# Unbalanced Tourism Growth

## Urban Destinations Workshop – Day 2

21 January 2022

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# Welcome back and day 1 recap!

▶ Mr. Bernd Schuh, Director, Austrian Institute for Regional Studies

# Aim of the workshop

▶ Bring together tourism stakeholders from a same destination type to foster exchanges on problems and solutions to unbalanced tourism growth (day 1)

▶ Present solution approaches to better understand the interlinkages between tourism and the territories (day 1)

▶ Identify challenges and bottlenecks hindering the mitigation of unbalanced tourism growth (day 1 and 2)

▶ Test the practical application of proposed indicators for overtourism risk assessment (day 2)

▶ Develop concrete steps for destinations to move towards more sustainable practices and mitigate the impacts of unbalanced tourism growth (day 2)
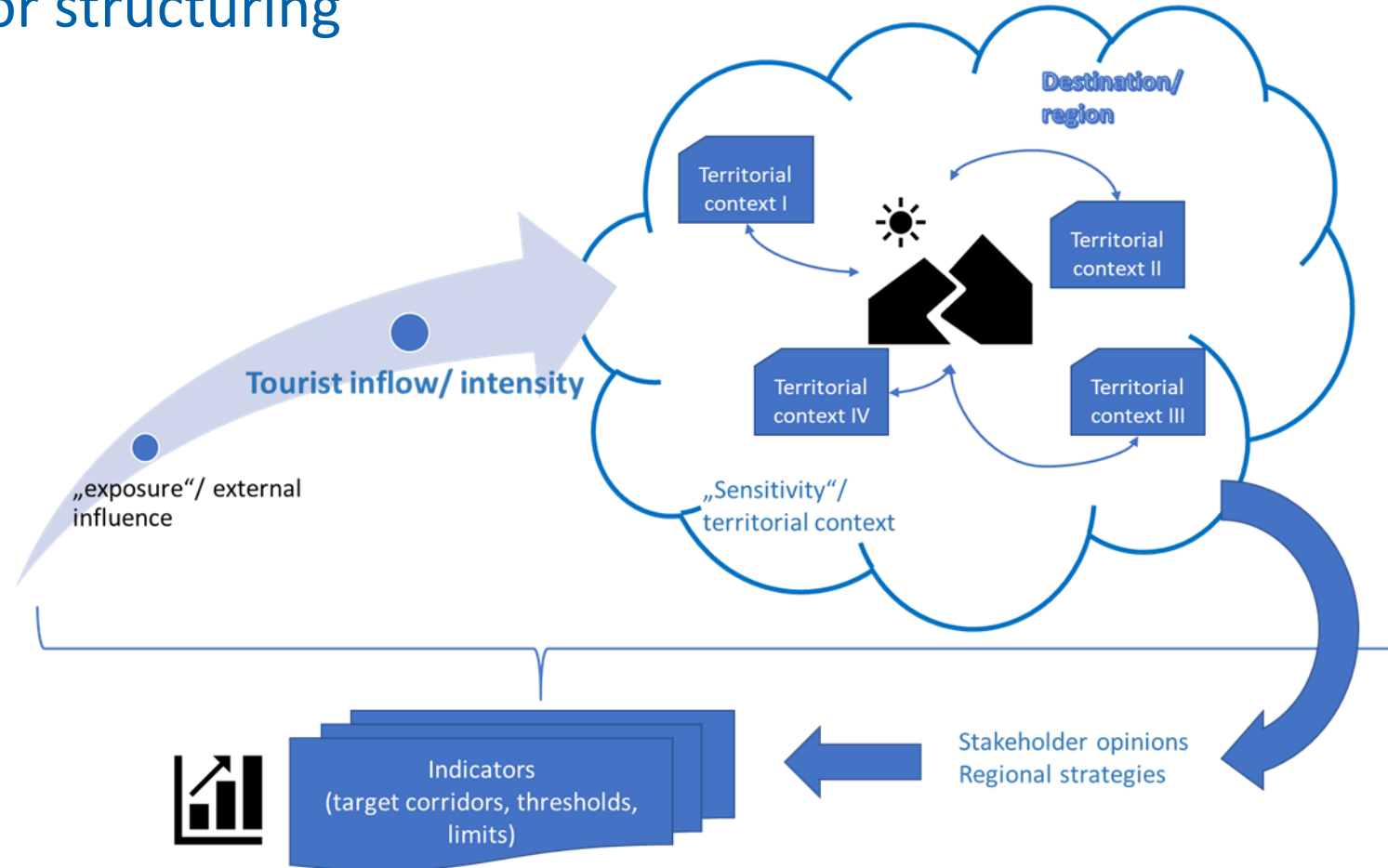
# Agenda of the workshop

