congestion, pressure on infrastructure, degradation in the quality of life of local residents, a rising cost of living and negative impacts on the built and natural environment ▪ "Overtourism is a complex and rapidly evolving issue, involving diverse stakeholders, often with competing interests. It is also infused with emotive sentiments over the rights of visitors vs. the rights of local people, and global trends vs. local habits." (p. 4) ▪ "Overtourism does not affect every destination; in fact, it has only become a challenge in some specific and well identified destinations." (p. 4) Emphasis on spatial and temporal dispersal of visitors as an approach to this issue. ▪ Presentation of five policy recommendations, stressing the importance of comprehensive data collection, the application of sensible limits agreed with all stakeholders, the promotion of less-visited destinations and low season tourism offers, cooperation between public and private bodies to sensitive visitors for responsible behaviour and the implementation of a stakeholder dialogue at destination level
Keywords	Tourism impacts; tourism consequences; policy recommendations; case studies
Online link to the publication	https://www.hotrec.eu/overtourism-hotrec-position-paper/
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	Dodds, R., & Butler, R. W. (2019). The enablers of overtourism. In R. Dodds & R. W. Butler (Eds.), *Overtourism: Issues, realities and solutions* (pp. 6–22). De Gruyter Oldenbourg.
Short summary of the publication	Overtourism has become a major concern for an increasing number of destinations as tourism numbers continue to grow, stimulated by general economic and technological growth and the expansion of the global middle class. This, coupled with relentless promotion of tourism by many organisations and destinations, has increased tourism, despite growing opposition to excessive development. This book is the first academic volume to deal with this topic and contains chapters by experienced researchers in the tourism field, taking a multidisciplinary approach to review and explain the subject. The introductory section begins with an overview of the current situation and the forces enabling the appearance of overtourism. This is followed by a number of case studies from a range of destinations around the world, both urban and rural, which share the same problems.

	The concluding section includes a discussion of potential mitigation methods and approaches and a final assessment of future developments. The focus and relevance of this book are not just for academics, as it offers insights into destinations, enablers and solutions for how to address the issue of overtourism on a wide variety of scales. This book offers globally relevant perspectives on destinations as varied as Venice and Barcelona, that have gained global media attention, as well as less publicised rural areas and developing destinations. [official abstract]
	The second chapter *The enablers of overtourism* analyses in detail the factors contributing or increasing overtourism.
Key findings and most interesting aspects	In this chapter the following 10 enablers of overtourism are analysed in depth and put into context: ▪ Greater numbers of tourists ▪ Travel has become more affordable ▪ New groups of tourists ▪ Dominance of the growth-focused mindset ▪ A short-term focus ▪ Competition for space, amenities and services ▪ Wider access to media and information ▪ Destinations lack control over tourist numbers ▪ Imbalance of power among stakeholders ▪ Tourism stakeholders are fragmented and at odds
Keywords	Causes; impacts; enablers; tourism management; management challenges
Online link to the publication	https://www.degruyter.com/document/doi/10.1515/9783110607369-002/html
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	OECD. (2020). Chapter 3. Rethinking tourism success for sustainable growth. *In OECD Tourism Trends and Policies 2020.* OECD Publishing.
Short summary of the publication	This chapter explores the economic, social and environmental benefits and costs associated with tourism growth, and the need for policy makers and industry to better understand the potential implications for destinations striving to achieve more sustainable tourism growth. The analysis highlights that for many countries, regions and destinations, tourism growth remains economically, socially and environmentally unbalanced, often as a result of rapid and unplanned growth in visitor numbers. However, there is no one-size fits all solution, as the opportunities and challenges for tourism development will vary depending on the unique characteristics of individual destinations. A selection of key policy considerations are highlighted to help established and emerging destinations to strike a balance between the benefits and costs associated with tourism development and implement a sustainable vision for the future. [official abstract]
Key findings and most interesting aspects	Divided by four main sections, the chapter outlines in depth characteristics and approaches to unbalanced tourism growth, and thus, offers a detailed insight into the phenomenon: ▪ In the first section *Tourism as a driver of sustainable and inclusive growth* an overview is provided of positive impacts of tourism, increasing the attractiveness of destinations, as well as of negative impacts associated with rapid or unplanned tourism growth. ▪ Which, and in what way, impacts manifest at destination level depends on the unique features of each destinations, such as for example the type of visitors and their behaviour, the ability to cope with increasing tourist numbers and adaptability and the willingness to adapt of the local communities.

	• Increasing tourist arrivals, together with a poor management of tourism impacts, can decrease the (long-term) attractiveness and competitiveness of a destination and result in resentment towards tourism and visitors. Thus, "some destinations could become victims of their own success". • In section *Reviewing the policy framework supporting tourism growth* emphasis is placed on the "need to rethink the policy framework supporting tourism growth, and to shift from a growth-paradigm that often values increasing visitor … to one better reflecting the policy integration necessary to overcome significant interlinked policy challenges, and able to deliver a sustainable vision for the future". In this context, a selection of frameworks and guidelines supporting this process in destinations are presented. • The section *Delivering sustainable tourism growth in destinations* presents fields of actions and opportunities to contribute with tourism positively to sustainable growth, using several destination examples. • Finally, based on the former considerations, in the last section *Policy solutions to meet tourism's potential* five central policy solutions for addressing unsustainable tourism growths and its impacts are presented.
Keywords	Causes; impacts; policy solutions; policy framework; growth paradigm; opportunities; tourism management; sustainable tourism growth;
Online link to the publication	https://doi.org/10.1787/6b47b985-en
Availability (open or restricted access)	🔓 Online web-site version is available open access
Destination focus	All destinations

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	Butler, R. W. (2020). Overtourism in Rural Areas. In T. Gladkikh & T. Vo Thanh (Eds.), *Overtourism: Causes, Implications and Solutions* (pp. 27–43). Springer International Publishing.
Short summary of the publication	The book *Overtourism: Causes, Implications and Solutions* explores best practices, tools and methods to combat overtourism, provides a critical view of overtourism, questioning whether it is a real phenomenon or whether it is driven by media attention [and] includes case studies of mass tourism in areas of Scotland, France and UNESCO heritage sites. [official abstract] The chapter *Overtourism in rural areas* is to review the issue of overtourism in rural areas and to identify key characteristics and impacts of the phenomenon in non-urban settings. The discussion is based on a review of key relevant literature and in particular local and social media reports of the effects of overtourism on local residents and environments, because the recent nature of the occurrence of overtourism in many rural areas has meant that little academic research has been published on this topic. The chapter highlights the importance of evaluating the capacity of local facilities and services to handle increased tourist numbers before promotion and development of tourism take place, and to put into place measures to mitigate potential negative effects of sudden exposure to locations on social media. [official abstract]
Key findings and most interesting aspects	• This chapter is one of the few current contributions focusing explicitly on overtourism in rural destinations. • Overtourism is considered in relative, instead of absolute terms. Thus, it is not exclusively related to large numbers of tourism. • In several rural areas, the sudden, rapid and relatively large numbers of visitors is a recent challenge and represents a concern for many residents. Another common problem is inappropriate or irresponsible tourist behaviour.

	▪ In rural areas, some developments have been particularly problematic since they enhanced a rapid and sudden growth of tourist numbers, regardless of the (rural) destinations' infrastructural and managerial capacities to welcome them. They include technological advances and innovations with respect to visitors and their presence, the active and ongoing promotion of scenic and often protected areas by public and private entities engaged in tourism promotion, as well as the promotion of "bucket-list" or trendy destinations by the media. ▪ With the example of rural destinations in Scotland the author elaborates in more depth on these influencing factors, as well as the manifestation of excessive numbers of visitors and their inappropriate behaviour.
Keywords	Causes; impacts; sudden growth; influencing factors; destination examples
Online link to the publication	https://doi.org/10.1007/978-3-030-42458-9_3
Availability (open or restricted access)	🔒 Restricted access
Destination focus	Rural

Main topic	Introduction into unbalanced tourism growth
Sub-Topic	Causes and impacts
Reference	Sachs, A., & Honey, M. (2021). Beaches and Coastlines. In M. Honey & K. Frenkiel (Eds.), *Overtourism: Lessons for a Better Future* (pp. 195–214). Island Press.
Short summary of the publication	*Overtourism: Lessons for a Better Future* charts a path toward tourism that is truly sustainable, focusing on the triple bottom line of people, planet, and prosperity. Bringing together tourism officials, city council members, travel journalists, consultants, scholars, and trade association members, this practical book explores overcrowding from a variety of perspectives. After examining the causes and effects of overtourism, it turns to management approaches in five distinct types of tourism destinations. … While each location presents its own challenges, common mitigation strategies are emerging. Visitor education, traffic planning, and redirection to lesser-known sites are among the measures that can protect the economic benefit of tourism without overwhelming local communities. As tourism revives around the world, these innovations will guide government agencies, parks officials, site managers, civic groups, environmental NGOs, tourism operators, and others with a stake in protecting our most iconic places. [official abstract] Chapter 5 focuses on coastal and island destinations. In chapter 5.1 *Beaches and Coastlines* an introduction into overtourism at beaches and coastlines is given, the following sub-chapters present further island and coastal destination examples confronted with overtourism
Key findings and most interesting aspects	▪ This chapter is one of the few current contributions focusing explicitly on overtourism in coastal and island destinations. ▪ The authors outline as central causes of overtourism at beaches and coastlines overdevelopment, poor planning, expansion of cruise tourism, over publicity via Social Media, selfies and films and the convergence of climate change and overtourism. ▪ In the next step, currently applied solution approaches for unbalanced tourism growth at coastal destinations are presented in detail. They are often also applicable to island destinations and include: temporary closures, managing transportation and timing, conserving resources, educating visitors, limiting visitation, controlling short-term rentals, shifting from marketing to management, industry stewardship and community wide-engagement.
Keywords	Causes; impacts; factors; solution approaches; management approaches
Online link to the publication	https://islandpress.org/books/overtourism
Availability (open or restricted access)	🔒 Restricted access
Destination focus	Coastal; islands

1.3 Unbalanced tourism growth at heritage sites and in protected areas

Protected areas and heritage sites represent attractive tourist destinations, at the same time they are particularly fragile and vulnerable to (over)tourism (Peeters et al., 2018). In addition, they can be categorized as different types of destination. Consequently, special attention must be paid to them.

1.3.1 Heritage sites

The relationship between tourism and World Heritage can be seen as "a two-way relationship" (UNWTO, 2015, p. 9): On the one hand, World Heritage attractions represent an important part of tourism as main attractions. On the other hand, tourism can also support their conservation and, if implemented sustainably, lead to social and economic benefits for the local community. At the same time, UNWTO (2015, p. 9) has recognised that "poorly planned and managed tourism, or excessive visitor numbers at a site, can pose major threats to the heritage significance of the place and degrade the quality of the visitor experience." There is thus not only a reciprocal but also an ambivalent relationship between tourism and cultural heritage sites: While they are often one of the main motivations for visiting a destination, especially due to an increased focus on cultural tourism segments, they are also particularly vulnerable to (over)tourism and its impacts (Peeters et al., 2018). This ambivalent relationship of tourism, rapturously described as "salvation for and a danger to heritage" (Dosquet et al., 2020, p. 270), is also part of the current research on overtourism.

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Heritage sites
Reference	Knezevic, L., Clarke, M., & van der Graaf, A. (2018). *Carrying capacity at sensitive cultural heritage sites.* European Expert Network on Culture and Audiovisual (EENCA).
Short summary of the publication	With this dramatic tourism growth in several destinations there have been challenges for sensitive cultural sites and the preservation of intangible cultural heritage located in these destinations has risen. Overtourism is presented as the most common challenge of these developments, potentially contributing to the destruction of cultural heritage, environmental degradation, visitor and local resident's dissatisfaction. Since it is closely related with this phenomenon, the concept of carrying capacity is presented in detail, including the different existing models of carrying capacity. The Historic Centre of Bruges (Belgium) and Cinque Terre (Italy) are illustrated as two example cultural sites experiencing tourism pressure, in addition to two examples of intangible cultural heritage. Furthermore, the report elaborates on the usage of indicators in order to diagnose the challenges related with carrying capacity. It concludes with a recommendation and implementation chapter, including set of measures and potential actions.
Key findings and most interesting aspects	▪ Overtourism is one of the major current challenges for sensitive cultural sites and intangible cultural heritage. ▪ The concept of carrying capacity has its origins in the preservation of natural habitats of wild animals, but can be applicable to cultural heritage and intangible cultural heritage.

	▪ It "concerns the maximum number of tourists which can be accommodated within a specific site and challenges related to this are often tackled through capacity planning" (p. 5). ▪ The existing models of carrying capacity can be divided in diagnostic models and implementation models. ▪ Indicators for carrying capacity limits should include objective quantitative data as well as subjective qualitative data based on local and tourist perceptions or value judgements regarding these limits.
Keywords	Carrying capacity; indicators; threshold; cultural heritage; impact studies
Online link to the publication	https://eenca.com/eenca/assets/File/EENCA%20publications/Carrying%20capacity%20in%20sensitive%20cultural%20sites.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; rural

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Heritage sites
Reference	Pedersen, A. (2002). *Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers.* UNESCO World Heritage Centre.
Short summary of the publication	The manual addresses the needs identified by site managers and training centres. It provides a set of management methodologies and practices intended to help managers to solve tourism problems. It also establishes a common terminology with the aim of facilitating communication and information exchange among managers. Subjects include UNESCO, the World Heritage Convention and the World Heritage Centre, the tourism industry, working with the public, carrying capacity issues, tourism impacts, visitor management strategies, and interpretation and promotion; several of these subjects are illustrated by short case studies. The manual also offers a set of tools applicable to designing surveys, monitoring policy and management implementation, promoting sites and communicating with stakeholders. Managers can select the procedures that are appropriate for different sites, and adapt them accordingly. [excerpt of introduction]
Key findings and most interesting aspects	▪ Detailed description of tourism impacts on the environment and local communities of heritage sites (chapter 3), the importance of public stakeholder participation in tourism management and planning (chapter 4), the development of policy goals and management objectives (chapter 5), the concept of carrying capacity (chapter 6) as well as strategies and solution to tourism management problems (chapter 7). ▪ It can be difficult to identify the cause-and-effect relationships of tourism impacts and the amount of the impacts is not always primarily influenced by the visitor volume. Consequently, it is essential to understand and analyse the intra-relationships causing tourism impacts. ▪ Between the amount of use and environmental impacts often exists a curvilinear, instead of a linear relationship. In these cases, initial light use may cause the most severe damage, while with the subsequent use the impact progressively decreases. ▪ How tourism impacts manifest depends on the type of tourism activities and the way they are practised ▪ "Crowding is a negative impact when it interferes with tourists' expectations" (p. 32). It is a very complex concept, varying with the visitors' characteristics, their experience with the area, behaviour of other visitors, the particularities and features of the area. Visitors' expectations with an activity can also change in order to tolerate crowding. ▪ The interaction between tourism development and a community is complex and difficult to predict. Communities are heterogeneous and there are only few consistent relationships or patterns. Apart from this, their acceptance of tourism depends on the degree of involvement and reflection of their needs and desires in the tourism industry. If the economic benefits of tourism are unevenly distributed, conflicts may arise.

Keywords	World heritage sites; site management; carrying capacity; visitor management strategies; tourism impacts; local community
Online link to the publication	https://whc.unesco.org/en/documents/3181/
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Heritage sites
Reference	De Ascaniis, S., Gravari-Barbas, M., & Cantoni, L. (Eds.). (2018). *Tourism Management at UNESCO World Heritage Sites.* Università della Svizzera italiana.

De Ascaniis, S., Gravari-Barbas, M., & Cantoni, L. (Eds.). (2021). *Tourism Management at UNESCO World Heritage Sites Vol.2.* Università della Svizzera italiana. |
| Short summary of the publication | The first manual provides, next to an introduction into tourism at World Heritage Sites and related opportunities and challenges, an insight into other relevant related topics such as Tourism and local communities, site conservation and tourist enhancement, eTourism for Heritage and Tourism Economy related to Heritage.

The second volume provides knowledge on further important topics in this context, such as tourism marketing, behaviour and satisfaction on World Heritage Sites and Tourism in World Heritage Cities.

