

Overtourism As A Buzzword?

Facing dangers
to destinations'
sustainability by
identifying levels
of intervention

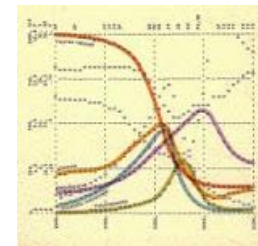
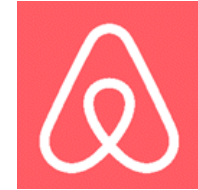
Polina Baskakova
Roberto Peretta
University of Bergamo

image credit to cnn.com

What Are We Talking About?

1. Overtourism?
2. According To The UNWTO
3. Tourists As Vandals
4. The Local Level
5. Airification
6. The Global Level
7. The Club di Roma Level

image credits to telegraph.co.uk , corriere.it , cinqueterre.eu.com



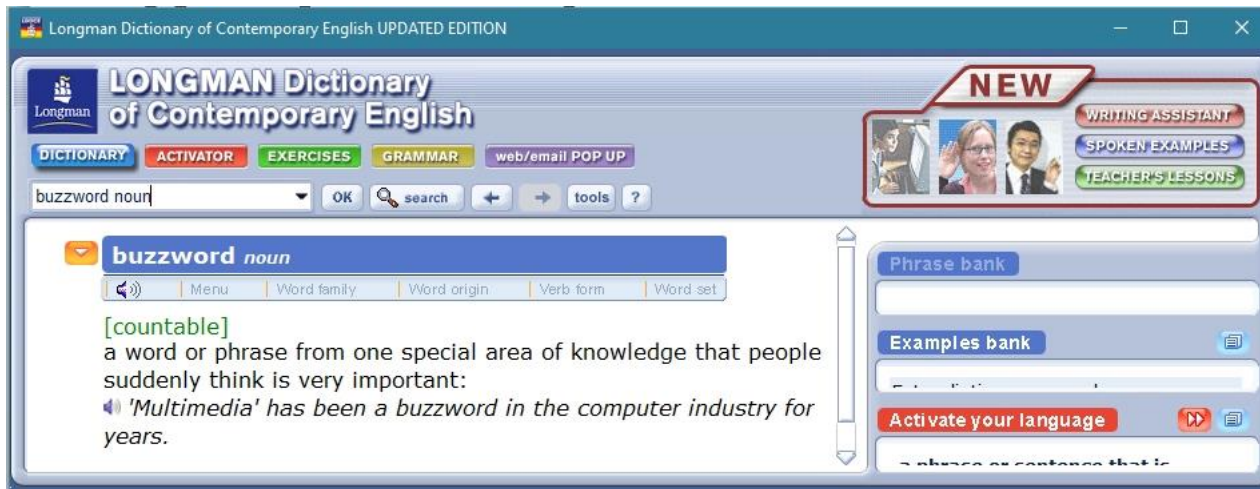
Overtourism?

It's apparent from personal experience, media reports and academic research that **tourists increasingly crowd destinations** worldwide, and put destinations' **sustainability** at risk.

image credit to travindy.com

Is Overtourism A Buzzword?

“Overtourism” – this recently introduced word – might be a **buzzword** like “Smart Cities”, “Smart Tourism”, “Big Data”, or “Artificial Intelligence.”



Longman Dictionary of Contemporary English UPDATED EDITION

LONGMAN Dictionary of Contemporary English

DICTIONARY ACTIVATOR EXERCISES GRAMMAR web/email POP UP

buzzword noun

NEW

WRITING ASSISTANT
SPOKEN EXAMPLES
TEACHER'S LESSONS

buzzword *noun*

[countable]

a word or phrase from one special area of knowledge that people suddenly think is very important:

▶ 'Multimedia' has been a buzzword in the computer industry for years.

Phrase bank

Examples bank

Activate your language

Or Are Its Root Causes Overlooked?