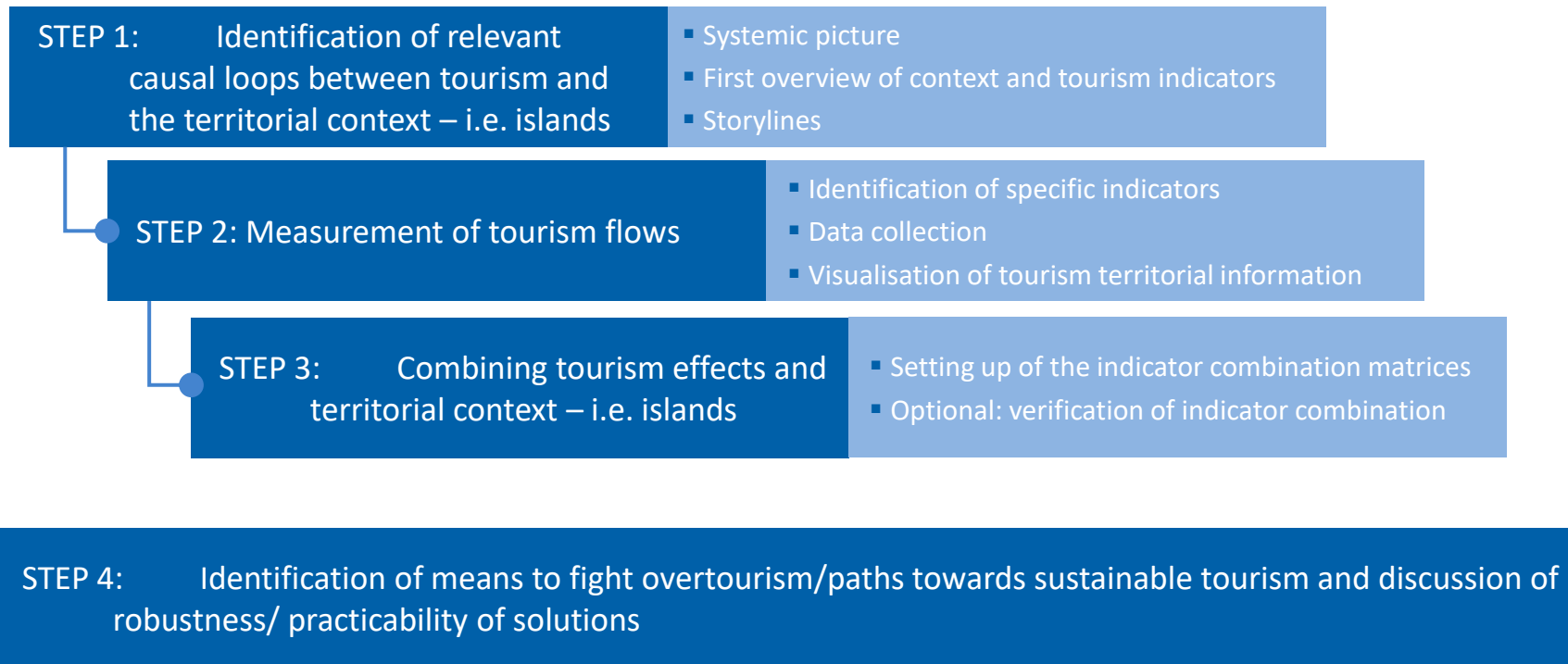| Timing | Sessions |
|---|---|
| 08:45 | Opening of the meeting room for the online participants |
| 09:00 | Welcoming and summary of Day 1<br><br>Mr. Bernd Schuh (ÖIR GmbH) |
| 09:15 | Part 3: how to identify, assess, and address tourism growth imbalances: a structured approach<br><br>▪ Presentation of the discussion format<br><br>▪ Group work: Assessment of overtourism impacts in urban areas via a systemic picture<br><br>Format: Interactive discussion |
| 10:00 | Break |
| 10:10 | Part 3 (cont.): how to identify, assess, and address tourism growth imbalances: a structured approach<br><br>▪ Selection of main overtourism impact indicators (as per systemic picture)<br><br>▪ Maps and illustrations of overtourism indicators<br><br>▪ Discussion of solution approaches<br><br>Format: Interactive discussion |
| 11:10 | Break |
| 11:20 | Part 4: Validation and key challenges<br><br>▪ Presentation and discussions on the outcomes of the methodology as well as the main issues encountered in regards to unbalanced tourism growth<br><br>Format: World café – group work |
| 12:30 | Conclusions, summary of findings and next steps in plenary session |
| 12:40 | Closing remarks<br><br>Ms. Ramune Genzbigelyte (DG GROW)<br><br>Ms. Laura Kasnauskaite (EISMEA)<br><br>Mr. Bernd Schuh |
| 13:00 | End of the workshop |

Part 3:
Identifying, assessing and addressing tourism growth imbalances

# Bringing the P2P learning into a common perspective and adding to it – an attempt for structuring

# Introduction to the methodology – or how will we structure our island approaches

**STEP 1:** Identification of relevant causal loops between tourism and the territorial context – i.e. islands

- Systemic picture
- First overview of context and tourism indicators
- Storylines

**STEP 2:** Measurement of tourism flows

- Identification of specific indicators
- Data collection
- Visualisation of tourism territorial information

**STEP 3:** Combining tourism effects and territorial context – i.e. islands

- Setting up of the indicator combination matrices
- Optional: verification of indicator combination

**STEP 4:** Identification of means to fight overtourism/paths towards sustainable tourism and discussion of robustness/ practicability of solutions