Both manuals were produced for *Massive Open Online Courses* (MOOC) with the same title, launched on January 15, 2018 and May 6, 2019. Both courses, as well as a third Volume responding to the COVID-19 outbreak and its impacts, are freely available online. |
| Key findings and most interesting aspects | The chapters are based on the module of the course and discuss a variety of topics related with World Heritage Sites and Tourism Management. In the following, some chapters and their contents are highlighted:

Volume 1
In the chapter *Tourism at World Heritage Sites – Opportunities and Challenges* the impacts of tourism are critically analysed. In the following chapter the socio-cultural impacts of tourism are discussed in more detail. It proposes policies and guidelines on the management of tourism impacts on local communities, while and/or after WHSs have been transformed into tourist attractions, including a seven step approach to building community involvement in World Heritage Properties.
In order to cope with the difficult task to maximise the positive impacts of tourism for the different stakeholders and at the same time preventing negative impacts at these vulnerable attractions, different approaches to site conversation have been developed in Europe. Within the chapter *Site Conservation/Enhancement and Tourist Management* several heritage management tools are discussed, including ownership and management, accessibility and carrying capacity as well as pricing policy strategies and marketing.
eTourism-related services are particularly relevant for tourism in World Heritage Sites. Within the chapter *eTourism for Heritage – Heritage and Sustainable Tourism. The Role and Challenge of Information and Communication Technologies* an evaluation using the following five categories is suggested (i) Access; (ii) Better; (iii) Connect; (iv) Dis-intermediate; and (v) Educate. In addition to this, some examples for each category are presented.

Volume 2
Chapter 1 provides an introduction into tourism marketing at heritage sites focusing on key elements that heritage tourism organizations should incorporate in their marketing programs. "Management Systems and Management Plans are key to successful synergies between (world) heritage and tourism" (p. 13). Chapter 2 gives an introduction into management systems and plans. |

	▪ In chapter 6 *Tourism in World Heritage Cities* the role of cities in the World Heritage List and the concept of urban heritage are discussed. It also outlines the link between overtourism and inscription on the world heritage list, related conflicts and regulations.
Keywords	World heritage sites; site management; site conversation; eTourism; tourism impacts; local community; tourism marketing;
Online link to the publication	Volume 1: https://lms.fun-mooc.fr/asset-v1:Paris1+16008+session 01+type@asset+block@MOOC_TMatUWHS_manual.pdf Volume 2: https://doc.rero.ch/record/330435/files/deascaniis_ TMUWHS_2021.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; urban

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Heritage sites
Reference	UNWTO. (2004). *Tourism Congestion Management at Natural and Cultural Sites.* UNWTO.
Short summary of the publication	This Handbook is aimed at a variety of professional users, both within the tourism industry and for people who welcome and manage visitors to their destination or site, including also public tourism, cultural and natural authorities. For the many different people in the tourism industry it provides recommendations for how they might positively contribute to the minimization of tourism congestion. For destination and site managers it provides a range of recommendations for managers to build a well informed understanding of their places and their visitors, and provides recommendations for upgrading the operational and physical capacities of their areas to handle high levels of tourism activity to and from sites. The Handbook has been written to provide very practical recommendations, using illustrations from the case studies. Some users will be familiar with many of the recommendations and will already have implemented some of them in their day-to-day activities. Others will find new information or suggestions that they can apply as appropriate to their circumstances. [official abstract]
Key findings and most interesting aspects	▪ An integrated approach to congestion management is presented and used as a framework for the handbook (section 1) ▪ Detailed overview on the visitor experience, differentiating between the visitor experience at natural and cultural sites, of destinations and of tourism demand (section 5 to 7) ▪ Description of approaches to optimise the management of congestion at destinations (overview: appendix 3) ▪ Presentation of 10 international case studies illustrating tourism congestion management at natural and cultural sites (part C) ▪ The perception and acceptance of overcrowding varies among the different stakeholder groups and depends on their interests and expectations. The handbook differentiates between the perceptions of visitors, the host destination, local authorities, local service providers and site managers. Simple crowding is not necessarily undesirable for visitors, particularly when it is accepted as part of the offer (e.g. at regular events). However, other places (e.g. natural sites) are expected to be empty. In these cases, the acceptance of crowding can be lower. ▪ The impacts caused by tourism congestion can be irreversible. While sites with natural values can sometimes restore themselves if the damage is not excessive, cultural sites such as historic buildings and structures cannot be regenerated without significant intervention and in some cases they cannot be regenerated at all.
Keywords	World heritage sites; site management; tourism congestion; carrying capacity; visitor management strategies; tourism impacts; perception of congestion; case studies;
Online link to the publication	https://www.e-unwto.org/doi/book/10.18111/9789284407637

Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Heritage sites
Reference	UNWTO (Ed.). (2015). *Tourism at World Heritage Sites – Challenges and Opportunities:* International tourism seminar, Çeşme (Izmir), Turkey, 26 March 2013. UNWTO.
Short summary of the publication	Tourism has grown at an accelerated pace over the last few decades, with more than a billion tourists now travelling to an international destination each year. One of the main motivations of tourism is mankind's inherent curiosity and desire to explore cultural identities across the world. Natural and cultural heritage sites, including scenic landscapes and revitalized historic towns, are prized tourism assets that distinguish one destination from another.
	Yet as cultural heritage attractions are unique and fragile by nature, it is fundamental that tourism authorities study how to best develop these cultural heritage sites while protecting and preserving them for the long-term. With more than 1,000 natural and cultural sites already inscribed on the World Heritage List, the current challenge for the different international organizations is to ensure that their values are safeguarded amidst a rapidly changing and globalized world.
	In this respect, the Conference Tourism at World Heritage Sites: Challenges and Opportunities was held in Çeşme (Izmir), Turkey in March 2013, in conjunction with the 55th Meeting of the World Tourism Organization (UNWTO) Commission for Europe. The conference showcased the diverse cultural, natural and historical heritage of the European region, as well as presented various case studies on successful policies for sustainable site management and best practices for cultural tourism development. [official abstract]
Key findings and most interesting aspects	▪ There is a two-way relationship between world heritage and (sustainable) tourism: 1. World heritage properties are often major tourism attractions, 2. Tourism can be used to present and communicate them to the public and thus generate funds for conversation and realising community and economic benefits through sustainable used. ▪ At the same time, poor tourism planning and management or excessive visitor numbers can pose major threats to the sites and the quality of the visitor experience. ▪ One of the most important challenges for tourism management at world heritage sites consists of finding an appropriate way and balance to respond to the increasing and changing demand while protecting their Outstanding Universal Values. ▪ Tourism can support the conversation of world heritage sites by promoting their appreciation and providing important financial resources for their management and conservation. ▪ "Sustainable and responsible tourism development and visitor management requires effective, cooperative commitment and coordination between site management and all relevant public agencies and private enterprises" (p. 11). ▪ Several conference contributions focusing on the main topics sustainable tourism management of heritage sites and communication of world heritage
Keywords	World heritage sites; site management; tourism impacts; communication of world heritage; tourism congestion management
Online link to the publication	https://doi.org/10.18111/9789284416608
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Good practice examples:
Management of unbalanced tourism growth at heritage sites

- The historic centre of **Vienna, Austria** is declared a UNESCO World Heritage Site. The city has acted for years proactively towards crowding and overtourism.
- The historic centre of **Florence, Italy** where some of the world's most visited tourist sites are belongs to the UNESCO World Heritage. The city has set up a comprehensive monitoring system of tourism flows to better distribute them geographically but also seasonally.
- The scenic **Geirangerfjord, Norway** is together with the Nærøyfjord as part of the UNESCO World Heritage List. The resulting cruise tourism brings many socio-economic but also ecological challenges. The scientific long-term air quality monitoring carried out by University of Bonn made the environmental impact of cruise tourism tangible. To protect the Heritage Fjords, the Norwegian parliament has adopted a zero-emission regulation as of 2026, leading the way to the world's first zero emission zone at sea.
- The **Dolomites, Italy** are listed by UNESCO as a World Heritage Site. Nine systems make up the UNESCO Dolomites. The destination has taken different approaches regarding capacity restrictions to protect the heritage sites.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

1.3.2   Protected areas

Protected areas are defined by the International Union for Conservation of Nature (IUCN) as "a clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values." (Leung et al., 2018, p. 105). According to the European Environment Agency (2020), 26% of the EU's land area was designated as protected areas in 2020. In Europe (including the United Kingdom), 449 national parks record an estimated total of 2 billion recreational visits a year, representing an economic value of approximately € 14.5 billion annually (Schägner et al., 2016).

Next to a range of positive impacts such as supporting people's connection with protected area values, creating an enriching and sensitizing visitor experience as well as economic benefits, tourism, if managed poorly, can imply a range of negative impacts in protected areas. In this context, overcrowding is one of the major challenges to protected areas, and results also in negative impacts for local people (Leung et al., 2018, p. 4). A recent study on the impact of the coronavirus pandemic on the management of European protected areas highlights that overcrowding has also been one of the major challenges faced by protected areas during the COVID-19 crisis (McGinlay et al., 2020).

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Protected areas
Reference in APA Style	McGinlay, J., Gkoumas, V., Holtvoeth, J., Fuertes, R. F. A., Bazhenova, E., Benzoni, A., Botsch, K., Martel, C. C., Sánchez, C. C., Cervera, I., Chaminade, G., Doerstel, J., García, C. J. F., Jones, A., Lammertz, M., Lotman, K., Odar, M., Pastor, T., Ritchie, C., … Jones, N. (2020). The Impact of COVID-19 on the Management of European Protected Areas and Policy Implications. Forests, 11(11), 1214.
Short summary of the publication	The paper analyses the challenges which emerged due to the COVID-19 crisis in protected areas and their causes. In this context, 14 European National and Nature Parks are examined concerning tourism impacts and the implemented measures in order to respond to the new challenges faced during COVID-19. Based on this investigation, tentative longer-term solutions going beyond the currently implemented short-term measures are proposed. Three areas are defined, in which Protected Areas (PA) can learn from the current health crisis: "managing visitor numbers in order to avoid overcrowding through careful spatial planning, introducing educational campaigns, particularly targeting a new profile of visitors, and promoting sustainable tourism models, which do not rely on large visitor numbers" (p. 2).
Key findings and most interesting aspects	▪ The COVID-19 crisis has had considerable impacts on the management of protected areas worldwide. ▪ In all analysed 14 parks an increase in visitors was observed in 2020. The suggested reasons for this are a greater awareness of PAs, the increasing motivation to visit them in order to improve personal well-being, an increase of users in outdoor spaces during the pandemic and their perception as remote and thus, safe places, as well as the reduction of alternative destinations due to travel regulations ▪ "overcrowding, a new profile of visitors, problematic behavior, and conflicts between different user groups" (p. 2) are some of the most relevant challenges identified in Protected Areas during the COVID-19 crisis ▪ Due to the increase of visitor numbers, park authorities have had to introduce new measures for ensuring social distancing. These safety measures often stand in conflict with management measures implemented in Protected Areas in order to prevent and mitigate negative environmental impacts

	▪ In order to manage PA sustainably park authorities cannot implement models relying on a maximum visitor capacity and they thus need to carefully consider the challenges presented by the current and potential future pandemics
Keywords	Biodiversity conservation; conflict; national parks; management; pandemic; public health; wellbeing; overcrowding; visitor behaviour; COVID-19; protected areas
Online link to the publication	https://www.mdpi.com/1999-4907/11/11/1214
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; rural

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Protected areas
Reference	UNWTO. (2004). *Tourism Congestion Management at Natural and Cultural Sites.* UNWTO.
Short summary of the publication	This Handbook is aimed at a variety of professional users, both within the tourism industry and for people who welcome and manage visitors to their destination or site, including also public tourism, cultural and natural authorities. For the many different people in the tourism industry it provides recommendations for how they might positively contribute to the minimization of tourism congestion. For destination and site managers it provides a range of recommendations for managers to build a well informed understanding of their places and their visitors, and provides recommendations for upgrading the operational and physical capacities of their areas to handle high levels of tourism activity to and from sites. The Handbook has been written to provide very practical recommendations, using illustrations from the case studies. Some users will be familiar with many of the recommendations and will already have implemented some of them in their day-to-day activities. Others will find new information or suggestions that they can apply as appropriate to their circumstances. [official abstract]
Key findings and most interesting aspects	▪ An integrated approach to congestion management is presented and used as a framework for the handbook (section 1) ▪ Detailed overview on the visitor experience, differentiating between the visitor experience at natural and cultural sites, of destinations and of tourism demand (section 5 to 7) ▪ Description of approaches to optimize the management of congestion at destinations (overview: appendix 3) ▪ Presentation of 10 international case studies illustrating tourism congestion management at natural and cultural sites (part C) ▪ The perception and acceptance of overcrowding varies among the different stakeholder groups and depends on their interests and expectations. The handbook differentiates between the perceptions of visitors, the host destination, local authorities, local service providers and site managers. Simple crowding is not necessarily undesirable for visitors, particularly when it is accepted as part of the offer (e.g. at regular events). However, other places (e.g. natural sites) are expected to be empty. In these cases, the acceptance of crowding can be lower. ▪ The impacts caused by tourism congestion can be irreversible. While sites with natural values can sometimes restore themselves if the damage is not excessive, cultural sites such as historic buildings and structures cannot be regenerated without significant intervention and in some cases they cannot be regenerated at all.
Keywords	World heritage sites; site management; tourism congestion; carrying capacity; visitor management strategies; tourism impacts; perception of congestion; case studies;
Online link to the publication	https://www.e-unwto.org/doi/book/10.18111/9789284407637
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Protected areas
Reference	Leung, Y.-F., Spenceley, A., Hvenegaard, G., Buckley, R., & Groves, C. (2018). *Tourism and visitor management in protected areas.* International Union for Conservation of Nature (IUCN).
Short summary of the publication	Protected areas are a key component of any global conservation strategy. Tourism provides a crucial and unique way of fostering visitors' connection with protected area values, making it a potentially positive force for conservation. Protected area tourism's economic benefits—which depend on beautiful natural areas, healthy wildlife and nature, and authentic cultures—can also be a powerful argument for conservation. Tourism in protected areas is a major part of the global tourism industry—an industry whose scale and impacts are enormous. Such a high volume of visitors implies certain needs for fundamental infrastructure and requirements for employment and human services, all of which have ramifications for the economy, society, culture and the environment. These Guidelines provide guidance on key issues to help managers achieve sustainable tourism in protected areas. [official abstract]
Key findings and most interesting aspects	▪ Discussion of ten principles of tourism and visitor management, based on which several best practices are derived, providing guidance in sustainable tourism management in protected areas. ▪ Illustration of sustainable management practices through a series of case boxes, including the successful implementation of measures to prevent and mitigate overcrowding ▪ Comprehensive overview on current opportunities and challenges for tourism management in protected areas (chapter 1) as well as on the positive and negative impacts of protected area tourism (chapter 3)
Keywords	Protected area; case studies; tourism impacts; capacity building; future trends; protected area governance;
Online link to the publication	https://doi.org/10.2305/IUCN.CH.2018.PAG.27.en
Availability (open or restricted access)	Open access
Destination focus	All destinations; rural

Main topic	Unbalanced tourism growth at heritage sites and in protected areas
Sub-Topic	Protected areas
Reference	Mandić, A., & Petrić, L. (2021). Summary and Outlook. In A. Mandić & L. Petrić (Eds.), *Mediterranean Protected Areas in the Era of Overtourism: Challenges and Solutions* (pp. 383–390). Springer International Publishing.
Short summary of the publication	This book comprises studies that reflect on various influences of excessive tourism development in protected areas, and solutions designed and initiated to mitigate such challenges. A large proportion of tourism in Mediterranean destinations constitutes nature-based tourism, in particular, tourism in parks and protected areas. As a destination experiences higher intensity and density of tourism, the potential conflict between maintaining a healthy natural environment and economic development also increases. This has urged planners and decision-makers to devise and adopt innovative approaches that seek to strike a balance between tourism development and nature conservation. This book demonstrates the importance of collaboration across and beyond disciplines and of all groups of stakeholders for maximization of societal impacts and tourism-related benefits. [official abstract] The chapter *Summary and Outlook* concludes based on the former chapters on the importance of tourism but also current and future challenges, focusing on protected areas.