CURRENT ISSUES IN TOURISM
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RESEARCH LETTER



Framing overtourism: a critical news media analysis

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ABSTRACT

To better comprehend how the news media frames modern overtourism,

Results suggest that root causes of overtourism are largely overlooked and the focus is on reporting tourist numbers and impacts on local

communities and tourists. There is a need to explore responsibilities of diverse tourism actors in addressing overtourism, along with discussions on alternatives to the pro-growth paradigm and the industrial work-

ARTICLE HISTORY

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Some Data

City	Overnights per inhabitant
Paris	16
Amsterdam	16
Barcelona	11
Barcelona (old city)	20
Rome	9
Vienna	8
Venezia Centro Storico	43

source: Richards, 2016



According To The UNWTO

The approach
the **UNWTO**
is currently
adopting
considers
urban
destinations.



'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions Volume 2: Case Studies



Is Overtourism An Issue Of Attitudes?

The UNWTO considers overtourism as an issue of attitudes.



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.

[Click here to obtain the full version of this publication](#)

[Click here to download the factsheet](#)

Keywords: overtourism, tourism congestion, tourism growth, urban tourism, city tourism, management strategies, tourism market, tourism policy

[Download this book \(PDF 0.77MB\)](#)



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Overtourism Is A Multidimensional Issue



Article

Is Overtourism Overused? Understanding the Impact of Tourism in a City Context

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Results highlight that overtourism describes an issue that is multidimensional and complex.

Abstract: 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.

In Leading Urban Destinations



The city of Venice, Italy, has been compelled to regulate the number of tourists accessing the city center.

Another Example: Way Into Dubrovnik



May Branding Be A Problem?

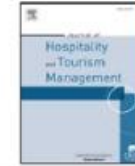
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Destination branding and overtourism

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So far, no research has investigated branding, and more broadly marketing as the reason of overtourism.

Seraphin, Smecrian and Pirato (2018) refer to as *trekk* (tourist exit). This Research Note argues that the branding strategy adopted by these destinations is playing a significant role in the emergence of overtourism. So far, no research has investigated branding, and more broadly marketing as the reason of overtourism. Existing research mainly investigates the consequences of overtourism, namely anti-tourism movements, tourismphobia and pollution, etc. (Paris, 2017; Petkar, 2017; Seraphin, Yallop, Capatina, & Gowreesunkar, 2018; Yazdi

visitors (Stubbs, 2012). If logo design (corporate name, design, typeface, tagline, symbolic elements) is part of the branding strategy of any organisation (Foroudi, Melewar, & Gupta, 2014; Kladou, Kavaratzis, Rigopoulou, & Salonika, 2016), the branding strategy needs to go way beyond just designing a logo, as on its own it has proven very limited in terms of ability to convince potential visitors (Kladou et al., 2016), despite the fact that the slogan or tagline has an exclusive appeal and plays on the affective component in the overall message (Gali,

Tourists As Vandals



Highly branded destinations may attract uneducated tourists.

image credit to [corriere.it](https://www.corriere.it)

Educating Tourists? An Example from Split



But is this an effective approach?
And, most of all, does it work?

The Proverbial Tip Of The Iceberg?

Though the World Tourism Organization is approaching the problem by focusing on leading urban destinations, several indicators warn that "overtourism" is becoming a general and **diffused phenomenon**.

It does not affect leading urban destinations only.

May overtourism be just the proverbial tip of the iceberg?

image credit to [travelwireasia.com](https://www.travelwireasia.com)

Overtourism Worldwide

An evaluation of overtourism worldwide, as reliable as it could be, definitely concentrates in Europe.

source: responsibletravel.com

The Local Level: Urbanism



Addressing some overtourism problems on a local level may consist in addressing **urban development problems**.

image credits to Google, Nuova Venezia

The Local Level: Urban Development Problems

e. g., 740 tourism cubicles have been recently built in Mestre, aside the station, for 1700 daytrippers to Venice.

image credit to Nuova Venezia

The Local Level: Transport

Addressing some overtourism problems on a local level may consist in addressing **transport problems**.

image credit to [dolcevitaonline.it](https://www.dolcevitaonline.it)