# Step 1: Systemic picture



Visitors satisfaction

Environmental impacts

Local residents quality of life

Socio-cultural impacts

Tourism industry opportunities

Economic impacts

Socio-political context

Capacities

Challenges

Impacts
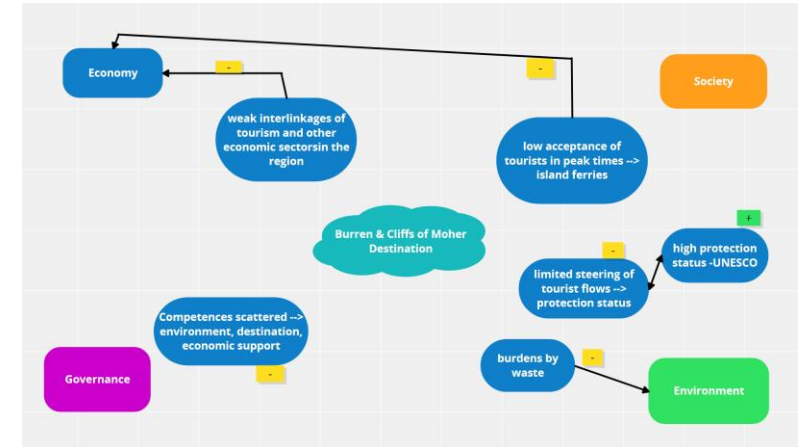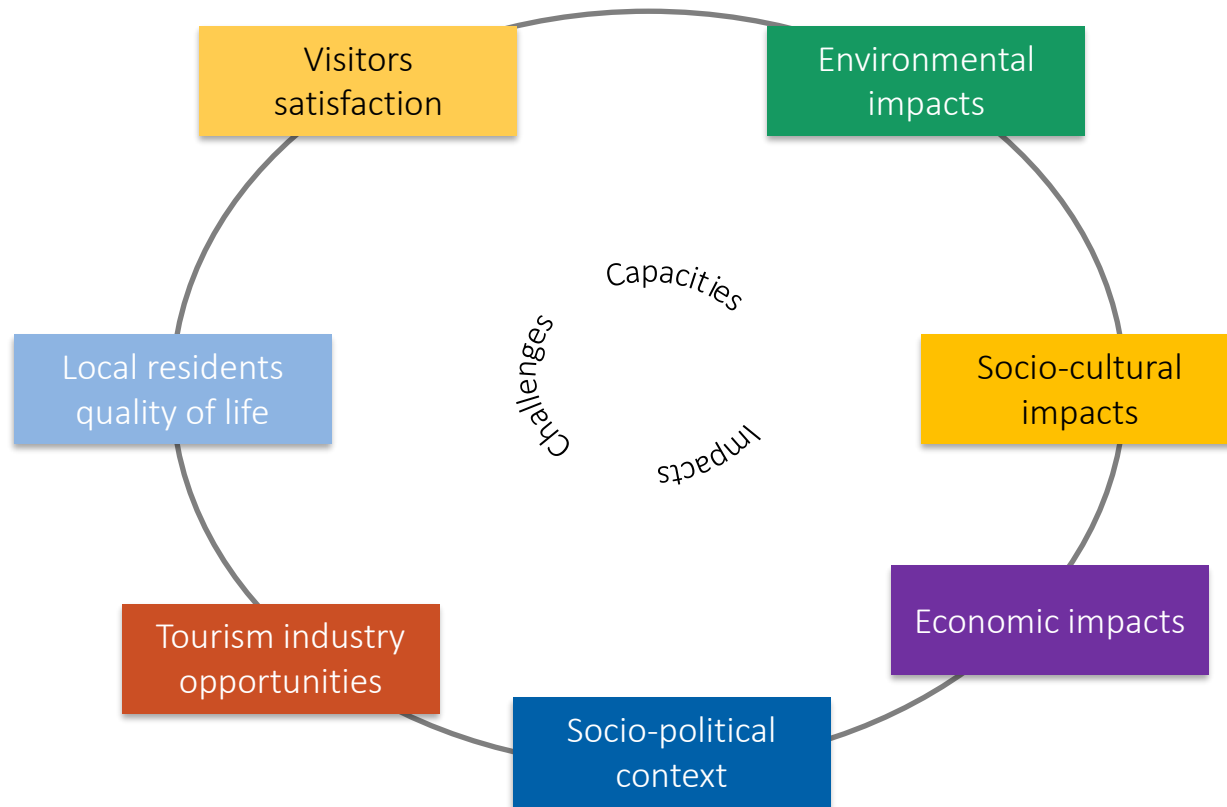
# Step 2: Measurement of tourism Flows
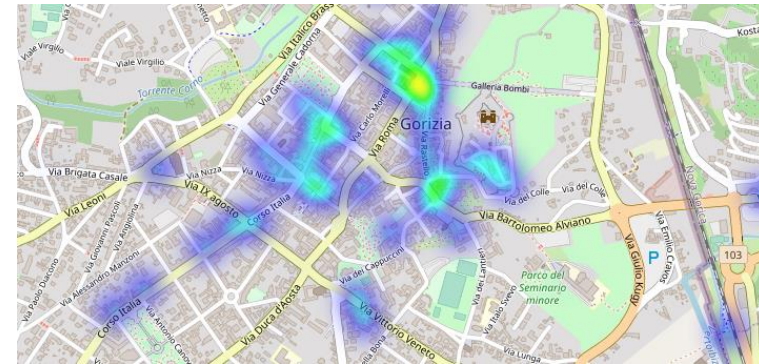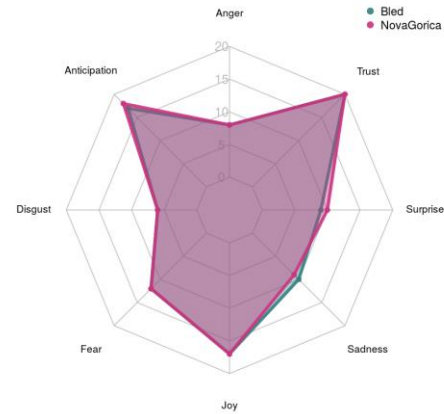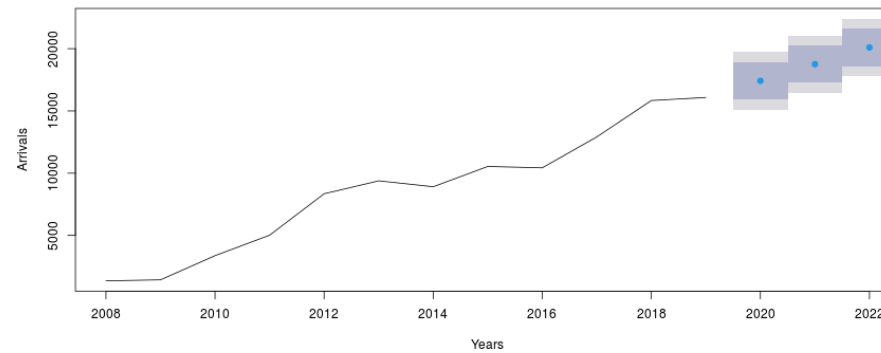
# Step 2 (cont.)