Key findings and most interesting aspects	▪ The book focuses on four main topics: Governance and Management, Local Community and Well-Being, Experience Design and Management and Intelligent Nature-Based Tourism Development ▪ Presentation of several studies conducted in Mediterranean Protected Areas (PA) ▪ Emphasis on the importance of discussing "local-scale problems related to tourism development, particularly those related to the deterioration of ecosystems and quality of life" (p. 384), also during the COVID-19 pandemic. ▪ Reinforcement of the importance of a holistic approach and of "coordinated actions across governments, communities and relevant institutions and invoke more responsible business practices within PAs through the integration of environmental and social criteria and resilience thinking into tourism policies and commercial visitor programmes" (p. 384).
Keywords	Protected areas; nature-based tourism development; COVID-19 crisis, case studies; local community;
Online link to the publication	https://doi.org/10.1007/978-3-030-69193-6
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; rural

Good practice examples:
Management of unbalanced tourism growth in protected areas

▪ The destination **Parc naturel régional des Monts d'Ardèche, France** experiences, especially in the south of the park and around mid-july and mid-august, a high concentration of tourists. Since 2020, several strategies have been implemented in order to address this issue.
▪ The **Burren Cliffs of Moher, Ireland** became the second most visited fee-paying attraction of Ireland and thus, also a point of international tourism interest. Currently, a visitor experience and management strategy is being developed for the Cliffs of Moher and the surrounding hinterland in consultation with local community groups.
▪ The **Plitvice Lakes, Croatia** has introduced an online ticket payment system in the National Park to restrict capacity and better balance the tourism flows to help deal with overcrowding. Furthermore, the new software also ensures better visitor control and management of the park. Tickets can be bought/booked a month, two, or three in advance.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

2 COVID-19 and unbalanced tourism growth

Since the start of its outbreak at the beginning of 2020, the COVID-19 virus has severely affected the entire tourism sector. As a result, international tourism arrivals have declined in every tourism destination. Due to worldwide travel restrictions and warnings, domestic tourism, including day trips to the nearer surroundings, have become increasingly popular. In this context, some, partly new, destinations were reported by the media to be confronted with overtourism. These developments indicate a relocation of the problem, particularly to nature-near destinations, which partly have already been popular tourist destinations, but rarely experienced such a rapid increase or accumulation of visitor numbers before. For instance, media reported in several German Baltic and North Sea destinations as well as in the Bavarian Alps an exceedance of the local capacities and overcrowding during the summer of 2020.

Reports such as *Behavioural changes in tourism in times of Covid-19,* published by the European Union in 2020, predicted several changes concerning tourist behaviour and the choice of destinations due to the corona crisis. These include a further willingness to travel, nonetheless the most important criteria for the selection of destinations changed towards the health and sanitary conditions in the destination (Marques Santos et al., 2020, p. 23). Besides a preference for destinations with an offer of outdoor activities and natural landscapes, proximity to urban areas was predicted.

Concerning post-COVID-19 travel behaviour, studies point towards two different possible developments. On the one hand, a higher sensitivity and demand for sustainable tourism and a decreased interest in mass tourism is indicated. On the other hand, there is evidence of a return to the "old normal" after overcoming the crisis. In either case, overtourism continues to be a very important field of research in order to pro-

mote a more sustainable tourism development in the future. Moreover, due to an expected higher sensibility for crowding and higher demand of security from tourists as well as residents (Koh, 2020; Wen et al., 2020), it is likely that the discourse of over-tourism will gain even more relevance in the future.

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference	Marques Santos, A., Madrid González, C., Haegeman, K., & Rainoldi, A. (2020). Behavioural changes in tourism in times of Covid-19 Employment scenarios and policy options. Publications Office of the European Union.
Short summary of the publication	The report was published in 2020 and provides an analysis of the potential effects of the COVID-19 pandemic and the related decrease of international tourism on EU27 employment, as the result of tourism flow slowdown. Based on the results of several surveys, the document illustrates the potential changes in tourist behaviour during the Summer and Autumn of 2020, as consequences of travel and mobility limitations, psychological and economic factors, therefore displaying different scenarios. Since several of the forecasts proved to be true, the report provides an insight into the impacts of COVID-19 on travel behaviour. In addition, the report concludes by providing policy-recommendations for the short, medium and long-term.
Key findings and most interesting aspects	▪ Despite the worldwide health crisis, a willingness to travel was still predicted. However, the most important criteria for the selection of the destination shifted towards low tourist densities and the health and sanitary conditions in the destination. ▪ The pandemic was expected to contribute to a preference for destinations with an offering of outdoor activities and natural landscapes, "away from big cities" (p. 23). ▪ For some rural areas, the pandemic could entail benefits due to this shift in demand, as well as potentially more sustainable and environmentally-friendly consumer behaviour. ▪ The report includes an index in order to identify EU regions with a higher likelihood to have jobs at risk as the result of COVID-19.
Keywords	COVID-19; travel behaviour; pandemic; corona; crisis
Online link to the publication	https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/behavioural-changes-tourism-times-covid-19
Availability (open or restricted access)	Open access
Destination focus	All destinations

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference	McGinlay, J., Gkoumas, V., Holtvoeth, J., Fuertes, R. F. A., Bazhenova, E., Benzoni, A., Botsch, K., Martel, C. C., Sánchez, C. C., Cervera, I., Chaminade, G., Doerstel, J., García, C. J. F., Jones, A., Lammertz, M., Lotman, K., Odar, M., Pastor, T., Ritchie, C., … Jones, N. (2020). The Impact of COVID-19 on the Management of European Protected Areas and Policy Implications. Forests, 11(11), 1214.
Short summary of the publication	The paper analyses the challenges which emerged due to the COVID-19 crisis in protected areas and their causes. In this context, 14 European National and Nature Parks are examined concerning tourism impacts and the implemented measures in order to respond to the new challenges faced during COVID-19. Based on this investigation, tentative longer-term solutions going beyond the currently implemented short-term measures are proposed. Three areas are defined, in which Protected Areas (PA) can learn from the current health crisis: "managing visitor numbers in order to avoid overcrowding through careful spatial planning, introducing educational campaigns, particularly targeting

	a new profile of visitors, and promoting sustainable tourism models, which do not rely on large visitor numbers" (p. 2).
Key findings and most interesting aspects	▪ The COVID-19 crisis has had considerable impacts on the management of protected areas worldwide. ▪ In all analysed 14 parks an increase in visitors was observed in 2020. The suggested reasons for this are a greater awareness of PAs, the increasing motivation to visit them in order to improve personal well-being, an increase of users in outdoor spaces during the pandemic and their perception as remote and thus, safe places, as well as the reduction of alternative destinations due to travel regulations ▪ "overcrowding, a new profile of visitors, problematic behaviour, and conflicts between different user groups" (p. 2) are some of the most relevant challenges identified in Protected Areas during the COVID-19 crisis ▪ Due to the increase of visitor numbers, park authorities have had to introduce new measures for ensuring social distancing. These safety measures often stand in conflict with management measures implemented in Protected Areas in order to prevent and mitigate negative environmental impacts ▪ In order to manage PA sustainably, park authorities cannot implement models relying on a maximum visitor capacity and they thus need to carefully consider the challenges presented by the current and potential future pandemics
Keywords	Biodiversity conservation; conflict; national parks; management; pandemic; public health; wellbeing; overcrowding; visitor behaviour; COVID-19; protected areas
Online link to the publication	https://doi.org/10.3390/f11111214
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; rural

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference	Koh, E. (2020). *The end of over-tourism? Opportunities in a post-Covid-19 world.* International Journal of Tourism Cities, 6(4), 1015–1023.
Short summary of the publication	Reviewing the fundamental issues of over-tourism before and during the COVID-19 pandemic, the paper examines "the issues faced by cities known for their struggles with over- tourism, before and during the Covid-19 pandemic. Opportunities to overcome over-tourism in a post-Covid-19 world are discussed" (p. 1015).
Key findings and most interesting aspects	▪ COVID-19 has brought sudden disruption of tourism industry, which led many cities from overtourism to no tourism. Consequently, state interventions were needed, however also pollution had reduced in a very short time span. ▪ Description of the state of overtourism in cities, before and during the pandemic, as well as potential opportunities for post-COVID-19 times. ▪ Personal hygiene, safety measures, safe distancing and the avoidance of crowding might play a significant role in future tourism, also when "normalcy returns". ▪ Suggestion that "the Covid-19 pandemic could present a case for governments to play a larger role in improving their citizens' quality of live." (p. 1021)
Keywords	Overtourism; COVID-19 pandemic; lockdowns; travel restrictions
Online link to the publication	https://doi.org/10.1108/IJTC-04-2020-0080
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; urban

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference	Milano, C., & Koens, K. (2021). The paradox of tourism extremes. Excesses and restraints in times of COVID-19. Current Issues in Tourism, 0(0), 1–13.
Short summary of the publication	This paper seeks to highlight underlying issues of the tourism system that have led to tourism extremes of too much or too little tourism. Five phases are recognized that reflect different ways of dealing with too much tourism over time, after which the impact of a sudden lack of tourism is investigated in light of future renewal processes. This discussion highlights the remarkable capacity of the tourism industry to adjust to rapidly changing circumstances and crises, even when these cause anguish to individuals and within societies at large. The paper thus seeks to contextualize the current discussions regarding the transformation of tourism post COVID-19. It highlights the complexity of changing a tourism that multiple stakeholders depend on or have grown accustomed to. To come to a more balanced tourism, it is necessary to not only come up with alternative visions and strategies, but also to engage with the political economy nature of tourism development. A future research agenda should therefore also discuss facets of entangled power, social exclusion, inequalities and class differences to come to new reference points of what actually constitutes a more inclusive tourism success. [official abstract]
Key findings and most interesting aspects	▪ Criticism that "in response to crises the emphasis appears to be on market-led and supply-oriented strategies, promotion and marketing approaches in order to boost tourism development after a crisis" (p. 6) and a limited support for smaller businesses. ▪ Comparing the COVID-19 with other crises, the pandemic might provide more time and impetus to restructure and change the tourism system fundamentally. However, at the same time the lack of tourism and, consequently, economic benefits by tourism, has also added to anxiety and raised pressure on politicians and policy makers. ▪ Tourism recovery must be based on a sound evaluation and change of priorities in order to provoke a fundamental paradigm shift and system change in post-COVID-19 times. Consequently, clear alternative strategies and visions must be developed. ▪ The balance of tourism development is essential: "The problem of tourism is not just a matter of volume, but of extremes, excesses, and sudden change. While too much tourism brings imbalances, capital concentration and inequalities, too little tourism in an area where the system and a great number of stakeholders have grown accustomed or dependent on it, is also harmful for the quality of life in a place." (p. 8). ▪ Conclusion: "fostering a paradigm shift in the contemporary tourism political economy is not an easy task. However, there is a clear need to provide new layers of understanding on the current tourism model which will help to rethink and reshape concepts such as the right to rest and leisure, the right to stay, the structural inequalities and class differences, social exclusion, capital and labour relations and the working conditions within a global (im)mobility political agenda" (p. 9).
Keywords	Overtourism; travel restrictions; COVID-19; undertourism; sustainable tourism; post-COVID-19 tourism development
Online link to the publication	https://doi.org/10.1080/13683500.2021.1908967
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference in APA Style	Milano, C. (2021). *Living with not just from urban tourism-policy planning for the post-Covid restart phase.* COVID Briefs. Building Back Better: Post-Pandemic City Governance.
Short summary of the publication	Urban tourism has recorded unprecedented growth since the turn of the millennium and has been welcomed in destination cities as a source of economic development. But cities' tourism economies have been among the hardest hit sectors by the COVID-19 crisis. To address the crisis, local authorities, national tourism offices and destination marketing organisations have focused on rebuilding and reactivating the tourism sector by reviving its value chain and economic interlinkages with other sectors. This brief explores the effects of the COVID-19-induced urban tourism crisis and possible policy responses. The first part provides general background on the evolution of urban tourism governance. Part two analyses the immediate policy responses and countermeasures taken by different scales of government in the face of the pandemic. Most of the public assistance efforts were of a fiscal nature and centred on the rescue of micro, small and medium-sized businesses (MSMEs). Building on the analysis of these short-term measures, the brief emphasises how the COVID-19 crisis has highlighted the urgent need to transition to new urban tourism economic models that are more self-sufficient, locally productive and inclusive. Finally, it offers policy recommendations for the development of longer-term strategies that can help interlink future tourism development and the low-carbon urban mobility transition; create local tourism economies with fair working conditions and support for MSMEs; and diversify local economies while transitioning towards more inclusive tourism governance that reduces the sectors' negative social externalities. [official abstract]
Key findings and most interesting aspects	▪ Tourism in cities was particularly affected by the COVID-19 crisis: "Urban tourism was hit harder by the pandemic than any other urban economic sector. … Many cities that previously attracted millions of visitors each year are now struggling with undertourism" (p. 2). ▪ Emphasis on the importance to restructure the urban tourism industry: "The longer-term implications of the crisis have also highlighted the urgent need to fundamentally rethink urban tourism policy and tourism models" (p. 3). ▪ The restart phase as an opportunity: "The restart phase offers the right circumstances to rethink urban tourism governance in ways that reduce tourism-generated urban inequalities and foster participatory governance processes" (p. 4). ▪ Reponses to the sudden tourism crisis in cities have been primarily reactive. However, proactive reactions and the development of mid- to long-term strategies for restarting and future urban tourism are vital. ▪ Presentation of four Long-term strategies for rethinking urban tourism governance post-COVID-19: interlink urban mobility, the ecological transition and tourism policies; create local tourism economies that provide fair working conditions and support for MSMEs; Diversify local economies to reduce dependence on tourism; More inclusive urban tourism governance.
Keywords	Post-COVID-19 tourism development; restart; COVID-19; policy planning
Online link to the publication	https://www.researchgate.net/publication/349624650_Living_with_not_just_from_urban_tourism-_policy_planning_for_the_post-Covid_restart_phase
Availability (open or restricted access)	🔓 Accessable via Research Gate
Destination focus	All destinations; urban

Main topic	COVID-19 and unbalanced tourism growth
Sub-Topic	.
Reference	Blázquez-Salom, M., Cladera, M., & Sard, M. (2021). *Identifying the sustainability indicators of overtourism and undertourism in Majorca.* Journal of Sustainable Tourism, 0(0), 1–25.
Short summary of the publication	This paper is a first attempt to propose a multidimensional study of overtourism and undertourism in Majorca, a Spanish island and one of the world's leading mass tourist destinations. The study was conducted before and after the pandemic started through a survey to local stakeholders. They were asked for their perceptions of overtourism and undertourism, what problems these phenomena generate, which sustainability indicator might be used to measure each problem, and, lastly, what solutions they suggest. Three main dimensions were taken (economy and demography, culture, and ecology) to classify the problems, sustainability indicators, and solutions. The main conclusion is the stakeholders' consensus that both situations are the outcome of an economy based on a tourism monoculture and they view the stoppage brought about by the pandemic as being an opportunity to restructure the current tourism model, mainly by tackling labour conditions, the wellbeing of local residents, and ecological resilience. The sustainability indicators proposed by the respondents could contribute to the establishment of a monitoring system of the problems generated by overtourism and undertourism. Most of these indicators are available in official statistics, but there are others that need to be developed *ad hoc.* [official abstract]
Key findings and most interesting aspects	▪ Analysis of local stakeholders' perceptions of overtourism (prior to COVID-19) and undertourism (during COVID-19) in the mature island destination Majorca and identification of specific sustainability indicators for the impacts of overtourism and undertourism indicated by the stakeholders. ▪ Perception as one key factor in over- and undertourism: "Although both phenomena reflect subjective feelings that cannot easily be generalized and transposed to different destinations, a common closer awareness is shared by those living in mature destinations" (p. 5). ▪ "The catastrophe of the COVID-19 pandemic shows that an analysis of overtourism and undertourism is fundamental in helping to ensure sustainable tourism" (p. 19). ▪ Emphasis that, in order to address over- as well as undertourism and to achieve a sustainable balance of tourism at destination level, the participation of all stakeholders is vital. ▪ Due to current uncertain future scenarios, the pandemic gives rise to the discussion of whether to return back to normalcy as in pre-COVID-19 times or to learn from the past and the rising challenges and thus, pursue a change. The findings of this research indicate that the Majorcan stakeholders vote for the latter.
Keywords	Indicators; overtourism; undertourism; stakeholders; COVID-19; Majorca; post-COVID-19 tourism development
Online link to the publication	https://doi.org/10.1080/09669582.2021.1942478
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; island; coastal

Good practice examples:
Reactions to COVID-19 at destination level

- In **Vienna, Austria** a task force and a multi-level reactivation plan were introduced during the
- COVID-19 pandemic, enabling a fast response to changing environments.
- As a response to the COVID-19 crisis, the tourism organization of the island of **Majorca, Spain,** the *Fundació Mallorca Turisme,* developed the *Post Covid-19 Reactivation Plan.* The plan supplements the current tourism strategy and addresses the COVID-19 crisis and its impacts.
- In **Burren Cliffs of Moher, Ireland** the current COVID-19 and post pandemic situation is deemed as an opportunity for the continued development of sustainable tourism as wished by the Geopark. The recent arrival of the Irish Green Party in the government coalition will enhance the opportunity to get funding for transport and traffic management initiatives.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

3   Measures and solution approaches for unbalanced tourism growth

The diversity of root causes and impacts in overtourism also illustrate the unlikeliness of finding one solution approach that fits everyone. There is additionally no clear-cut process to address the challenges from unbalanced development. As could be observed in the 15 cases analysed within this study, the solution approach at each destination is multidimensional and strongly reflects the historic evolutions of the tourism area, and how stakeholders perceive tourism in general. Strategic destination planning processes are a central element at all analysed cases to address tourism issues relating to over- and or unbalanced tourism. Additionally, a wide variety of laws, regulations, policies and access restrictions are implemented. Most destinations also implement digital solutions, increasingly coupled with mobile phone technologies that allow on the one hand communication with visitors, and on the other hand, collect big data for tourism decision making.