Not In Leading Urban Destinations Only

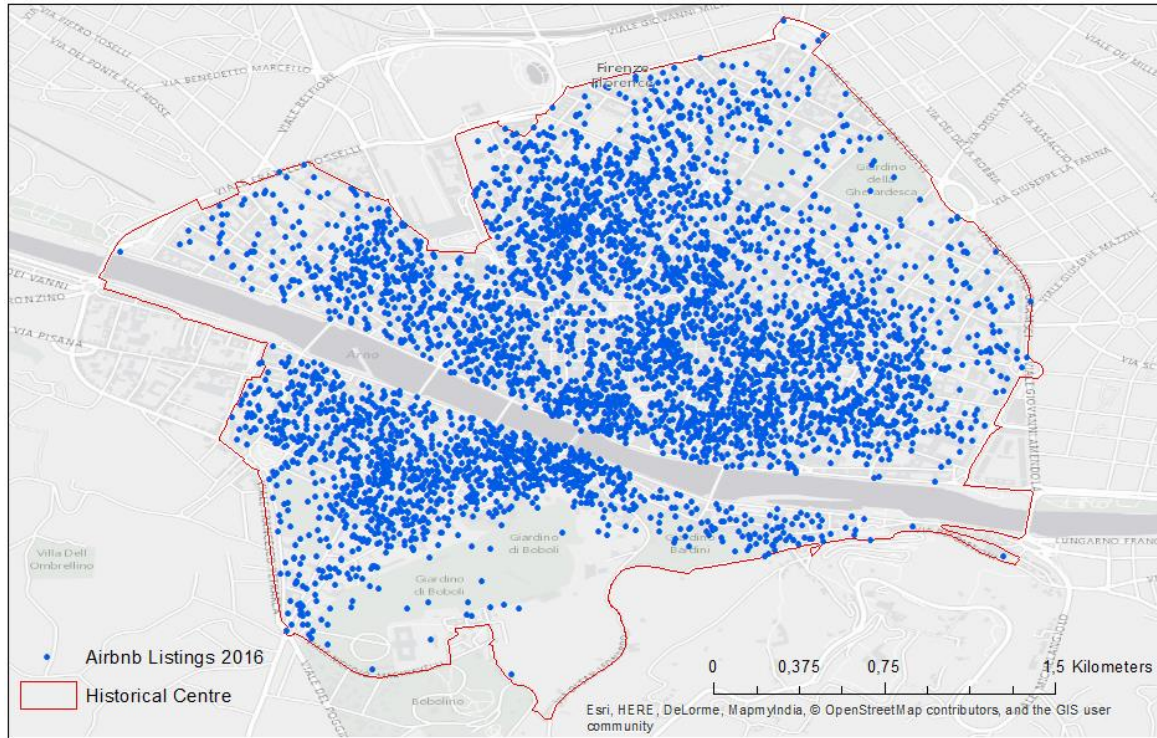
Transport solutions can address overtourism problems also in smaller destinations, like the **Cinque Terre**.

image credit to cinqueterre.eu.com

Local? Glocal? Global?

- The underlying idea of **current consultations** is that overtourism should be addressed at a local level.
- It's clear that the **number of visitors** allowed to enter the **Sistine Chapel** or the **Last Supper** must be **limited**.
- So **why shouldn't** bigger places, **like towns or beaches**, undergo similar limitations?
- **But is this local approach sufficient?** Or should overtourism be addressed by considering global limitations?

Some Overtourism Has Global Roots



A map of Airbnb **family accommodation** in Florence Italy, 2016.

It shows the **risks** that Italian destinations are taking in terms of **sustainability**.

source: [UniSiena, 2017](#)

“Airification”

- The abovementioned seminal contribution by the University of Siena introduced the world “airification” to the academic debate in 2017.
- The paper demonstrated that **Airbnb** – a leading online marketplace for arranging or offering lodging, primarily homestays, or tourism experiences – poses **the greatest threat** to the **sustainability** of Florence.
- The Siena researchers propose to act on the **legal** and the **fiscal** sides.



Digital Factors

- The conclusion by the Siena researchers is that digital transformation should be included in the number of **culprits** as far as overtourism is concerned, and suggested to involve similar **digital factors**.
- If **Airbnb** suffocates destinations by providing too much accommodation, **low-cost airlines** like **Ryanair** can be blamed for **suffocating destinations** by providing too much international transport.



Airbnb Listings In Europe...