The tourist flow estimation can be based on a variety of available indicators in the database:

▶ Based on statistical data: arrivals, arrivals change, length of stay, seasonality tourism intensity.

▶ Based on big data: can be used to identify hotspots → e.g. Heatmaps



Tourism intensity 2008

Tourism intensity 2019

Bedplaces 2011

Bedplaces 2012

Bedplaces per 1.000 inhabitants

Bedplaces per 1.000 inhabitants

# Step 3: The concept of carrying capacity –
# or how to find a way towards sustainable tourism …

percentage of returniung visitors (within 5 years)

no of tourists recommending the destination to others

Dependency of the overall ecosystem on tourism - directly but also indirectly.
i) overall dependency of tourism to the urban economy
ii) interlinkage among the core tourism sector and the interlinked sectors

Isolated value chains based on high frequency repetitive business. Privatisatio nof benefits, socialization of cost

inflation of housing prices

distribution of benefits from tourism

loss of neighbours cohesion (loss of permanent population and local shops)

Competition between tourists and residents for same the infrastructures (public transport, healthcare...)

Innapropriate tourist behavior

relative share of tourism in GDP

Lack / shortage of workforce in the future

Economy

share of tourism employment in overall employment

tourism as job motor

?

Identification with tourism (involvement)

Society /culture

Tourism entering local recreation areas as a result of spreading flows

perseption of tourism of residental pop.

percentage of sweasonal jobs in tourism

Employee satisfaction in the visitor economy

Visitors & inhabitants willingness to pay for service

some areas with in cities are not "prepared" to accept tourist

Authenticity v. massive tourism Who has any contacts with locals apart from the waiters and hotel receptionist, or tourist guides? We should facilitate contacts among residents and visitors

Loss of culture authentecity

depopulation of historic parts of the cities

Temporal festivals for authentic tourism experience

percentage of tourism infrastructure (rooms, attractions) for persons with disabilities

Tourism low-paid Jobs make any good to the local economy?

**Teresa Caldarola**
Jan 21, 2022 at 8:56 AM
Immigratnts and lavbour force in the sector .

Communicate somehow the benefits of tourism for local population

visual pollution of inadequat and uncontrolled advertising

no of stores offering regional product

Modal split within the detsination

Urban destinations

environmental pressure - localised (waste)

Missing a whole of government approach

no of users of environmental friendly means of tramsport (bicycles...)

Probalby with a focus on the modal split, since overseas visitors might have a desireble behavior

Focus on more affordable target groups versus on long-haul tourists

environmental pressure - spill-overs (global pollutants - Co2)

missing regulations and tourism overall strategies for destinations such as master plans

Different priorities between tourist firms and residents could difficult management and strategies

Impact on Retail and its interaction with tourism

Modal split of inflowing tourists

Environment

In some cases "hard" regulations might be the way to go (e.g. cruise ships in Venice)

Governance

#Share of visitors making use of the urban infrastrucutre - e.g. public transportation vs. hop on hop off etc. Blending vs. extra effort

noise mapping

no of environmental certifications of tourism actors

Priority - Stay in business (restaurants, hotels) versus implementation of sustainable principles (need investment)

**Teresa Caldarola**
Jan 21, 2022 at ...
Training policy officers

**Teresa Caldarola**
Jan 21, 2022 at ...
on statistics as well modelling

tourism is transversal and interconnected with other sectors, thus difficult to coordinate among them

visitors move beyond political boarders, it needs cooperation among provinces etc.