3.1   Strategies, guidelines and tools

The solution approaches at destinations are multidimensional and strongly reflect historic evolutions of the tourism area, and how stakeholders perceive tourism in general. Strategic destination planning processes are a central element at all the 15 cases analysed within this study to address tourism issues relating to over- and or unbalanced tourism. Cases like Rigi demonstrate how important a participatory approach and a broad stakeholder engagement is to use diverse types of knowledge, co-create and legitimize solution approaches to work together towards a more balanced development. Other cases like Bled, exemplify a successful alignment between the municipal and

tourism development strategies. Additionally, a wide variety of laws, regulations, policies and access restrictions are implemented. Access restrictions are observed in many different cases, ranging from closing roads for private cars, ticketing, and advance booking systems, to environmental restrictions for cruise ships entering heritage fjords.

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	McKinsey & Company, & World Travel & Tourism Council. (2017). Coping with success: Managing overcrowding in tourism destinations.
Short summary of the publication	In this report, McKinsey and the World Travel & Tourism Council (WTTC) introduce a simple, fact-based diagnostic to help destination leaders identify and address the challenges they face. They also offer specific ways for destinations to deal with overcrowding.
Key findings and most interesting aspects	The report elaborates on the following key findings: ▪ *Overcrowding is not exactly alike in any two destinations.* Therefore, the authors introduce five types of problems associated with tourist overcrowding: alienated local residents, a degraded tourist experience, overloaded infrastructure, damage to nature, and threats to culture and heritage. ▪ Overcrowding is currently more a matter of sensibility than data. To provide an empirical foundation for destinations and help local leaders assess their situation and identify vulnerabilities, the authors created a diagnostic based on simple, widely available indicators, including tourist arrivals, social media reviews, seasonality, and pollution. ▪ Overcrowding is easier to prevent than to recover from. Good tourism management practices and stringent planning are key to the sustainable development of tourism. The research and interviews with tourism experts highlighted the following four best practices— regardless of whether a destination is facing overcrowding: comprehensive and regularly updated fact base, rigorous, long-term planning to encourage sustainable growth, broad involvement of all sections of society (commercial, public, social), innovative sources of funding. ▪ There is no easy fix to overcrowding. Once destinations have sorted out the fact base, strategy, stakeholders, and funding, they must then identify and execute practical actions, both for the long and the short term. Among the possibilities: smooth visitors over time, spread visitors across sites, adjust pricing to balance supply and demand, regulate accommodation supply, limit access and activities.
Keywords	Overcrowding; impacts; measures; solution approaches; best-practices
Online link to the publication	https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/coping-with-success-managing-overcrowding-in-tourism-destinations
Availability (open or restricted access)	Open access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	Peeters, P., Gössling, S., Klus, J., Milano, C., Novelli, M., Dijkmans, C., Eugelaar, E., Hartman, S., Helsinga, J., Isaac, R., Mitas, O., Moretti, S., Nawun, J., Papp, B., & Postma, A. (2018). *Research for TRAN Committee—Overtourism: Impact and possible policy responses.* European Union.
Short summary of the publication	This study addresses the complex phenomenon of overtourism in the EU [including its causes and impacts]. By focusing on a set of case studies, the study reports on overtourism indicators, discusses management approaches implemented within different destinations and assesses policy responses. It concludes that a common set of indicators cannot be defined because of the complex causes and effects of overtourism. Avoiding overtourism requires custom-made policies in cooperation between destinations' stakeholders and policymakers.

Key findings and most interesting aspects	▪ Overtourism as a concept mostly associated with urban tourism and cities, even though it can arise in other destination types, including natural and cultural heritage sites and large attractions ▪ Definition of overtourism by the authors as "the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds" ▪ Presentation of 41 international case studies, outlining the causes, impacts of overtourism at destination level as well as current solution approaches ▪ Presentation of a checklist for the assessment of the risk of overtourism in regions and destinations and emphasis on the lack of accessible, reliable and detailed data in order to assess a destination's state of overtourism
Keywords	Causes, impacts, definition of overtourism, indicators, case studies, tourism pressure, capacity thresholds
Online link to the publication	https://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOL_STU(2018)629184
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	Pechlaner, H., Innerhofer, E., & Erschbamer, G. (Eds.). (2020). Overtourism: Tourism Management and Solutions. Routledge, Taylor & Francis Books.
Short summary of the publication	This volume proposes a framework for a series of possible solutions and management strategies for dealing with overtourism and the various negative impacts that large quantities of tourists can impose.
Key findings and most interesting aspects	▪ Questioning the causes of this phenomenon – such as increased prosperity and mobility, technological development, issues of security and stigma for certain parts of the world, and so on – this book supposes that better visitor management strategies and distribution of tourists can offset the negative impacts of overtourism. Individual chapters focus on a range of destinations including Venice, Barcelona and Dubrovnik, as well as UNESCO cultural and natural heritage sites, where local political actors and public authorities are not always able to deal with the situation effectively. ▪ Integrating research and practice, this book will be of great interest to upper-level students, researchers and academics in tourism, development studies, cultural studies and sustainability, as well as professionals in the field of tourism management.
Keywords	Overtourism; tourism management; solution approaches; management strategies; root causes; case studies
Online link to the publication	https://www.routledge.com/Overtourism-Tourism-Management-and-Solutions/Pechlaner-Innerhofer-Erschbamer/p/book/9780367187439
Availability (open or restricted access)	🔓 restricted access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	Preveden, V., Mirkovic, G., Gratzer, M., & Schenk, O. (2018). *Protecting your city from overtourism: European city tourism study 2018.* Roland Berger GmbH.
Short summary of the publication	How cities can maintain their attractiveness and increase value from tourism without falling into the trap of "overtourism" is described in the study "European city tourism study 2018: Protecting your city from 'overtourism'", for which Roland Berger and the Austrian Hoteliers Association (ÖHV) collected and analysed data from 52 European cities. The cities were then clustered into categories ranging from "Peak performers" to "Mass traps" and those with "Unused potential"
Key findings and most interesting aspects	▪ The results highlight a major problem: so-called overtourism, and a lack of planning for it. ▪ To address this, recommendations for reactive and proactive interventions are made. Reactive measures include regulating hotel capacities and the shared economy accommodation market, as well as controlling access to key sights. The more far-sighted proactive measures, meanwhile, encourage city authorities to develop infrastructure such as public transport in line with the needs of both residents and visitors, as well as to consider upgrading target guest segments. ▪ Finally, they outline a four-step strategy to deal with overtourism and develop sustainable tourist growth. This involves cities assessing what they want to achieve through tourism, as well as underlining the importance of them working with all tourism players, from hoteliers to attraction managers and residents, in order to meet their goals.
Keywords	European cities; management strategy; urban destinations; solution approaches; sustainable tourism growth
Online link to the publication	https://www.rolandberger.com/de/Insights/Publications/%27%27Overtourism%27%27-in-Europas-St%C3%A4dten-Wer-nicht-handelt-verliert.html
Availability (open or restricted access)	Open access
Destination focus	Urban destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	Jordan, P., Pastras, P., & Psarros, M. (2018). *Managing Tourism Growth in Europe -The ECM Toolbox.* Toposophy.
Short summary of the publication	This report introduces a toolbox for managing tourism growth in European cities. The ten tools represent a range of approaches that destination development, management and marketing organisations can use to manage tourism growth more effectively. The exact balance of approaches required will vary according to local conditions, however many require a significant shift in the internal culture and practises of the traditional DMO to be able to use these tools most effectively.
Key findings and most interesting aspects	The ten tools are: ▪ Strategy formation, city planning and zoning ▪ Forming partnerships ▪ Smart marketing ▪ On-the-ground visitor management ▪ Technological solutions ▪ Public education ▪ Managing the collaborative economy ▪ Taxes, caps and limitations ▪ Measurement and monitoring ▪ Dialogue and consultation
Keywords	Toolbox; managing tourism growth; responsible growth; destination management organisations

Online link to the publication	https://www.ucm.es/data/cont/media/www/pag-107272/2018-Managing%20Tourism%20Growth%20in%20Europe%20The%20ECM%20Toolbox.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	Urban destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Strategies, guidelines and tools
Reference	Kohl, J. (2019). In Focus 4: Managing Overtourism through a Holistic Lens. In C. Milano, J. M. Cheer, & M. Novelli (Eds.), *Overtourism: Excesses, discontents and measures in travel & tourism* (pp. 250–252). CAB International.
Short summary of the publication	In this short *in focus* publication the author discusses the risk of simplistic thinking in terms of problem definition and solution development which has so far plagued overtourism, and in response proposes a holistic approach.
Key findings and most interesting aspects	▪ Factors that influence overtourism and some strategies to confront overtourism are identified along two interior and two exterior dimensions across individual and collective realms.
Keywords	Overtourism; Holistic problem definition;
Online link to the publication	https://www.cabi.org/bookshop/book/9781786399823/
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Good practice examples:
Strategies, guidelines and tools

- *Failte Ireland,* the national domestic tourism development agency of Ireland, has produced a series of *Visitor Experience Development Plans* for various regions along the Wild Atlantic Way, including the **Burren and Cliffs of Moher.**
- **Bled, Slovenia** strongly linked the Sustainable Development Strategy of the Municipality of Bled 2030 to the destination's tourism strategy (Strategy for sustainable development of Bled tourism 2018 – 2025). This strong alignment between the municipal and tourism development towards more sustainability is exemplary and especially crucially in a cross-section industry like tourism.
- Norway has adopted a framework condition for cruise operations in Norwegian waters (e.g., Measures to regulate cruise tourism) among other things the Norwegian government has adopted zero emissions requirements for the world heritage fjords such as the **Geirangerfjord** by 2026.
- In **Lucerne, Switzerland** local tourism board in cooperation with the city government and the broad public is planning a "tourism vision 2030" where discussions on potential maximum values (apartments used for tourism, car parking spaces, hotel capacities) are led in a participatory way. There are also discussions on pricing (time; seasonal, time of day) and a spatially unbundling (e.g., relieving the concentration at hotspots)

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

3.2　Innovative approaches

Besides the more classical approaches that involve regulations, restrictions of specific problem areas, innovative process approaches that aim at a holistic and long-term strategic planning can be observed within the destinations analysed in this study. In this rather proactive, as opposed to reactive, approach the integration of multi-stake-holders and collaborative solution creation is a key factor. The Rigi Charta process or the alignment and integration of municipal and tourism development in Bled are such examples. Furthermore, there are also innovative solution approaches that address the measures with which unbalanced tourism is dealt with. These are mainly innova-tions regarding the management and usage of big data in a destination (e.g., digital solutions regarding visitor flows). But also approaches like the introduction of serious gaming to stimulate participatory urban tourism planning as described in Koens et al., (2020) offer new insights from different fields and can add value in a tourism context.

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Innovative approaches
Reference	Séraphin, H., Zaman, M., Olver, S., Bourliataux-Lajoinie, S., & Dos-quet, F. (2019). *Destination branding and overtourism.* Journal of Hos-pitality and Tourism Management, 38, 1–4.
Short summary of the publication	This Research Note contributes to the overall debate regarding over-tourism and more importantly, provides applicable solutions that could be implemented by practitioners and more specifically, destination marketers.
Key findings and most interesting aspects	▪ This Research Note argues that branding is not the only reason for overtourism but that branding plays a significant role in overtourism as it contributes to encourage visitation and repeat visitors to a des-tination. ▪ The repositioning strategy suggested in this Research Note is not about deterring visitors from the destination, but instead, identifying a strategy that would still encourage people to visit the destination while reducing the volume of visitors.
Keywords	Destination branding; repositioning; special interest tourism;
Online link to the publication	https://doi.org/10.1016/j.jhtm.2018.11.003
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Innovative approaches
Reference	Koens, K., Klijs, J., Weber-Sabil, J., Melissen, F., Lalicic, L., Mayer, I., Önder, I., & Aall, C. (2020). *Serious gaming to stimulate participatory urban tourism planning.* Journal of Sustainable Tourism, 0(0), 1–20.
Short summary of the publication	This paper examines how a serious game approach could support a participatory planning process by bringing stakeholders together to dis-cuss interventions that assist the development of sustainable urban tourism. A serious policy game was designed and played in six Euro-pean cities, reflecting a diverse array of tourism stakeholders. By ob-serving in-game experiences, a pre- and post -game survey and short interviews six months after playing the game, the process and impact of the game were investigated.

Key findings and most interesting aspects	▪ This paper is among the first to introduce a design-based serious game approach to stimulate participatory planning as a means to support interventions to achieve sustainable urban tourism. ▪ While it proved difficult to evaluate the value of a serious game approach, results demonstrate that enacting real-life policymaking in a serious game setting can enable stakeholders to come together and become more aware of the issues and complexities involved with urban tourism planning. ▪ This suggests a serious game can be used to stimulate the uptake of academic insights in a playful manner.
Keywords	Serious games; tourism planning; stakeholder involvement; participatory planning; policy making; co-design
Online link to the publication	https://doi.org/10.1080/09669582.2020.1819301
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	Innovative approaches
Reference	Koens, K., Melissen, F., Mayer, I., & Aall, C. (2021). *The Smart City Hospitality Framework: Creating a foundation for collaborative reflections on overtourism that support destination design.* Journal of Destination Marketing & Management, 19, 100376.
Short summary of the publication	This paper introduces the Smart City Hospitality Framework, which could serve as the foundation for a destination-design-driven approach to urban tourism governance and dealing with overtourism issues. This conceptual framework is purposely designed to stimulate collaborative (informed) reflections on overtourism and urban tourism development that could support system analyses, problem structuring and development of transition agendas and pathways within the context of turning urban tourism into a transition arena that contributes to setting in motion a sustainability transition at city level. It merges the dimensions of sustainable development (environmentally responsible and equitable economic development) and city hospitality (the extent to which the city acts as a good "host" to all its "guests", including residents and businesses). Resilience resides at its centre to highlight the temporal aspects of these dimensions, and their interdependencies.
Key findings and most interesting aspects	▪ Collaborative reflections can be a way to improve governance practices ▪ Introduces a framework for a destination-design-driven approach to tourism governance ▪ Gives an example of an analogue smart tool for eliciting reflective conversations ▪ Sustainable development, smart hospitality and resilience can be combined ▪ Design thinking is key to setting sustainability transitions in motion
Keywords	Destination design; participatory design; transition management; resilience; urban tourism; sustainable tourism; governance
Online link to the publication	https://doi.org/10.1016/j.jdmm.2019.100376
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

<div>
Good practice examples:
Innovative approaches to unbalanced tourism growth

- In order to encourage responsible tourist behaviour, *Visit Iceland* developed the *Iceland Academy,* an online academy educating tourists on responsible tourism and preparing them for their stay in **Iceland.** Another innovative measure is the *Icelandic Pledge,* a voluntary code of conduct visitors can sign online, committing themselves for a respectful behaviour while staying in Iceland.
- In the **Parc naturel régional des Monts d'Ardèche, France** visitors and tourist numbers are monitored both by the park and the Ardèche department. Data is gathered via locally placed sensors, as well as statistics from key tourism businesses and the Ardèche department (gathered via the *Flux Vision Tourisme* tool, see good practice examples in the field of ICT and social media).
- **Dolomites, Italy** commissioned the University Ca' Foscari University of Venice to assess the impact of annual visitor flow based on anonymized and aggregated data from mobile phones and social media to evaluate the respective carrying capacities (in environmental, social and economic terms) which initiated the important process of monitoring.
- **Rigi, Switzerland** has initiated the development process of the "Charta Rigi 2030" which is characterized by its participatory and transdisciplinary process.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*
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3.3 ICT and social media

Developments in ICT (Information and Communication Technologies) and especially the internet have impacted the entire tourism industry and are transforming tourism value chains. The rise of peer-to-peer platforms such as *Airbnb* and the recent proliferation of social media use, including information platforms such as *TripAdvisor,* are important factors influencing unbalanced tourism development but also offer new opportunities to integrate these features into solution approaches. For example, through the sharing of photographs on social media platforms such as Instagram, tourists themselves actively promote the establishment of must-see destinations and influence the image of a particular destination (Gretzel, 2019). This ultimately contributes to an "apparently insatiable desire amongst social media participants to visit and be seen in such places" (Dodds & Butler, 2019c, p. 4). This can lead to a sudden boost of certain areas or sites, contributing to overcrowding and negative destination-level impacts.