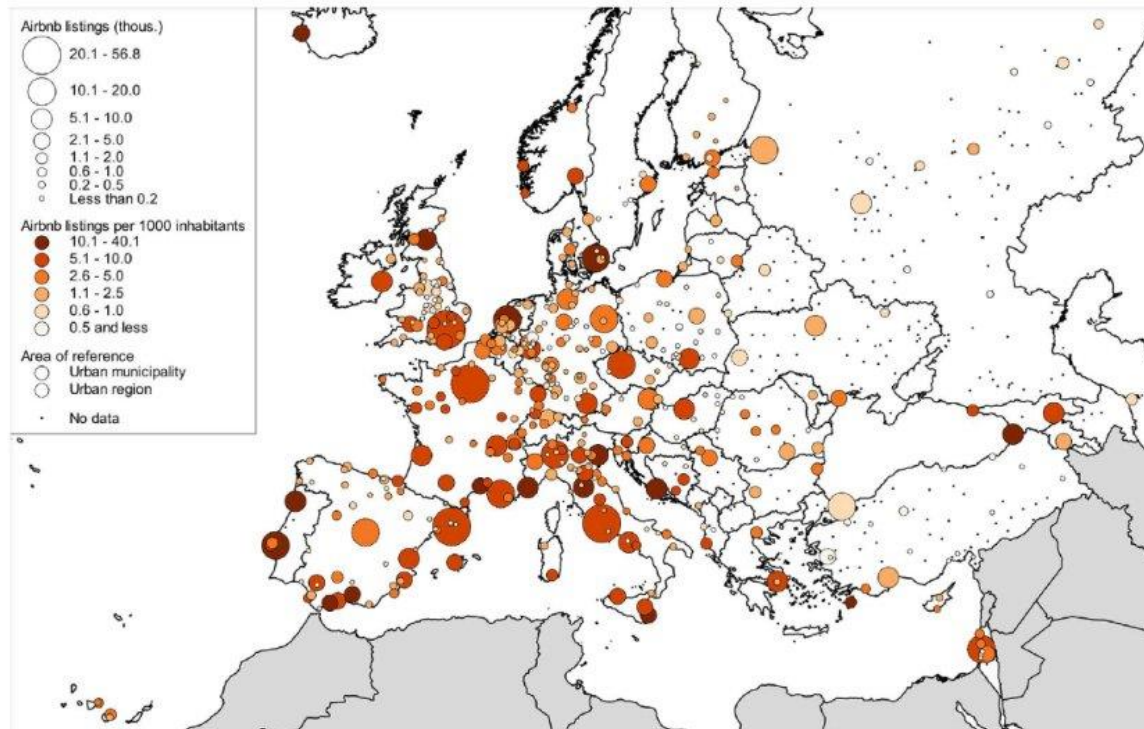


Fig. 1. Number of Airbnb listings and number of Airbnb listings per 1000 inhabitants in European cities.

Not only
Florence.

Places like
Ravenna or
Alghero share
a similar
predicament.

source: [Adamiak, 2018](#)

EUROPE'S
NO.1
AIRLINE

... And Ryanair Growth

RyanAir may be loosing in terms of Profit After Tax, but the number of their guests is increasing anyway.

News

Ryanair Q1 Profits Fall 21% To €243m Due To Lower Fares, Higher Fuel & Staff Costs. Full Year Guidance Unchanged.

29 Jul 2019



Ryanair Holdings plc today (29 July) reported a 21% fall in Q1 profits to €243m. A 9% decline in ave. fare was offset by strong ancillary revenues and 11% traffic growth to 42m guests. Costs rose 19% as our fuel bill increased 24% and Lease costs were fully consolidated (but not in the prior year quarter).

Q1 (IFRS)	Jun. 2018	Jun. 2019	% Change
Guests	37.6m	41.9m	+11%
Load Factor	96%	96%	-
Revenue	€2.08bn	€2.31bn	+11%
PAT	€309m	€243m	-21%
Basic EPS (euro cent)	26.62	21.47	-19%

Ryanair's Michael O'Leary said:

*As previously guided, Q1 profits fell 21% to €243m due to lower fares, higher fuel and staff costs.

Q1 highlights include:

- Revenue per guest flat at €55 (8% lower fares offset by 14% higher ancillary rev.)
- Malta Air becomes the 4th Group Airline
- Lunda Airbus fleet grows to 20 A320xLR
- MAX deliveries are further delayed to end of year

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Overtourism As A Buzzword?