short political mandates

# Step 2: Measurement of tourism flows

Density of tourism locations in Vienna
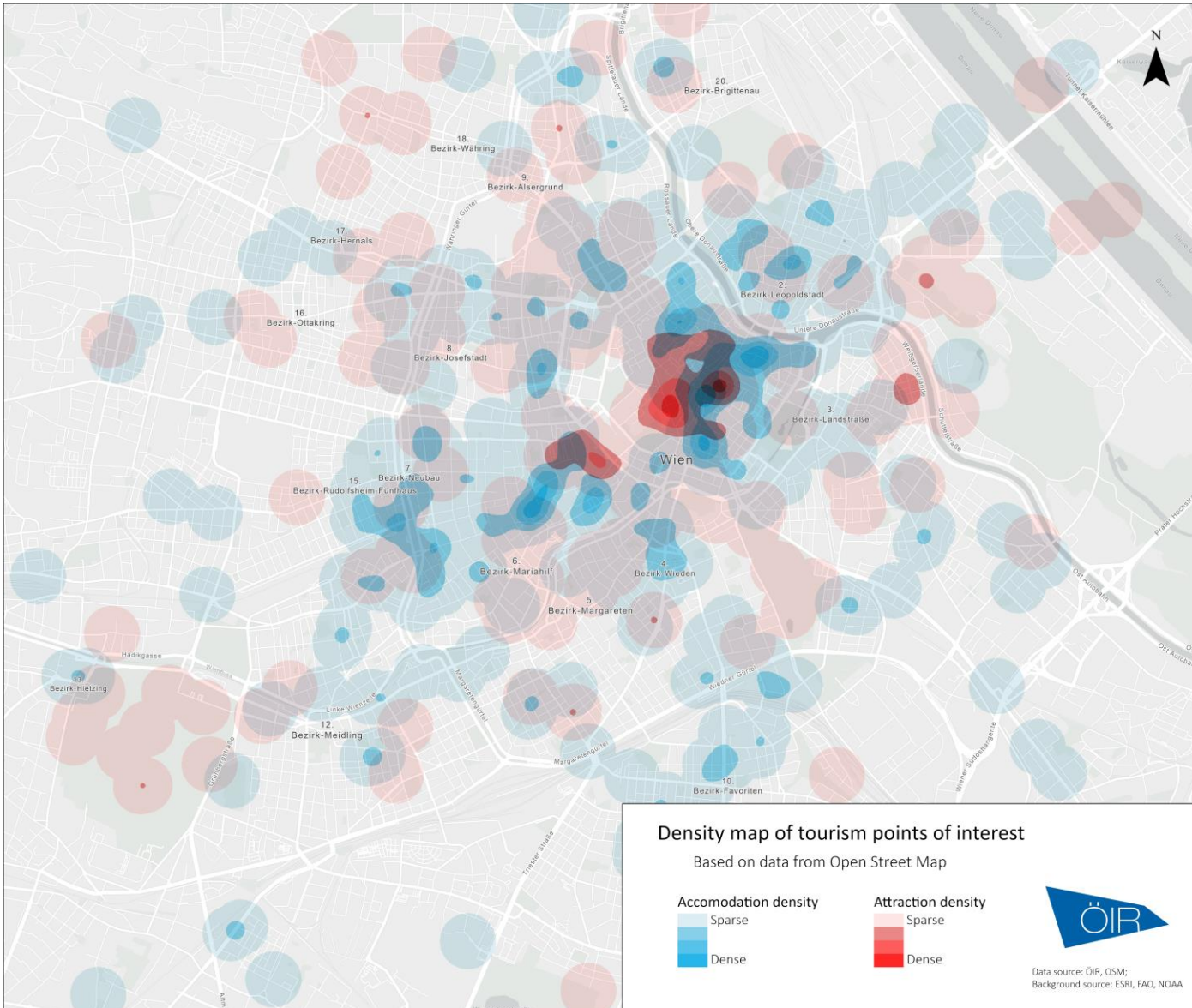