Various destinations analysed within this study (e.g., Dolomites, Bay of Lübeck, Florence, Vienna) therefore, also implement digital solutions, increasingly coupled with mobile phone technologies that allow on the one hand communication with visitors, and on the other hand, collect big data for tourism decision making. In general, certain cases show the advantage of having credible data about the situation (e.g., calculations regarding carrying capacities, environmental data like air quality, visitor flows) to better understand the unbalances and consequently develop suitable solution approaches. The development of mobile phone applications appears to be a common solution to inform visitors about a destination and also to provide some helpful hints where to go where less crowding may occur. In some destinations, such apps are used

to monitor visitor flows or assist in data gathering for crowd management. Social media can also be used to mitigate or prevent the phenomenon and its negative impacts. For example, they can be used to encourage sustainable tourism behaviour (e.g., "Dolomeyes" information campaign in the Dolomites), influence and manage tourism flows to mitigate overcrowding, and educate about the causes and impacts of overtourism.

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Padrón-Ávila, H., & Hernández-Martín, R. (2020). Tourist Tracking Techniques as a Tool to Understand and Manage Tourism Flows. In H. Séraphin, T. Gladkikh, & T. Vo Thanh (Eds.), *Overtourism: Causes, Implications and Solutions* (pp. 89–105). Springer International Publishing.
Short summary of the publication	The literature review carried out points to previous studies detecting overtourism through the analysis of perceptions or carrying capacities, despite these methodologies present several lacks when identifying the reasons why certain locations are congested. However, recent studies have been able to analyse tourist flows and their characteristics using tracking techniques, and this could help policy makers to understand overtourism. This chapter has implications for destination managers pretending to gather data regarding tourists' behaviour. It can also help future research aimed to solving overtourism and congestion issues.
Key findings and most interesting aspects	▪ The findings suggest that overtourism issues should be analysed at local scale as it is not a problem of the whole destination but a problem that only affects certain locations. ▪ The continuous growth of tourists' arrival has led destinations to develop overtourism and congestion issues. However, these problems do not usually affect the whole destination, but particular attractions and points of interest. ▪ the use of tourist tracking techniques allow researchers and destination managers understand tourists' characteristics and behaviour
Keywords	Tracking; mobility; congestion; tourist behaviour; local scale
Online link to the publication	https://doi.org/10.1007/978-3-030-42458-9_6
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Gretzel, U. (2021). Technological Solutions to Overtourism: Potential and Limits. In A. Mandić & L. Petrić (Eds.), *Mediterranean Protected Areas in the Era of Overtourism: Challenges and Solutions* (pp. 337–349). Springer International Publishing.
Short summary of the publication	Overtourism is a pressing issue for tourism destinations, including those whose attractiveness and experiential offerings are based on natural resources. The relationship between overtourism and technology is complicated, but technological solutions are generally seen as critical for overcoming or at least mitigating overtourism and its negative consequences for destinations.
Key findings and most interesting aspects	▪ This chapter discusses a variety of smart technologies and illustrates how they can support smart tourism initiatives aimed at avoiding or solving overtourism issues and increasing overall sustainability at the destination. ▪ In addition to highlighting various solution potentials, this chapter also discusses the possible drawbacks of smart technology use in light of the specific characteristics of nature-based destinations. ▪ It concludes that comprehensive and holistic strategies based on a combination of technological and governance-related solutions are needed to combat the potentially detrimental effects of overtourism in nature-based destinations.

Keywords	Technological solutions; overtourism; smart tourism; sustainable destinations; nature-based destinations
Online link to the publication	https://doi.org/10.1007/978-3-030-69193-6_17
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Hassan, A., & Sharma, A. (Eds.). (2021). Overtourism, Technology Solutions and Decimated Destinations. Springer Singapore.
Short summary of the publication	This book focuses on seeing technological solutions of overtourism on decimated destinations from a comprehensive viewpoint. Considering the present crisis situation, the global tourism industry is in need to formulate revised strategies to recover and to be more resilient. The book creates a platform to deliberate the measures needed to be taken to tackle the issue of this most recent crisis of COVID-19 on the lens of overtourism and technology application.
Key findings and most interesting aspects	▪ The book adds some unique suggestions to direct a new outlook towards overtourism, technology solutions and decimated destinations. ▪ Further it also discusses the responsibilities of tourists towards decimated destinations as well as provides in-depth knowledge and debates about technological solutions to overtourism in decimated destinations.
Keywords	Tourism management; innovation; technology management; economic development; Marketing; COVID-19
Online link to the publication	https://link.springer.com/book/9789811624735t
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Gretzel, U. (2019). The role of social media in creating and addressing overtourism. In R. Dodds & R. W. Butler (Eds.), Overtourism: Issues, Realities and Solutions (pp. 62–75). De Gruyter Oldenbourg.
Short summary of the publication	This chapter seeks to disentangle this relationship by describing the various roles social media play in informing and connecting tourists and residents. In doing so, it uncovers the positive and negative influences of social media and also their potential to facilitate change.
Key findings and most interesting aspects	▪ The above discussion indicates that it is possible to reduce the negative effects of tourism if technologies like social media are used strategically to encourage certain behaviours over others and to put strong social norms in place ▪ Social media can provide a forum in which stakeholders can organize, exchange ideas and feedback, and work towards potential solutions. ▪ A discussion of overtourism, whether relating to its causes or to potential solutions, requires the consideration of social media because of how intricately linked these media have become with the business of tourism, the planning of travel and the tourism experience. ▪ Social-media-based solutions will only be effective in combating overtourism when used in conjunction with other measures.
Keywords	Social media; overtourism; solution; persuasive technology; role of social media; catalyst for overtourism
Online link to the publication	https://www.degruyter.com/document/doi/10.1515/9783110607369-005/html

Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Dubrovnik

Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Camatti, N., Bertocchi, D., Carić, H., & Borg, J. van der. (2020). A digital response system to mitigate overtourism. The case of Dubrovnik. Journal of Travel & Tourism Marketing, 37(8–9), 887–901.
Short summary of the publication	In order to design effective responses to the complex phenomenon of overtourism, the tourism carrying capacity (TCC) of a destination is an essential reference point. This paper provides in-depth analysis of this correlation through the case study of Dubrovnik. The study applies a TCC calculation model that is able to quantitatively include the main effects of overtourism. The paper illustrates how these results can be used to automate specific decongestion policies by conceptualising a digital response system for real-time intervention to mitigate the undesirable effects of overtourism.
Key findings and most interesting aspects	▪ Destinations could benefit from the use of technologies to both monitor and measure overtourism, while promoting alternative offers for tourists in and around overcrowded main attractions. ▪ TCC has been conceptualised as a mathematical benefit maximisation problem, defined by the constraint of maximum stress bearable by the tourism subsystems of a destination, which must not be violated by the entire system. Subsequently, an estimate of the maximum number of tourists that the city of Dubrovnik can bear was obtained and segmented on the basis of three visitor types (tourists in traditional hotels, in non-traditional accommodation, and excursionists). ▪ The measurement, monitoring, and intervention system proposed in this paper requires an effort to coordinate and integrate different technologies. ▪ Reinforcing Dubrovnik's existing smart strategies and investing in future technology should therefore be a key concern for the city's development.
Keywords	Overtourism; tourism carrying capacity; Dubrovnik; digital solution; linear programming goal; e-marketing; demarketing; mobile technology; app; sustainable tourism
Online link to the publication	https://doi.org/10.1080/10548408.2020.1828230
Availability (open or restricted access)	🔓 Open access
Destination focus	Dubrovnik

Venice, Dolomites & Jungfrau-Aletsch Region

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Main topic	Measures and solution approaches for unbalanced tourism growth
Sub-Topic	ICT and social media
Reference	Ruoss, E., & Sormaz, A. (2020). Social Media and ICT Tools to Manage Tourism in Heritage Destinations. In K. Luger & M. Ripp (Eds.), World Heritage, Place Making and Sustainable Tourism—Towards Integrative Approaches in Heritage Management (pp. 247–259). Studien Verlag Innsbruck.
Short summary of the publication	The investigations in this study from 2019 included examples of over tourism heritage sites which exceed permanently or periodically their Carrying Capacity and show impacts from fast growing visitor numbers.

	Key tourism spots of selected destinations in the World Heritage sites such as the Dolomites and Venice in Italy, Swiss Alps Jungfrau-Aletsch in Switzerland, were analysed on social media and commercial travel websites. Studies of small destinations endangered by overtourism concerned the Verzasca valley in Switzerland, Trolltunga in Norway, and Scala dei Turchi in Sicily, Italy.
Key findings and most interesting aspects	▪ The investigations show that the role of visual and social media in destination marketing has gained enormous influence on traveller behaviour in just one decade. ▪ Especially in small heritage sites with insufficient or no tourism infrastructure and business, the booming visitors flow results in overtourism and consequently in impacts to natural and cultural heritage, local economy and population. The combination of visual media (television, movies, short films or music clips on YouTube) and social media presence can boost little or unknown sites periodically or seasonally. ▪ A social media analysis of the destinations in the Natural World Heritage site in the Swiss Alps Jungfrau-Aletsch shows that numbers of hashtags, posts, and reviews are excellent indicators and tools to visualize over- and undertourism areas. ▪ Media and ICT applications will have significant roles in new governance and management models, supporting the distribution of tourist flows, balancing over- and undertourism, in space and time.
Keywords	Social media; ICT tools; heritage sites; overtourism
Online link to the publication	https://www.innoreg.ch/social-media-and-ict-tools-to-manag
Availability (open or restricted access)	🔓 Open access
Destination focus	Dolomites and Venice in Italy; Swiss Alps Jungfrau-Aletsch in Switzerland

Good practice examples:
ICT and social media in the context of unbalanced tourism growth

▪ In order to manage the increasing and concentrated arrival of cruise ship passengers more effectively the *Welcome Palma web-app* was introduced as a pilot project in **Palma, Majorca.** It consists of two main features, a heat map, indicating in real time the most congested city zones, and a chat-bot, recommending alternative sights and places to tourists, depending on the current congestion level. In addition, the app *Platges Segures* was introduced during the COVID-19 crisis, indicating the current level of congestion at beaches, first in the capital Palma, and then for the entire island of Majorca.

▪ At the **Bay of Lübeck, Germany** the *Beach Ticker App* was introduced during the COVID-19 crisis in order to measure visitor numbers at parking lots and at certain beach sections. The app indicates where saturations points have been reached and directs visitors to less frequented areas nearby.

▪ In the **Parc naturel régional des Monts d'Ardèche, France** the *Flux Vision Tourisme* tool was implemented to better assess the number of visitors and sites' frequentation via mobile phone signals. A rather precise idea of volumes and visitors' segments is gathered by monitoring the big data emitted by people's mobile phones on a defined zone, on a daily basis.

▪ **Florence, Italy** has developed a mobile application with special functionalities helping to avoid the overcrowding of the tourist hotspots and inviting the visitors to the areas outside the historical center.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*
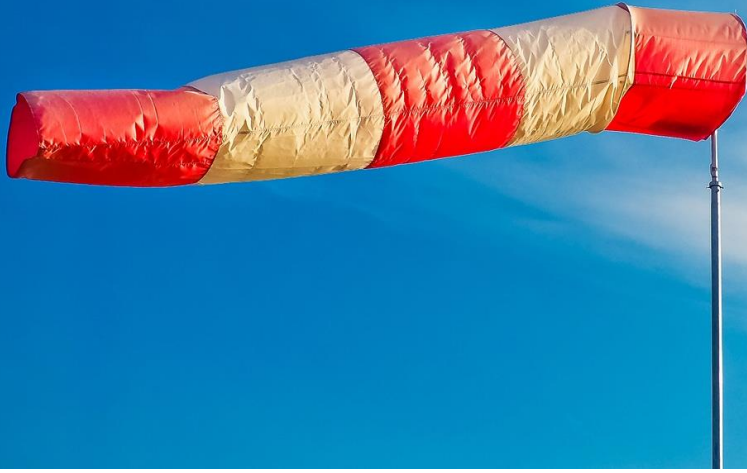
4 Indicators

4.1 Coping with success

The purpose of the study "Coping with Success" by McKinsey & WTTC (2017) was to develop a globally applicable indicator system for cities that are (potentially) affected by overtourism. The system was tested in 68 cities around the world. The selection of the indicators was guided by the following principles:

- Simplicity, meaning that the system should be easy to handle by destination managers.
- The indicators should be tourism-specific, so as to avoid measuring pressures or impacts caused by other factors.
- The data for the indicators should be widely available, ideally on a global scale, but at least in Europe.
- The data should also be regularly available, thus allowing for comparisons over time.

Main topic	Indicators
Sub-Topic	Coping with Success
Reference	McKinsey & Company, World Travel & Tourism Council (WTTC): *Coping with Success – Managing Overcrowding in Tourism Destination.* December (2017)
Short summary of the publication	In this report, McKinsey and the World Travel & Tourism Council (WTTC) introduce a simple, fact-based diagnostic to help destination leaders identify and address the challenges they face. The authors also offer specific ways for destinations to deal with overcrowding. To put it simply: it is easier for destinations to prevent overcrowding in the first place than to recover from it. So long-term success lies in good planning and management. [adapted from abstract]

Key findings and most interesting aspects	The strength of the methodology developed by McKinsey & WTTC lies in its simplicity and possibility to apply it around the world. A major limitation is that it is specifically applicable to urban destinations and may work less in other destinations affected by overtourism, especially for natural areas where environmental impacts are probably more prevalent. There are also some other shortcomings (see also Peeters et al. 2018):
	▪ The results are relative, meaning that they depend on the size and selection of the sample which may or may not be representative.
	▪ The tourism statistics are "classical" in the sense that they do not include day visitors or informal accommodation (such as many Airbnb listings), both recognised as important drivers of overtourism.
	▪ Local air pollution is a criterion that is particularly relevant for destinations affected by automobile traffic and cruise tourism, but it is very difficult to disaggregate it from non-tourism sources.
	▪ Data gained from internet platforms such as TripAdvisor may not be reliable as they are influenced by default settings and specific algorithms (see Weber et al. 2019).
Keywords	Excessive growth; monitoring; diagnostics; tourism impacts; urban tourism
Online link to the publication	https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/coping-with-success-managing-overcrowding-in-tourism-destinations
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations, urban tourism

4.2 Impact and possible policy responses

The study "Impact and possible policy responses" by Peeters et al (2018) on behalf of the European Parliament developed a set of core indicators to measure overtourism and tested these through various statistical methods against a number of European "destinations in a state of overtourism" that had been retrieved from the literature on overtourism.

Main topic	Indicators
Sub-Topic	Impact and possible policy responses
Reference	Peeters, P. Gössling, S., Klijs, J. et al.: Research for TRAN Committee – *Overtourism: Impact and possible policy responses.* October 2018
Short summary of the publication	This study addresses the complex phenomenon of overtourism in the EU. By focusing on a set of case studies, the study reports on overtourism indicators, discusses management approaches implemented within different destinations and assesses policy responses. It concludes that a common set of indicators cannot be defined because of the complex causes and effects of overtourism. Avoiding overtourism requires custom-made policies in cooperation between destinations' stakeholders and policymakers. [official abstract]
Key findings and most interesting aspects	The authors developed a set of eight core indicators for which they had found a correlation with the occurrence of overtourism. The indicators are mostly classical tourism statistics, complemented with air traffic data, data from Airbnb and geographic data.
Keywords	Excessive growth; monitoring; EU-wide; tourism impacts; policy responses
Online link to the publication	https://www.europarl.europa.eu/thinktank/en/document.html?reference=IPOL_STU(2018)629184

Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

4.3 Measuring overtourism

The study "Measuring Overtourism – Indicators for overtourism: Challenges and opportunities" by Weber et al. (2019) recommended the use of site- and problem-specific indicators in addition to more general ones. According to the authors, overtourism is largely a local phenomenon, with very specific manifestations, which requires local solutions, including the use of indicators for monitoring purposes. However, the authors acknowledge that collecting data for "custom-made" indicators may require too much effort. Their guiding principle therefore is to conceive a system of locally relevant indicators that are easy to manage.