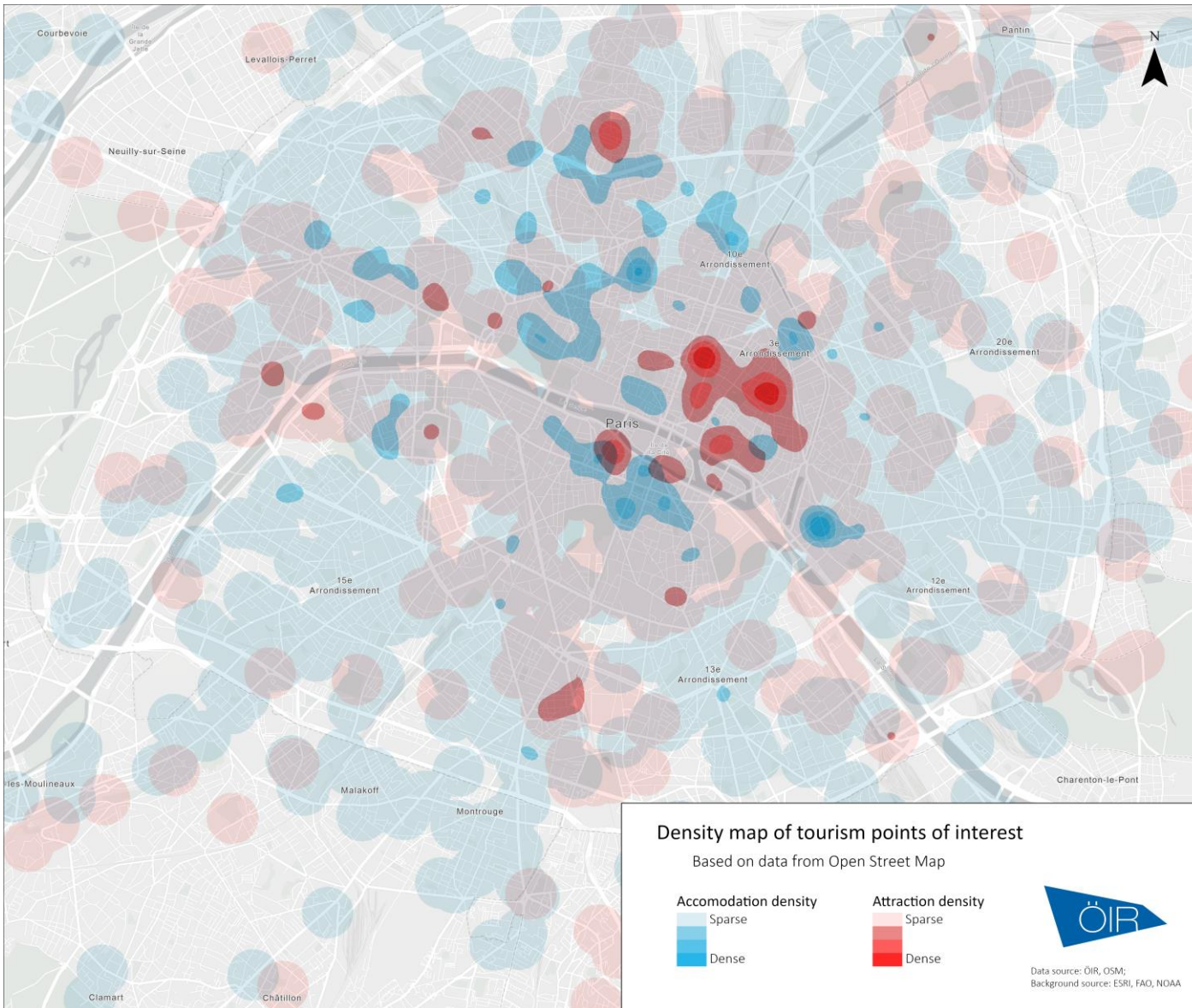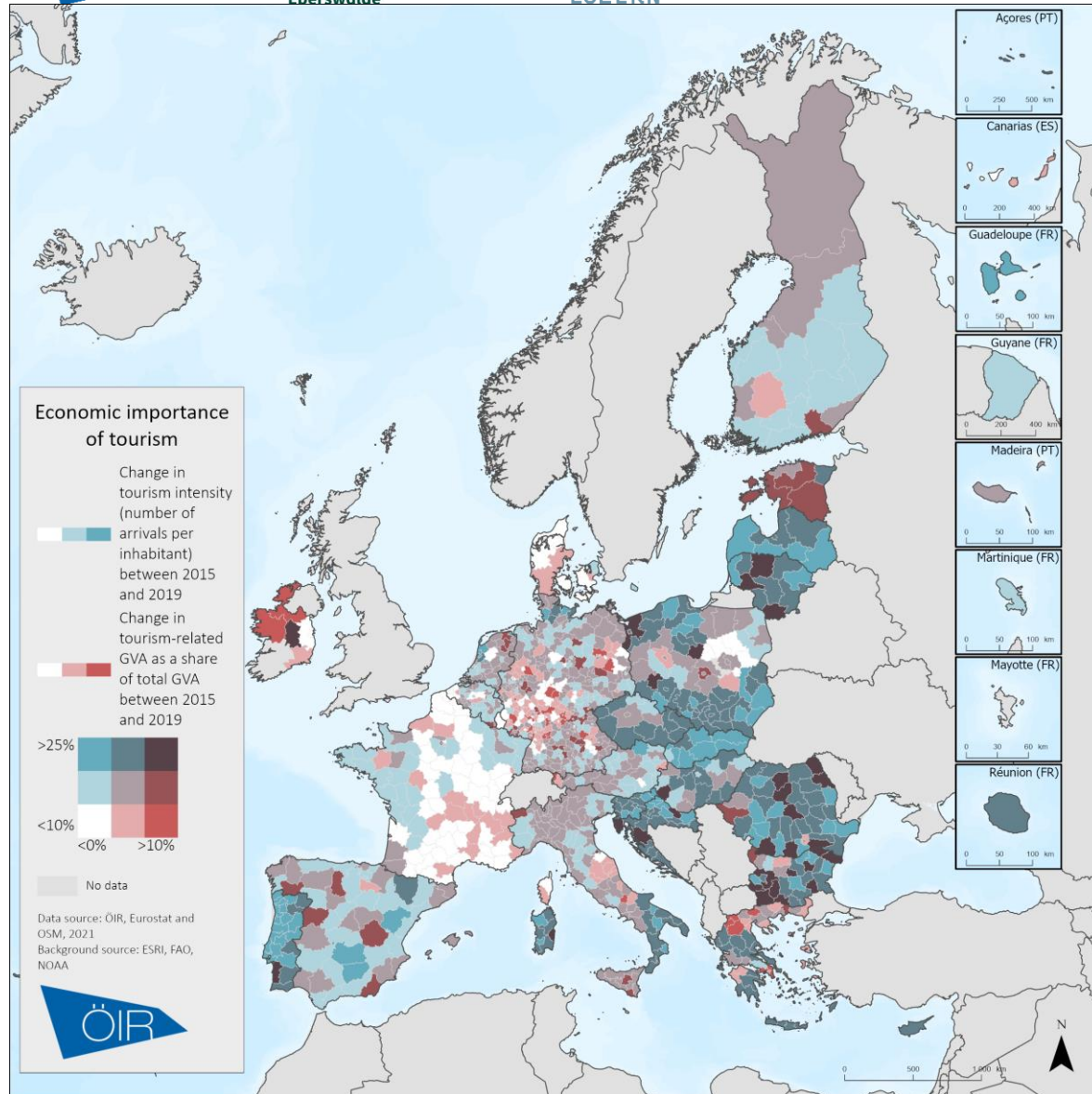
▸ Red: attractions (museums, parks, historic sites etc.)

▸ Blue: accommodations (hotels, apartments, hostels, etc.)

▸ Source: OSM data

Density map of tourism points of interest

Based on data from Open Street Map

Accomodation density
Sparse
Dense

Attraction density
Sparse
Dense

Data source: ÖIR, OSM;
Background source: ESRI, FAO, NOAA

Density of tourism locations in Paris

▸ Red: attractions (museums, parks, historic sites etc.)

▸ Blue: accommodations (hotels, apartments, hostels, etc.)

▸ Source: OSM data

# Economic importance of tourism

▸ Component 1: number of arrivals per inhabitant

    – Change 2015 to 2019

▸ Component 2: gross value added from tourism related economic activities (accommodation, hospitality, gastronomy etc.)
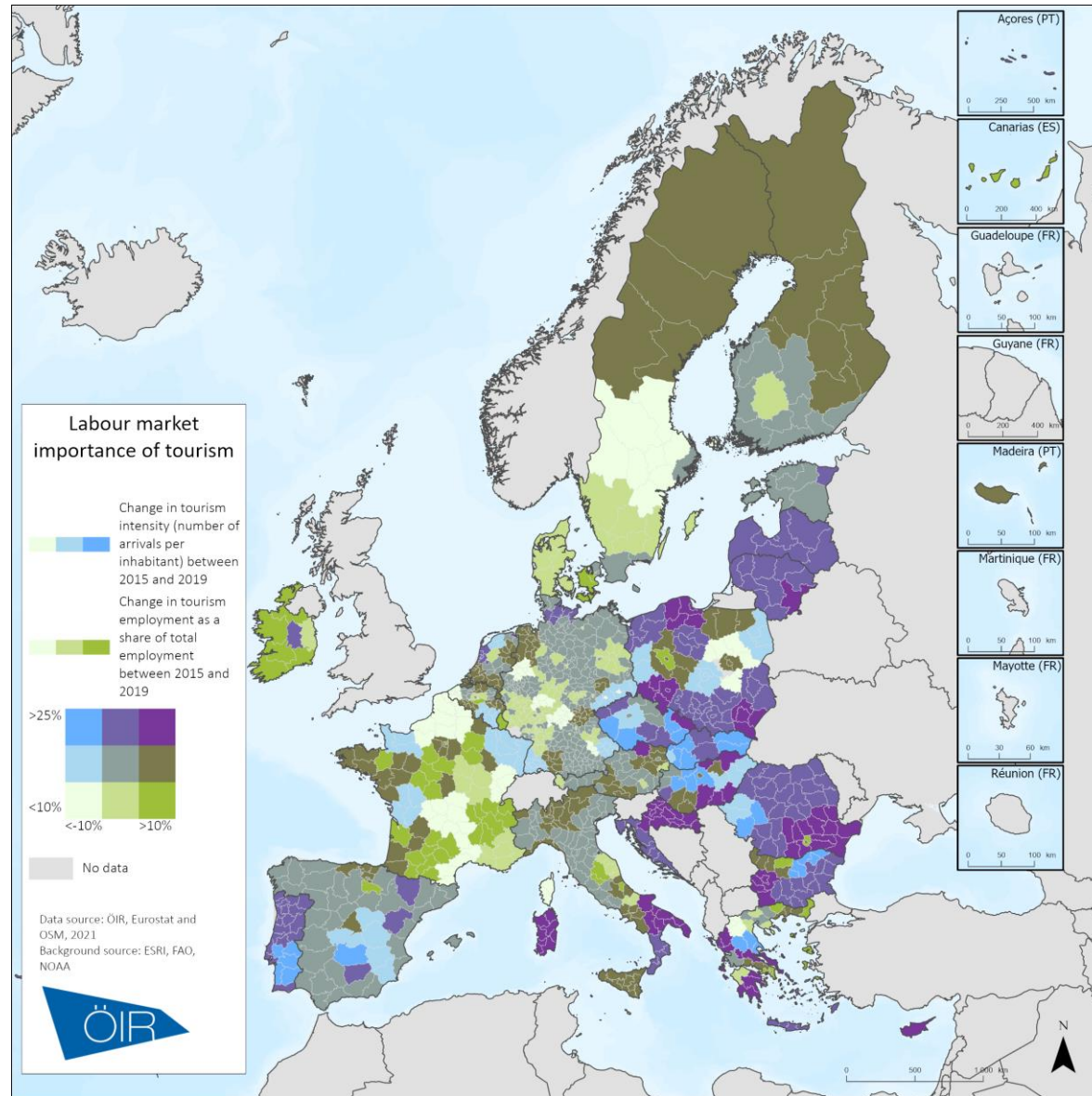
    – Change 2015 to 2019