Main topic	Indicators
Sub-Topic	Measuring overtourism
Reference	Weber, F., Stettler, J., Crameri, U. et al.: *Measuring overtourism – Indicators for overtourism: Challenges and opportunities.* Hochschule Luzern, December 2019
Short summary of the publication	The rapid growth of tourism is a challenge for many destinations. More and more places struggle to cope with the impacts of high tourism intensities (overtourism). The study seeks to explore the phenomenon by analysing interesting cases with indications of overtourism. The study will examine cases in several countries on different continents in order to analyse the applicability of different indicators. The goal is to identify the challenges of monitoring overtourism and to develop indicators that help to determine the phenomenon. [adapted from abstract]
Key findings and most interesting aspects	In summary, the authors refrain from recommending any concrete indicators. Instead, they propose a framework of potential indicators that is similar to the DPSIR methodology; the differences being that "Supply" corresponds partially to "State" (but is limited to tourism offers and infrastructure, disregarding, for instance, social structure or ecological fragility) and that "Demand" corresponds mostly to "Pressure".
Keywords	Excessive growth; tourism impacts; policy responses
Online link to the publication	https://zenodo.org/record/3759178
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

4.4 Carrying capacity

The study "Carrying capacity methodology for tourism" by Schuh et al (2021) discusses the measurability of carrying capacity in tourism, a concept that is key to the understanding of overtourism. The authors "extracted" a set of 20 most commonly sug-

gested indicators. These rely mainly on classical tourism statistics and on environmental indicators (mostly driving forces and pressure indicators). Schuh et al. (2020) then proceeded to integrate the selected indicators into a broader framework of destination management via a participative and destination tailored approach.

Main topic	Indicators
Sub-Topic	Carrying capacity
Reference	Schuh, B., Derszniak-Noirjean, M., Gaugitsch, R. et al.: *Carrying capacity methodology for tourism. Final report.* ESPON, September 2021
Short summary of the publication	Schuh et al (2021) analysed multiple approaches to measuring carrying capacity, which served as an inspiration for the development of the methodology at hand. It was designed to fit the needs of local and regional stakeholders and follows a participatory approach. This methodology was tested in four case study destinations located in Slovenia (Bled, Brežice and Divača) and one in a cross-border destination of Nova Gorica/Gorizia at the Slovenian and Italian border. [adapted from abstract]
Key findings and most interesting aspects	The authors emphasise the practicalities of indicator use, that is the availability of corresponding data and the efforts required to collect them. Secondly, the eventual selection of indicators is highly participatory, involving local workshops and stakeholder interviews. This participatory process even applies to the identification of limits beyond which carrying capacity is exceeded. Instead of determining thresholds as fixed points, the authors advocate for limits of impacts or, adversely, target corridors which are to be defined by local needs and development goals.
Keywords	Carrying capacity; participative approach; destination level; tourism impacts
Online link to the publication	https://www.espon.eu/tourism
Availability (open or restricted access)	Open access
Destination focus	All destinations; rural destinations

Good practice examples:
Usage of indicators at destination level

▪ In **Vienna, Austria,** surveys of visitors and Viennese residents give regular indicators of sentiment and provide information on specific requirements and issues.
▪ In June 2021, **Mallorca, Spain** joined the UNWTO's Network of *Sustainable Tourism Observatories.* The observatory is managed by the *Fundació Mallorca Turisme* and will be used in order to monitor environmental, social and economic tourism impacts and thus, to facilitate tourism decision-making.
▪ In **Iceland** the *Tourism Balance Axis* is used to assess the economic, environmental, infrastructural and socio-cultural tourism pressure on key components of the infrastructure.
▪ **Malta's** strategy includes key performance indicators, which should enable a more informed decision-making process. The idea of creating a "Malta Tourism Observatory" is also being discussed. This observatory would be funded by the MTA and involve representatives from all types of tourism stakeholders operating in Malta.

Detailed information can be found in the respective Case Studies, developed within the European Commission project *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices.*

5 Glossary and concepts related to unbalanced tourism growth

Apart from overtourism, a variety of other terms related to, or associated with, unbalanced tourism growth have appeared in academic literature and in the media. As they partly reflect different concepts, it is important to distinguish them, respectively when relating them to the phenomenon of overtourism.

5.1 Overcrowding

Rapidly growing visitor numbers have exacerbated overcrowding at destination level, which has been increasingly reported in the media, leading to the emergence of the term overtourism (Weber, 2017). However, overcrowding and overtourism are not to be considered synonymous. Crowding is not just a matter of numbers or density, it is exacerbated by undesirable behaviour (e.g., making noise, littering). In addition, crowding is very subjective. It depends on visitors' expectations (e.g., did they expect solitude in a wilderness, or to meet many other people in a picnic area near a car park?). Thus, a sense of crowding can be expected to occur at lower visitor numbers or densities in natural areas than in urban areas. Furthermore, "high tourist densities are not negative *per se*" (Popp, 2012, p. 2), which is why a further differentiation between positive crowding and negative crowding can be made. Nevertheless, crowding and its perception are a very complex concept and many variables that influence the perception of crowding have been mentioned in the literature.

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Overcrowding
Reference	Popp, M. (2012). *Positive and Negative Urban Tourist Crowding: Florence, Italy.* Tourism Geographies, 14(1), 50–72.
Short summary of the publication	Urban tourism is booming and overcrowding is recognized as a major problem in many tourist cities. However, the way tourists experience high tourist densities is still a neglected topic in urban tourism research, whereas it is one of the most frequently studied subjects in outdoor recreation. In this article the crowding concept is transferred to urban tourism. The study is based on qualitative in situ interviews using Florence, Italy as an example. The interviews reveal that negative crowding (i.e. a feeling of stress) is a major problem, but good crowding (i.e. a positive feeling where the crowd adds to the experience) is also important for the urban tourists' experience, albeit difficult to achieve in the case of Florence. Furthermore, coping mechanisms to best experience a city of mass tourism have been identified, with spatial and temporal strategies playing a major role. [official abstract]
Key findings and most interesting aspects	▪ Crowding is defined "as a negative assessment of visitor density within a given area which causes stress" (p. 51). The concept resulted out of outdoor recreation studies in which it is one of the most frequently studied subjects. Since then it has been transferred to areas with higher user densities such as cities. ▪ In several cities, residents, tourists, city planners and tourism managers recognise that overcrowding represents a major issue. Consequently, an increasing need for management actions regarding demand regulation and visitor flow management has been identified. ▪ High tourist densities are not always negative, to a certain degree and in some circumstances crowds can also add to the tourist experience. This is referred to as "good crowding" and can often be observed e.g. among festival-goers. ▪ The term is very complex and requires a differentiated analysis, e.g. differing regarding the composition of the crowd and other variables. ▪ Variables identified within the case of Florence are "expectations regarding use density, norms, tourist types and behaviour, length of stay, tourist experience and secondary impacts" (p. 69). ▪ Conclusion that negative as well as positive crowding are part of the experience of urban tourists.
Keywords	Crowding; coping; heritage city; mass tourism; urban tourism; tourism impacts
Online link to the publication	https://doi.org/10.1080/14616688.2011.597421
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; urban

5.2 Resilience

Resilience can be defined as "the ability to absorb use without being disturbed, and resilience is the ability to return to an undisturbed state after a disturbance" (Pedersen, 2002, p. 30). The concept has been met with growing interesting since it also explores how communities may improve their capability to adapt to change (Sheppard & Williams, 2016), a topic, which during the COVID-19 crisis has gained even more importance. As stressed by Weber et al. (2017), the resilience to overtourism depends highly on the way tourism is management, and is thus closely linked with sustainable tourism management at destination level.

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Resilience
Reference in APA Style	Sheppard, V. A., & Williams, P. W. (2016). Factors that strengthen tourism resort resilience. Journal of Hospitality and Tourism Management, 28, 20–30.
Short summary of the publication	Resilience is a concept of growing interest amongst those seeking to understand how communities may better adapt to change. Recent research has focused on understanding those factors that enable or enhance the resilience of tourism-focused communities, particularly in response to shocks and stressors. Such research suggests a variety of systems-based factors that, when present, appear to strengthen proactive responses. This research extends past findings to suggest that a set of individually based resilience enhancing factors (emotional, physical and spiritual wellbeing, as well as cognitive and behaviour competencies) also strengthen overall tourism community resilience. A comprehensive resilience model, which offers an alternative to traditional resilience frameworks, illustrates this finding. This research also broadens understanding as it relates to the effects of shocks and stressors on tourism community resilience and the role of governance systems in enabling proactive responses. These conclusions are drawn from informant interviews, participant observation, and document analysis in the Resort Municipality of Whistler, British Columbia (BC), Canada. Overall, the research contributes to the theoretical and applied dimensions of resilience and tourism-focused community development. [official abstract]
Key findings and most interesting aspects	▪ The findings indicate that the greater the impacts of a critical event on a destination (such as e.g. the COVID-19 crisis), the greater the perception that the local community could learn from this critical event and react proactively to future challenges. In this context, local governance leaders have a central role and should communicate and cooperate with the community openly and transparently. ▪ Spiritual, emotional, and physical wellbeing as well as cognitive and behavioural capabilities are identified as resilience-enhancing characteristics for the destination on an individual level. Consequently, those factors are vital for enhancing destinations' capacities to respond and manage crisis and change. ▪ Presentation of a tool for assessing the resilience of tourism-focused communities. ▪ The research findings underline the importance and responsibility of governance leaders to focus on the wellbeing of residents and integrate it in any tourism recovery strategy.
Keywords	Resilience; tourism communities; shocks, stressors, governance, sustainability
Online link to the publication	https://doi.org/10.1016/j.jhtm.2016.04.006
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; mountain, costal

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Resilience
Reference	Cheer, J. M., Milano, C., & Novelli, M. (2019). Tourism and community resilience in the Anthropocene: Accentuating temporal overtourism. Journal of Sustainable Tourism, 27(4), 554–572.
Short summary of the publication	Global tourism growth is unprecedented. Consequently, this has elevated the sector as a key plank for economic development, and its utility is deeply embedded in political, economic and social-ecological discourse. Where the expansion of the sector leverages natural and cultural landscapes, this applies pressure to social and ecological underpinnings that if not reconciled, can become problematic. The way this plays out in Australia's Shipwreck Coast and the wider Great Ocean Road region, especially the implications for community resilience, is the focus.

	Emphasis is placed on the vulnerability of peripheral coastal areas to development that withdraws from destination endowments, yet fails to provide commensurate economic yield as a suitable trade-off. This is obvious where tourism intensification has led to concerns about the breach of normative carrying capacities. Temporal overtourism driven by seasonal overcrowding is countenanced as emblematic of tourism in the Anthropocene where focus tends to be largely growth-oriented, with much less attention given to bolstering social-ecological resilience, especially community resilience. At stake is the resilience of regional areas and their communities, who in the absence of garnering commensurate economic returns from tourism expansion find themselves in social and ecological deficit. [official abstract]
Key findings and most interesting aspects	▪ Community resilience to tourism is closely linked with the question of limits of growth. ▪ Overtourism characterises the interrelationship between community resilience and tourism growth in peripheral coastal locations with valuable nature attractions. ▪ The concept of reliance has been repeatedly discussed as a tool to assess how tourism is affecting a destination.
Keywords	Community resilience; overtourism; temporal overtourism; seasonality; social-ecological resilience
Online link to the publication	https://doi.org/10.1080/09669582.2019.1578363
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; coastal

5.3 Degrowth

The critique of overtourism is closely linked to questioning the growth imperative prevalent in the tourism industry and the sustainability of such an approach (Fletcher et al., 2019). The concept of "degrowth" has emerged as a response and alternative (Fletcher et al., 2019; Milano, Cheer, et al., 2019; Namberger et al., 2019). The concept emerged "from a conjunction of activist social movements and critical scholarship" (Fletcher et al., 2019, p. 1746), and aims at a socio-political transformation towards a reduction of the constant pursuit of growth, perusing instead "to shift the societal metabolic regime towards a decabornised [sic] one based on lower material throughput" (Fletcher et al., 2019, p. 1746). However, in order to achieve degrowth, a general transformation of the tourism sector towards a political economy perusing sustainability is essential (Fletcher et al., 2019).

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Degrowth
Reference	Fletcher, R., Mas, I. M., Blanco-Romero, A., & Blázquez-Salom, M. (2019). *Tourism and degrowth: An emerging agenda for research and praxis.* Journal of Sustainable Tourism, 27(12), 1745–1763.
Short summary of the publication	This article outlines a conceptual framework and research agenda for exploring the relationship between tourism and degrowth. Rapid and uneven expansion of tourism as a response to the 2008 economic crisis has proceeded in parallel with the rise of social discontent concerning so-called "overtourism." Despite decades of concerted global effort to achieve sustainable development, meanwhile, socioecological conflicts and inequality have rarely reversed, but in fact increased in many places. Degrowth, understood as both social theory and social movement, has emerged within the context of this global crisis.

	Yet thus far the vibrant degrowth discussion has yet to engage systematically with the tourism industry in particular, while by the same token tourism research has largely neglected explicit discussion of degrowth. We bring the two discussions together here to interrogate their complementarity. Identifying a growth imperative in the basic structure of the capitalist economy, we contend that mounting critique of overtourism can be understood as a structural response to the ravages of capitalist development more broadly. Debate concerning overtourism thus offers a valuable opportunity to re-politicize discussion of tourism development generally. We contribute to this discussion by exploring of the potential for degrowth to facilitate a truly sustainable tourism. [official abstract]
Key findings and most interesting aspects	▪ Moving away from a growth-based economy and pursuing instead degrowth is as an increasingly popular response to overtourism. ▪ Degrowth is understood as social theory as well as social movement and emerged within the context of the global crisis and the debate of sustainable development. ▪ The current crisis emphasises that "the search for post-growth, post-capitalist, post-development and/or degrowth alternatives has become a social and intellectual imperative" (p. 1758). ▪ Presentation of seven interrelated lines of inquiry for a future program of *research and political engagement focused on the potential for tourism degrowth.*
Keywords	Degrowth; overtourism; political economy; political ecology; platform capitalism
Online link to the publication	https://doi.org/10.1080/09669582.2019.1679822
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Degrowth
Reference	Milano, C., Novelli, M., & Cheer, J. M. (2019). *Overtourism and degrowth: A social movements perspective.* Journal of Sustainable Tourism, 27(12), 1857–1875.
Short summary of the publication	Overtourism is a contemporary phenomenon, rapidly evolving and underlined by what is evidently excessive visitation to tourist destinations. This is obvious in the seemingly uncontrolled and unplanned occurrence of urban overtourism in popular destinations and arguably a consequence of unregulated capital accumulation and growth strategies heavily associated with selling cities as tourism commodities. The vested interests of social movements has converged into growing protests against overtourism and associated degrowth campaigns have emerged out of this activism that calls for alternative governance and management measures that eschew touristic monoculture and simplistic economic growth-oriented models. Accordingly, we explore the evolution of the tourism degrowth discourse among social movement activists in Barcelona, and in particular, where this is related to claims associated with overtourism and the extent to which this might be influencing a paradigm shift from "tourism growth" to "tourism degrowth". Methodologically, we draw from an overarching framework that leverages long-term ethnographic research in Barcelona. Here, we employ in-depth semi-structured interviews, participant observations, informal conversations and retrospective evaluation of field diary entries. [official abstract]
Key findings and most interesting aspects	▪ Increasing popularity of the concept of degrowth over the last decade, represented by international conferences, publications and reports on (sustainable) degrowth. ▪ Barcelona, Spain is presented as an example of an urban destination which has experienced a rapid increase of tourist arrivals and where a tourism discourse has developed, emphasised by social movements and their political agenda.

	▪ Overtourism is understood as "emblematic of the processes and outcomes of tourism growth, oftentimes rapid and unsustainable expansion", while "degrowth is largely a reaction to economic growth" (p. 1859). ▪ "The displacement and alienating effects central to the angst that drives overtourism is intimately connected to calls for tourism degrowth. However, whether destination managers and the global travel supply chain can countenance such moves is questionable." (p. 1861) ▪ Suggestion to complement the degrowth approach with the 5Ds "Deseasonalization, Decongestion, Decentralization, Diversification and Deluxe tourism" as "a more context-adaptable and effective tool to deal with overtourism, but only if approached within the wider urban political agenda" (p. 1871).
Keywords	Degrowth; urban tourism; overtourism; social movements; Barcelona; cities
Online link to the publication	https://doi.org/10.1080/09669582.2019.1650054
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations; urban

5.4   Tourismphobia

The term "tourismphobia" was first introduced in 2008 by the Catalan anthropologist Manuel Delgado in an article entitled *Turismofobia* published in the Spanish newspaper *El País* (Milano, Cheer, et al., 2019). The article pointed to a replacement of the working class and the local population with a "new tourist class" (Milano, Cheer, et al., 2019, p. 354), as opposed to the interest of tourists that aims at cultural exchange with the local population. Since then, the term has been adopted by the Spanish media and is now used to refer to the rise of social discontent due to high tourism pressure (Milano, Cheer, et al., 2019). However, the term has also been criticized by social movements, as it tends to be seen as a term that obscures the problematic nature of unlimited tourism growth (Milano, 2017), "discrediting and besmirching the activities of grassroots-led social movements and civil society groups involved" (Milano, Cheer, et al., 2019, p. 354). Thus, although directly related to overtourism in the sense that it describes a reaction to it, tourismphobia is a rather lurid and negative term used by the media to portray the social discontent with tourism.