# Labour market importance of tourism

▸ Component 1: number of arrivals per inhabitant

  – Change 2015 to 2019

▸ Component 2: Employment in tourism (accommodation, hospitality, gastronomy etc.)
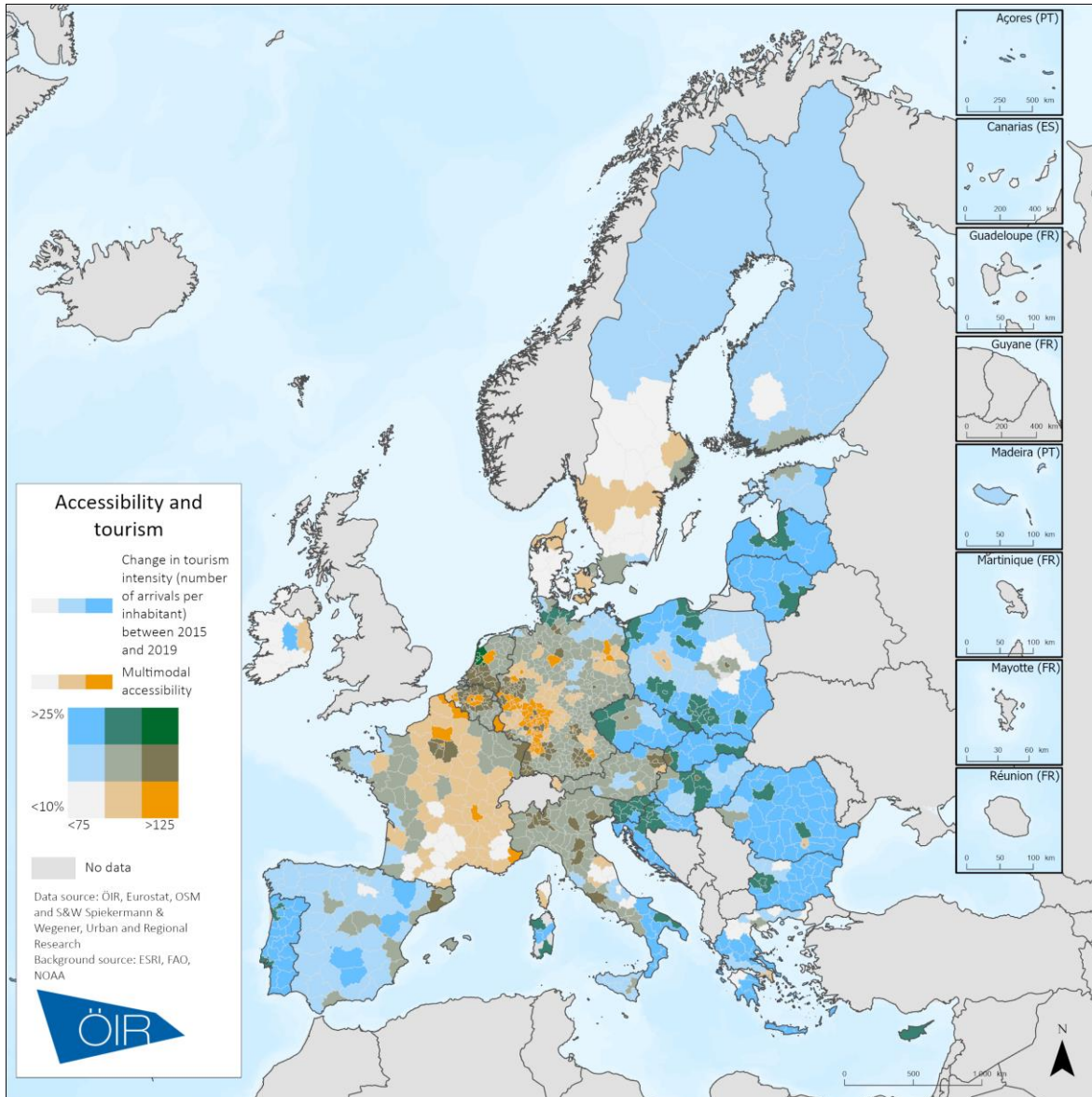
  – Change 2015 to 2019

# Multimodal accessibility and tourism

▸ Component 1: number of arrivals per inhabitant

– Change 2015 to 2019

▸ Component 2: multimodal accessibility (accessibility by car, train, plane etc.)

# Part 4: Validation and key challenges

▸ Topic 1: Governance and role of EU institutions

▸ Topic 2: Pathways towards sustainable tourism

# Part 4: Findings and main conclusions

▸ Moderators' summaries and plenary discussions

# Up-coming workshops

▶ **Virtual coastal** destinations workshop
hosted in **Palma de Mallorca,** Spain on **23.02.2022**

▶ **Rural** destinations workshop
hosted at the **Plitvice Lakes National Park,** Croatia on **17.03.2022**

▶ **Mountain** destinations workshop
in **spring 2022**

▶ **EU-level** workshop
hosted in **Brussels,** Belgium, in **spring 2022**
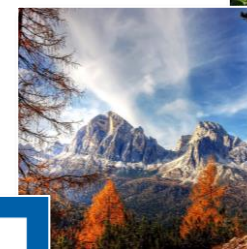
# Closing remarks

▶ Ms. Ramune Genzbigelyte (DG GROW)

▶ Ms. Laura Kasnauskaite (EISMEA)

▶ Mr. Bernd Schuh

# Thank you!

# Additional information

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