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Tourismphobia
Reference	Milano, C. (2017). Overtourism and Tourismphobia: Global trends and local contexts. Ostelea School of Tourism & Hospitality
Short summary of the publication	Over the last decade various tourism destinations, particularly cities, have been witnessing growing symptoms of tourism saturation with criticism often led by social movements. From the second half of the last century onwards, the excessive spread of tourism in urban neighbourhoods and centres has led to a situation that is known as overtourism. Although the Spanish media has coined the term tourismphobia (turismofobia) to describe the phenomenon, this issue is far more complex than it may appear at first. This report aims to address some of the core issues associated with this phenomenon based on the analysis of specific cases (Barcelona, Spain, Berlin, Germany and Venice, Italy). [excerpt of overview]

Key findings and most interesting aspects	▪ "The widespread use of the term tourismphobia is a result of, perhaps inaccurate, its use of the term in the media to describe the social discontentment that has emerged in response to tourism pressure" (p. 5). ▪ Emphasis on the fact that overtourism and tourismphobia are very complex and should not be considered reduced. ▪ Brief outline of the related concepts, the Tourism Irritation Index by Doxey (1975), Tourism Carrying Capacity (O'Reilly 1986) and The Tourism Area Life Cycle (Butler 1980). ▪ "Overtourism or tourism saturation is a problem for all agents that are directly or indirectly involved in the apparatus of tourism: public agents, private sectors, tourists and residents." ▪ In the three analysed cases it is considered more appropriate to talk about tourism pressure or overtourism, instead of tourismphobia
Keywords	Tourismphobia; case studies; impact studies; tourism pressure; social discontentment
Online link to the publication	https://www.researchgate.net/publication/323174488_Overtourism_and_Tourismphobia_Global_trends_and_local_contexts
Availability (open or restricted access)	🔓 Open access via Research Gate
Destination focus	All destinations; urban

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Tourismphobia
Reference	Milano, C., Novelli, M., & Cheer, J. M. (2019). Overtourism and Tourismphobia: *A Journey Through Four Decades of Tourism Development, Planning and Local Concerns.* Tourism Planning & Development, 16(4), 353–357.
Short summary of the publication	The special issue *Overtourism and Tourismphobia: A Journey Through Four Decades of Tourism Development, Planning and Local Concerns* consist of six articles, analysing the phenomenon of tourismphobia including case studies conducted in Alaçatı, Turkey, Budapest, Hungary, Dubrovnik, Croatia, Santorini, Greece and Munich, Germany and offering "critical reflections on the contemporary evolution of tourism development and the implication of such processes on people, place and space across the European region" (p. 355). The Editorial introduces to the concept of tourismphobia, outlining its origins and linkage to overtourism.
Key findings and most interesting aspects	▪ Origins of overtourism and tourismphobia "the rapid unfolding of unsustainable mass tourism practices and the responses that these have generated amongst academics, practitioners and social movements concerned with the detrimental use of urban, rural and coastal spaces, among others, for tourism purposes." (p. 353). ▪ First appearance of the term tourismphobia in 2018 in the article Turismofobia by Catalan anthropologist Manuel Delgado published in the Spanish newspaper El País. ▪ "Imprecisely and exploitatively adopted by Spanish mass media, the term has been used to describe the emergence of social discontent with the pressures linked to tourism growth, as well as toward discrediting and besmirching the activities of grassroots-led social movements and civil society groups involved" (p. 354).
Keywords	Tourism conflicts; urban social movements; tourismphobia; residents discontent; resistance
Online link to the publication	DOI: 10.1080/21568316.2019.1599604 https://www.tandfonline.com/doi/full/10.1080/21568316.2019.1599604
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

5.5   Carrying Capacity

The concept of overtourism is closely linked to the carrying capacity of a destination (Knezevic et al., 2018) and in order to avoid overtourism, the carrying capacity of the local tourism system must be well known (Weber et al., 2017). The UNWTO defined the term as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, and sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction" (WTO 1983 in UNWTO et al., 2018, p.14).

However, the concept of carrying capacity was developed much earlier than the term overtourism and can be seen as a "a precursor to current concerns with overtourism, which emphasizes that the number of tourists, and their behaviour can overwhelm the places that they visit, damaging both the tourism resources and the lifestyles of those living in destination areas." (Wall, 2020, p. 1). Unlike overtourism, the term was introduced in North America in the context of recreation management and thus had primarily some focus on natural areas and no direct reference to tourism (Wall, 2020). Today, the term is increasingly used in relation to urban destinations. However, there are also difficulties in applying the concept in urban settings due to their high complexity (Nilsson, 2020). Some key questions of the concept of carrying capacity remain, such as how and when to set limits to tourism, as well as finding appropriate management strategies to successfully balance tourism supply and demand. In parallel, there are also new issues and changes that are occupying and influencing the tourism industry. Examples are the increasing pressure from cruise ships and the emergence of higher capacity accommodation facilities (Wall, 2020). Peeters et al. (2018, p. 26) summarise: "rapid tourism growth is provoking many discussions on destinations' carrying capacity and their capacity to handle the overwhelming inflow of visitors versus maintaining a balance with residents' numbers." Consequently, carrying capacity is a very topical concept, directly related to the phenomenon overtourism and its mitigation and prevention.

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Carrying Capacity
Reference	Knezevic, L., Clarke, M., & van der Graaf, A. (2018). *Carrying capacity at sensitive cultural heritage sites.* European Expert Network on Culture and Audiovisual (EENCA).
Short summary of the publication	With the dramatic tourism growth in several destinations there have been challenges for sensitive cultural sites and the preservation of intangible cultural heritage located in these destinations have risen. Overtourism is presented as the most common challenge of these developments, potentially contributing to the destruction of cultural heritage, environmental degradation, visitor and local resident's dissatisfaction. Since it is closely related with this phenomenon, the concept of carrying capacity is presented in detail, including the different existing models of carrying capacity. The Historic Centre of Bruges (Belgium) and Cinque Terre (Italy) are illustrated as two example cultural sites experiencing tourism pressure, in addition to two examples of intangible cultural heritage. Furthermore, the report elaborates on the usage of indicators in order to diagnose the challenges related with carrying capacity. It concludes with a recommendation and implementation chapter, including set of measures and potential actions.

Key findings and most interesting aspects	▪ Overtourism is one of the major current challenges for sensitive cultural sites and intangible cultural heritage. ▪ The concept of carrying capacity has its origins in the preservation of natural habitats of wild animals, but can be applicable to cultural heritage and intangible cultural heritage. ▪ It "concerns the maximum number of tourists which can be accommodated within a specific site and challenges related to this are often tackled through capacity planning" (p. 5). ▪ The existing models of carrying capacity can be divided in diagnostic models and implementation models. ▪ Indicators for carrying capacity limits should include objective quantitative data as well as subjective qualitative data based on local and tourist perceptions or value judgements regarding these limits.
Keywords	Carrying capacity; indicators; threshold; cultural heritage; impact studies
Online link to the publication	https://eenca.com/eenca/assets/File/EENCA%20publications/Carrying%20capacity%20in%20sensitive%20cultural%20sites.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations; rural

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Carrying Capacity
Reference	Coccossis, H., Mexa, A., & Collovini, A. (2002). *Defining, Measuring and Evaluating Carrying Capacity in European Tourism Destinations B4-3040/2000/294577/Mar/D2 Material for a Document.* University of the Aegean; European Commission, Directorate-General for Environment, Nuclear Safety and Civil Protection.
Short summary of the publication	The study analyses the concept of Tourism Carrying Capacity (TCC), its measurement and application in European tourist destinations. It analyses tourism development and its impacts in different types of destinations (coastal areas, islands, protected areas, rural areas, mountain resorts, historical settlements) in respect to carrying capacity components (physical-ecological, socio-demographic, political- economic). In addition, a selection of case studies developed within the framework of the project are presented. Furthermore, measures for implementing carrying capacity assessments for the different type of destinations were elaborated. In addition, measures implemented in European countries in order to promote sustainable tourism in European countries are presented.
Key findings and most interesting aspects	▪ The special features of the different types of destinations are presented. ▪ Detailed overview of tourism impacts in the different type of destinations (p. 25 & 26). ▪ Introduction of the concept of carrying capacity in detail, including its definition, implementation and a methodology for its assessment, based on physical-ecological, socio-demographic and political-economic components. In addition, a set of indicators is proposed. ▪ Several case studies illustrate further the importance of the implementation of carrying capacity.
Keywords	Tourism impacts; carrying capacity; indicators
Online link to the publication	https://ec.europa.eu/environment/iczm/pdf/tcca_material.pdf
Availability (open or restricted access)	🔓 Open access
Destination focus	All destinations

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Carrying Capacity
Reference	O'Reilly, A. M. (1986). *Tourism carrying capacity: Concept and issues.* Tourism Management, 7(4), 254–258.
Short summary of the publication	This article examines the concept of carrying capacity, the calculation and control of which has not been taken seriously by developers, whether public or private, especially in developing countries. This has resulted in many cases in overcapacity within the areas developed for tourism, causing the destruction or near-destruction of historical land-marks and even of the natural environment. Thus, it is necessary for the concept of tourism carrying capacity to be included in the planning for tourism as initiated by governments and other developers, in spite of difficulties in measurement. [official abstract]
Key findings and most interesting aspects	This article looks at ▪ the different components of carrying capacity in tourism ▪ how they interplay ▪ and the difficulty in measuring this concept Also, capacity cannot be used as an absolute limit but as a means to identify critical thresholds which need attention and by so doing re-moving obstacles where possible or applying controls. However, even if capacity cannot be measured absolutely, statistical methods could be set up by planners to examine relative changes year-on-year. Finally, capacity should also be considered as part of a systematic strategy plan for the development of tourism.
Keywords	Carrying capacity; tourism planning
Online link to the publication	https://doi.org/10.1016/0261-5177(86)90035-X
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Carrying Capacity
Reference	Wall, G. (2020). *From carrying capacity to overtourism: A perspective article.* Tourism Review, 75(1), 212–215.
Short summary of the publication	This conceptual paper draws on past and future perspectives of over-tourism and illustrates that concerns about the pressure of people on resources have a long history and the issue attracts attention to the need for careful planning and management of tourism, as well as re-spect for the well-being of the permanent residents of tourism destina-tions, which will be ongoing preoccupations of both researchers and managers.
Key findings and most interesting aspects	▪ This paper shows that overtourism is not a new concept. Rather, it has a substantial history, although the early origins within park and recreation settings in North America have been superseded by an emphasis on the urban areas of historic towns, particularly in Eu-rope. ▪ The paper provides a corrective to the common assumption that overtourism is a new phenomenon and, in doing so, points out the deficiencies of concepts and approaches, such as carrying capacity, that are being revived but have been used previously, criticized and found wanting.
Keywords	Carrying capacity; overtourism; perspectives
Online link to the publication	https://doi.org/10.1108/TR-08-2019-0356
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

5.6   Other theoretical concepts related with tourism impacts

In addition to the concept of carrying capacity, the *Tourism Irritation Index* by Doxey (1975) and the *Tourism Area Lifecycle* by Butler (1980), already several decades ago, pointed to the problems that result from a constant, often uncontrolled, increase in visitor numbers for destinations and their residents.

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Other theoretical concepts related with tourism impacts
Reference	Butler, R. W. (2019). Overtourism and the Tourism Area Life Cycle. In R. Dodds & R. W. Butler (Eds.), *Overtourism: Issues, Realities and Solutions* (pp. 76–90). De Gruyter Oldenbourg.
Short summary of the publication	The Tourism Area Life Cycle (TALC) model proposes that most tourist resorts progress through a development process similar to the conventional business product cycle, beginning with a slow start with few visitors and little if any tour-ism development, through a period of growth of both numbers of visitors and facilities to cater for them, to a period of rapid growth, followed by a period of limited growth and a cessation of the rate of growth of visitor numbers and developments. These stages were named Exploration, Involvement, Development, Consolidation, Stagnation, followed by a number of options including Rejuvenation and Decline.
Key findings and most interesting aspects	- While the original TALC model did not deal directly with overuse or overtourism, it did discuss overdevelopment of tourism and of tourism facilities and services, and the problems such developments might cause in the absence of effective and appropriate management. - Such management has not been present in many destinations, and even in those destinations in which efforts have been made to contain development to appropriate forms and levels, success has not been permanent. - Thus, many tourist destinations continue on a path of overdevelopment, often contrary to stated goals of sustainable development because of the ineffectiveness of attempted policies and interventions, as discussed elsewhere in the cases of Malta and Calvia. - Overtourism can occur at a number of points in the TALC model of a destination's cycle of growth and potential decline, not simply at the final stage of growth. Thus, preparing for the spectre of overtourism and the problems thereof is something that should be done at the earliest stages of the life cycle of any destination that values its long-term viability as a place attractive to both tourists and residents alike
Keywords	TALC; overdevelopment; carrying capacity
Online link to the publication	https://www.degruyter.com/document/doi/10.1515/9783110607369-006/html
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

Main topic	Glossary and concepts related to unbalanced tourism growth
Sub-Topic	Other theoretical concepts related with tourism impacts
Reference	Doxey, G. A. (1975). Causation theory of visitor–resident irritants, methodology and research inferences. The impact of tourism. *Proceedings of the Sixth Annual Conference Proceedings of the Travel Research Association.*

Short summary of the publication	Doxey's influential Irridex model which suggests that residents' attitudes toward tourism may pass through a series of stages from "euphoria," through "apathy" and "irritation." to "antagonism," as perceived costs exceed the expected benefits.
Key findings and most interesting aspects	• Doxey has been influential in shaping research in impact studies with the Irridex Model, emphasizing the heterogeneity of local populations and defining different Sequences of Reactions.
Keywords	Irridex Model; visitor-resident relations
Online link to the publication	Not available
Availability (open or restricted access)	🔒 Restricted access
Destination focus	All destinations

6 Good practice, destination type specific case studies

The case study data compilation and analysis features a unique illustration of unbalance tourism development over the past years as a process, highlighting rather very specific contexts and situations how certain unbalanced developments occur over time. The information for the 15 cases provides consistent proof that overtourism is a development process that does not occur for the same driving forces at all destinations, nor does it have the same socio-economic, cultural, or biophysical impacts across destinations. The results of the case studies also draw attention to the need to identify a set of multidimensional solution approaches to address destination specific overtourism, or simply, facets of unbalanced tourism developments.

It can be distinguished between five different destination types when analysing the underlying root causes, impacts as well as possible solutions for overtourism:

- Urban destinations
- Rural destinations
- Coastal destinations
- Island destinations
- Mountain destinations

Nevertheless, the designation of the type of destination is not always clear-cut (Peeters et al., 2018). Instead, for some destinations more than one category of destination may apply. In addition, it must be emphasised that there is no "one-size-fits-it-all solution" for dealing with the phenomenon overtourism (Koens et al., 2018; Milano, Cheer, et al., 2019; Weber, 2017). Consequently, even when differentiating between geographical settings and types of destinations, the specific conditions of a destination need to be taken into account. Nevertheless, some overarching commonalities can be identified that apply to the same types of destinations. Within the framework of the

project, 15 case studies were conducted, analysing how the phenomenon of unbalanced tourism growth is addressed in different destination types.

6.1   Urban Destinations

There are five basic aspects of tourism in cities that distinguish them from other types of destinations:

(1) Cities concentrate a multitude of tourist attractions in a relatively small area;
(2) These attractions are diverse and thus attract different types of tourists;
(3) Most of tourist facilities have not been primarily intended for tourists and this leads to a mutual interaction between different types of urban users (tourist, residents, or workers);
(4) Different types of economic activities take place in cities and tourism is only one among many.
(5) Cities are significant regional centers and as such they dispose of well-developed infrastructure, not only regarding transportation, but also regarding services (e.g. restaurants, cafes, bars, or shops) and accommodation (hotels, pensions, or hostels.). (Dumbrovská & Fialová, 2014, p. 7)

Consequently, the analysis of overtourism in an urban context has to take into account a possibly competing use of infrastructure by tourists and residents. Rural areas often benefit from the additional demand by tourists, as local demand alone is often insufficient to ensure a supply of leisure-related activities (Kagermeier & Erdmenger, 2020, p. 533). In urban areas, on the other hand, the demand of residents alone already leads to a broad offer. In addition, cities often rely on several economic activities. As a result, the tourism sector has less of an influence at the regional level and citizens perceive their economy as less dependent on and less benefiting from tourism (Kagermeier and Erdmenger, 2020; Żemła, 2020).

Furthermore, cities attract several types of visitors with different interests and motivations for travelling. Besides domestic and international leisure tourists, business tourists and people visiting friends and relatives (VFR) also travel to urban spaces (Koens, Postma and Papp, 2018). Also, it is not only the number of tourist arrivals that has grown during the past years[1]. Urban spaces have become increasingly popular as places to work, live and spend leisure time, resulting in rising numbers of commuters, residents and day visitors[2]. Consequently, these groups use urban infrastructure facilities in parallel with the growing number of city tourists, increasing crowding not only at peak times but throughout the year (Koens et al., 2018). As many of the activities on offer can be undertaken at any time of year, cities are generally less affected by seasonality, potentially also leading to overcrowding throughout the year. Nevertheless, in

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[1]   In this context, it is referred to the tourism development until the outbreak of the COVID-19 virus in Europe at beginnings of 2019.
[2]   In this report, the term "day visitors" describes "day tourists", while overnights tourists are referred to as "tourists". The term "visitor" includes both, day and overnight tourists.

some cities overcrowding is more likely to occur in the spring months, while in the summer months many residents are on vacation, leaving more space for tourists (Koens et al., 2018). To counteract seasonality, several destinations, including urban destinations, have attempted to spread tourist arrivals over time, sometimes resulting in year-round dispersion of overcrowding (Koens et al., 2018). Furthermore, the impacts of overtourism are often not only particularly visible at certain times or under special circumstances such as events, but also limited to certain parts of the city (Frey, 2021; Koens et al., 2018).

Within the framework of the study *Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices,* the following urban destinations were analysed in detail:

- Florence, Italy demonstrates how masses can be absorbed by a destination all year around supported by a careful orchestration of management initiatives spanning across various subsectors in tourism combined with digital communication solutions to nudge crowds to steer away from specific hotspots.
- Lucerne, Switzerland highlights how a destination strives to achieve consensus by participative democracy amongst stakeholders' groups with diverging interests. This destination aims to balance very high numbers of day and group visitors from Asian countries from coach busses and maintaining a historic city setting that meets local resident expectations, as far as cultural identity and levels of touristification are concerned.
- Vienna, Austria provides an insight how a destination engages to address subjective perception of unbalanced tourism that only occurs to some degree and often spatially concentrated at key tourism attractions. The city is a good case to observe how tourism stakeholders strive to attract visitor segments that match resident values.

At urban destinations (Florence, Lucerne, Vienna) tourism tends to have a longer history, with traditionally "many" and particularly international tourists. However, the evolution of growing international tourism numbers, the growing popularity of urban destinations and short weekend breaks, increased destination accessibility and the expansion of privately rentable accommodation options seem to have accentuated the negative impacts that "too many" visitors in one place can cause. Since urban destinations have highly complex governance structures combined with tourism, most of them have seem to deal with unbalanced tourism using a range of suitable legal and policy instruments complimented with new digital solutions to manage high volumes of tourism flows and to disperse crowds. Due to the density and the variety of attractions at these destinations, it appears easier to implement physical dispersion strategies than at destinations with fewer attractions, such as the case of Geiranger Fjord, Burren Cliffs, Lake Plitvice and Monts d'Ardèche.

6.2   Rural Destinations

In rural destinations, the impacts of overtourism can be as severe as in urban destinations (R. W. Butler, 2019), although there are some fundamental differences in terms of (over)tourism development. As mentioned above, some areas are able to cope with a high number of tourist arrivals, while in other destinations even a small increase in tourist numbers can cause large negative impacts. This is especially the case in newly developing tourist areas, as mentioned by Koens et al. (2018) in the context of urban areas. However, this also applies to particularly fragile destinations, such as rural or protected areas. Thus, even if the number of tourists is often lower in absolute terms than in urban destinations, they can also lead to negative impacts in rural areas, especially if they have increased over a short period of time (R. W. Butler, 2019, 2020).

In contrast to urban areas, rural areas are more often confronted with seasonality (R. W. Butler, 2019). This can be particularly problematic in villages and smaller towns, as residents are often more accustomed to a "tranquil and slow pace of life" (R. W. Butler, 2019, p. 199). Consequently, increasing and temporally concentrated visitor numbers may be perceived differently, including feelings of disturbance or even threat (R. W. Butler, 2019). This is particularly the case when the arrival and presence of many tourists is a new or recent experience (R. W. Butler, 2020).

In addition, the capacity of local infrastructure, including transport services and historic towns and small village centres, is especially limited in rural destinations. Thus, if the local infrastructure is not yet adapted to a rapid increase in visitor numbers, there may be a feeling that residents are "'taken over' by tourists" (R. W. Butler, 2019, p. 199). At the same time, the additional demand may also imply positive impacts, such as the development and expansion of infrastructure and services that also benefit the local population (R. W. Butler, 2019). Furthermore, as in all other destination types, the perception of tourism depends on the behaviour of tourists. Inappropriate behaviour by tourists is associated with negative impacts on the quality of life of the local population and is another concern expressed by residents in rural areas (Butler, 2020). In summary, "tourism and particularly overtourism often create new problems not experienced before, because tourism represents a very different situation and experience to the norm for many residents of rural areas." (R. W. Butler, 2019, p. 209).

The following rural areas were analysed in detail within the framework of the European commission project:

- The Burren Cliffs of Moher, Ireland is a classic nature-based destination where mostly day visitors place significant pressure on the iconic landscape and environs, without financially significantly contributing to the management of the area. The case offers a combination of solution approaches how to prolong stays in the area and how to regulate the tour operating sector to conform to park management guidelines.

- The Parc Régional de Monts Ardèche, France is an insightful case where multi-level stakeholders with somewhat overlapping geographic boundaries strive to manage crowds that place pressure on a few iconic sites in the area. The use of digital technologies to collect big data about visitors appears to offer solutions for stakeholders for informed decision making that would be otherwise difficult due to their different spatial management boundaries.
- Plitvice Lake, Croatia demonstrates how coach bus management flow can be dispersed from one single site by using a range of measures related to accommodation infrastructure regulation combined with the arrival of visitor busses at the park's gate.

The rural areas analysed (Plitvice Lake, Regional Park of Monts d'Ardèche, Burren Cliffs of Moher) show how regions depend on tourism flows and deal with sudden large crowds at a few attraction points is not easy to manage, particularly in the face of pressures to expand private accommodation around protected areas (particularly in Plitvice Lake). Rural areas seem to be all confronted with capturing the economic benefits that tourism may bring, combined with offering idyllic rural landscapes and unique attractions. Unless rural areas develop an appropriate set of attraction and tourism infrastructures to disperse visitors, it is rather challenging to create less crowded hotspots around iconic must-see attractions. The destinations where national park authorities are involved with sites affected by crowding, the issue of more infrastructure (attractions and accommodation, as well as parking and ancillary service development) is highlighted. Also, it is interesting to note that for rural destinations, the high numbers of tourists make infrastructural investment and certain (cultural) services cost-efficient and interesting for public and private actors. Those services would not exist in these areas without overtourism. This is especially the case for the Monts d'Ardèche RNP where inhabitants are particularly aware of this relationship, which helps to make tourists acceptable.

6.3   Coastal Destinations

Regarding the impacts of tourism in coastal areas, spatial occupancy by tourism as well as environmental and social impacts are mentioned in particular (Navarro Jurado et al., 2012, 2013). Beaches are an important tourism attraction worldwide. However, coastal areas consist of fragile natural cycles that make them particularly vulnerable to (over)tourism (Navarro Jurado et al., 2012). As Navarro Jurado et al. (2012) illustrated with the example of the Costa de Sol, beaches often need to be re-nourished because their nutritional cycle has been compromised by the massive artificialisation of the area due to tourism. In addition, European coastal areas are often affected by a high seasonality with peak periods in the summer months, which leads to a temporal and spatial concentration of tourism pressure on coasts.

In addition to the typical "beach and sun holiday", coastal destinations are increasingly visited by cruise passengers. Cruise itineraries start and end at coastal destination

and, in addition, the program of cruise travels often consists of several day trips. Especially in latter case, the associated tourism activities are concentrated in sensitive coastal regions and ports (Carić & Mackelworth, 2014).

The following coastal destinations were analysed in depth within the framework of the European commission project:

- The Bay of Lübeck, Germany is a valuable case that illustrates unbalanced tourism predominantly involving domestic and day visitors, while employing a variety of innovative digital strategies to manage beaches that temporary suffer from congestion and related issues.
- Geiranger Fjord, Norway is an illustrative case of how independent scientific findings about air quality impacts can help to enforce solution measures such as national regulations regarding zero-emission cruise ships entering heritage fjords starting in 2026.
- Palma is a coastal city destination that highlights how unbalanced tourism can be approached with efforts in the field of digitalization that can help to manage and control visitor flows combined with a variety of other management solutions, including the restriction of further accommodation expansion and the arrival of cruise ships.

The coastal and island destinations all show the fragility of these destinations, especially where nature is a key attraction, particularly beaches, fragile dunes and places of high biodiversity value. Here, finding solutions to unbalanced tourism appears even more challenging, compounded by the need to maintain ecological and landscape integrity. The three cases highlight very different contexts for tourism development over the past decades. Collectively as insular locations with limited geographic space, they share challenges with respect to further tourism growth. The isolation of islands from neighbouring land destinations makes them interesting, as any management solution implemented can be set in a very specific scope suitable and adapted to a "closed" destination. As a result, it has provided advantages to monitor arrivals from outside the destination, while the movement and management of crowds locally remain equally comparable to all other destination types. It appears that solutions relying on strict control, access limits and regulations are easier to implement in these areas, than they are in "open destination systems".

6.4   Island Destinations

As island destinations are de facto also coastal destinations, the previously mentioned specificities of coastal destinations also apply to them. However, due to their unique characteristics, islands represent a very special case of overtourism (Sarantakou & Terkenli, 2019). Spilanis et al. (2011, p. 34) identified the following four main characteristics that define islands:

(a) Small Size: More often than not, islands are small both in terms of areal size and population compared to European mainland. Their small population results in a

limited internal market and constrained local demand for commodities and services, as well as limited workforce. This, in its turn, limits scale and concentration economies. Concurrently, small size means that islands tend to have precious few – if any – land resources for extensive agriculture, whilst they also regularly lack key natural resources, including adequate water supplies, fossil fuels but also non-fuel minerals. In cases where raw materials may have been available in the past, these have now often been exhausted. The islands' small size has meant their environmental balance is regularly seriously endangered and this trait, in turn, makes environmental management a necessity.

(b) Remoteness and isolation: that result in high installation and operating costs for companies, households and the state.

(c) Special experiential identity: The particularities of insular space affect perceptions, behaviours and actions. As already mentioned, islands are "objects of the mind" in addition to being physical objects and they are viewed in different ways by visitors – tourists and mainlanders – compared to long-term local inhabitants. While for the visitor, islands can be places to "escape" from everyday life and live "utopias", local inhabitants may have highly different views.

(d) Particularly rich and vulnerable natural and cultural environment: Due to their small size and their remoteness, many islands have witnessed the evolution of unique endemic species and as a result have valuable terrestrial and marine ecosystems. In addition, due to their strategic location on maritime routes, many islands have a rich historical past, highlighted today by monuments, settlements and landscapes; many of them have been classified as national, European, or even World Heritage Sites. This unique natural and cultural capital has so far been used mainly for the tourism development – and in the case of most Mediterranean islands, for mass tourism.

Sarantakou & Terkenli (2019, p. 429) also summarise the specificities of islands as "their restricted size, constrictive areal extent and usually limited and/or fragile natural and cultural resources, coupled with difficulty in infrastructure investment and management stemming from high transportation and communication costs". In particular, the overuse of water resources and the economic and environmental vulnerability of destinations play a central role in the literature on tourism development in island and coastal destinations (Peeters et al., 2018). In addition, dependence on imports and foreign exchange earnings, often high leakage rates, uncontrolled tourism development and resource limitations can lead to tourism-related conflicts (Peeters et al., 2018).

The following island destination were analysed in depth within European commission project:

■ Majorca shows how tourism can quickly develop to become unbalanced, requiring stricter control and management of stakeholders involved. It is a good case to highlight, as it has established a Sustainable Tourism Observatory to monitor environmental, social and economic tourism impacts and thus, to facilitate tourism decision-making. Furthermore, a wide variety of measures such as a Sustainable Tourism have been employed.

■ Iceland, as a country and island, showcases how events such as the global financial crisis, a volcano eruption, increased accessibility via flights and cruises and viral

media coverage of the destination can exponentially increase international visitor arrivals over just one decade. It highlights numerous management solutions to disperse visitors spatially and temporally, and to nudge more sustainable behaviour, e.g., by requesting visitors to sign a responsible visitor pledge.

■ Malta is another country and island destination that demonstrates a case where tourism stakeholders do not appear to perceive unbalances from the sector's recent development, despite some issues of crowding at several locations on the island.

The coastal and island destinations all demonstrate the fragility of these destinations, especially where nature is a key attraction, particularly beaches, fragile dunes and places of high biodiversity value. Here, finding solutions to unbalanced tourism appears even more challenging, compounded by the need to maintain ecological and landscape integrity. The three cases highlight very different contexts for tourism development over the past decades. Collectively as insular locations with limited geographic space, they share challenges with respect to further tourism growth. The isolation of islands from neighbouring land destinations makes them interesting, as any management solution implemented can be set in a very specific scope suitable and adapted to a "closed" destination. As a result, it has provided advantages to monitor arrivals from outside the destination, while the movement and management of crowds locally remain equally comparable to all other destination types. It appears that solutions relying on strict control, access limits and regulations are easier to implement in these areas, than they are in "open destination systems".

6.5   Mountain destinations

Brebbia and Pineda (2006) examined Alpine tourism trends and summarised their impacts under three categories. The first category is called "effects of overuse" and stands for the use of land and other natural resources as well as the damage to sensitive high-altitude ecosystems by tourism and related activities. As a second category, the authors name "structural problems" (p. 247) that are directly related to the tourism offer and its character. Examples include a lack of qualitative amenities, a focus on "fair weather tourism" in summer and ski tourism in winter, and a temporal and spatial concentration of overnights stays. Thirdly, the authors outline a "loss of functions that lie beyond business economics" and mention a general change in the Alpine landscape in this context.

In terms of mountain tourism, skiing is one of the most popular activities in the winter season. As a result, particularly popular ski resorts can be affected temporally by overtourism. Pikkemaat et al. (2020) investigated the impact of overcrowding on skiers' experience and concluded that overcrowding at strategic locations of ski resorts (e.g., valley stations, slopes and catering facilities) contributes to an increased overall perception of crowding and negatively affects visitor satisfaction. As a consequence, the authors stressed the importance of improved visitor management in ski resorts in order to reduce site-specific overcrowding effects.

At the same time, while some popular alpine ski destinations experience overtourism, particularly remote valleys suffer from a lack or decline of economic activities, as outlined by Barker (1982) already several decades ago.

In general, summer and winter outdoor leisure activities put pressure on natural ecosystems including impacts such as soil erosion, habitat and biodiversity loss, and noise pollution (Willibald et al., 2019).

The following mountain destinations were analysed in detail within the European commission project:

- Bled, Slovenia provides insights about how repositioning a destination to be greener and more sustainable involving a variety of stakeholders including the local authorities can enable for quick and effective management implementation to control unbalanced tourism.
- The Dolomites Mountain, Italy destination is another case illustrating the power of using data driven analysis about impacts to enforce solution approaches. Their study on carrying capacity using mobile device data from visitors gives a more concrete understanding of unbalances and creates further legitimacy for regulatory measures.
- Mount Rigi, Switzerland showcases how a classic mountain destination can develop unbalances perceived as a cultural conflict amongst local stakeholders. It also highlights how collaborative and strategic tourism planning can provide new pathways to resolve perceptions of "overtourism". The "2030 Rigi Charta" is a process and tool that enables for data collection and data driven discussion amongst stakeholder of different interests and power of influence.

The mountain destinations analysed highlight the fragility such areas, including that biophysically or socially (Dolomites, Rigi, Bled). The destinations showcase clearly how contemporary visitor masses can easily be channelled even to relatively remotely located areas, as more and more visitors seek nature experiences at instagrammable spots. Like in coastal areas, mountain destinations particularly within protected areas are suitable to be managed by stricter controls and regulations and appropriate infrastructures. However, the case of Rigi highlights that mass tourism can also be accommodated subject to careful orchestration of stakeholder issues around unbalanced tourism.

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