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The Global Level



“Tourists Go Home!” – Tourism Overcrowding And “Tourismophobia” In European Cities (Can Tourists And Residents Still Co-Habitate In The City?)

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indiscriminate place marketing, as well as the development of low-cost flights and the popularization of home-sharing platforms, such as Airbnb, has led to massive surges in the number of tourists visiting European cities.

Tourism development provides numerous advantages to the host nations and places. However, more recently, indiscriminate place marketing, as well as the development of low-cost flights and the popularization of home-sharing platforms, such as Airbnb, has led to massive surges in the number of tourists visiting European cities. Swelling number of tourists creates massive overcrowding making it difficult for locals to live in the more touristy neighborhoods. Some cities, where tourists and locals battle for the use of shared spaces, are already stretched to breaking point. The questions we ask in this paper is whether or not it is still possible for residents and tourists to co-habitate under these conditions and what tactics should be employed to change tourism so as to manage its impact and make it more sustainable for both tourists and residents.

keywords Urban Tourism, Place Marketing, Home-Sharing Platforms, Tourist-Resident Co-Habitation



Discussion Is Going On

- Our provisional **conclusions**, which are based on a wide **literature review** and our experience, refer both to **a scenario paper** and **a book**.
- A book on overtourism for the Italian market of higher education is in fact currently being edited by a group of **researchers** and **professionals** from four universities (Bergamo, Bocconi, Luiss, and Trento) – plus a UNWTO Commissioner – and will be published by McGraw-Hill in 2020.
- Also, we couldn't help but considering that **tourism is being discussed** by **columnists** at the highest level, like Janan Ganesh on **The Financial Times**.

A Giddy Treat?

&Arts

FTWeekend

&Arts

FTWeekend

The last days of the middle-class world citizen

Janan Ganesh

Citizen of nowhere



5 October/6 October 2019

5 October/6 October 2019



The last middle-

reverts to its mid-20th century status as a giddy treat. At least in the west, it becomes politically impossible to build or expand an airport. Meanwhile, the froideur between Airbnb and tourist cities escalates until the firm is garrotted in red tape.

Janan Ganesh

Citizen of nowh

ends their viability outright. At the same time, anguish about climate change leads to much higher taxation and even rationing of air travel. Flying reverts to its mid-20th century status as a giddy treat. At least in the west, it becomes politically impossible to build or expand an airport. Meanwhile, the froideur between Airbnb and tourist cities escalates until the firm is garrotted in red tape. The loss of competition in holiday lodging brings about an increase in hotel prices.

In lots of little ways, the costs of a mobile, frictionless life go up. Disposable incomes fail to rise as fast

when I was seven. I entered the job market during perhaps the biggest boom ever. The decline of cities went into reverse as I started going out in them. I grew up with the Channel Tunnel and easyjet. I am, just about, digital-native. But precisely because things have been so benign, I assume my lifestyle is somehow naturally occurring.

It is not. It is the result of societal choices that could have gone the other way — and may yet. The tax treatment of capital (which feeds those frothy companies) is a choice. The legal status of gig workers is a choice. How much

Flying

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of air travel's externalities to price-in is a choice. A small change in mores, and different choices will flow. Some of them will be impossible to fault on ethical or ecological grounds. But no-lose change is rare. The losers will be those who have grown used to a fluidity of living that was once a millionaire's preserve.

The passenger in seat 1A was never the interesting case study in globalisation. The world has been a small place for the rich since at least the Grand Tours of the 1700s. It was the person on the budget flight, bound for a cheap rental, via a bargain ride, who was the larger relative winner. This decade — the decade of Uber and Airbnb — was theirs. The next might not be so kind. It is not globalism per se that is in trouble so much as the democratisation of it.

In other words, the wrong people are nervous. I meet one percenters who exhibit the twitchiness last seen in high-born Parisians circa 1789. They smell the mob. But the confiscatory taxes and civil revolts they dread are still distant prospects. Much likelier in the coming years is the pricing out of others from an approximation of their lifestyle. That we were priced-in in the first place was always something of an aberration. It owed a lot to services that were unnaturally cheap. A correction might lie ahead. There are days when the world seems to be made out of water, so little resistance does it offer. Dive in while you can.

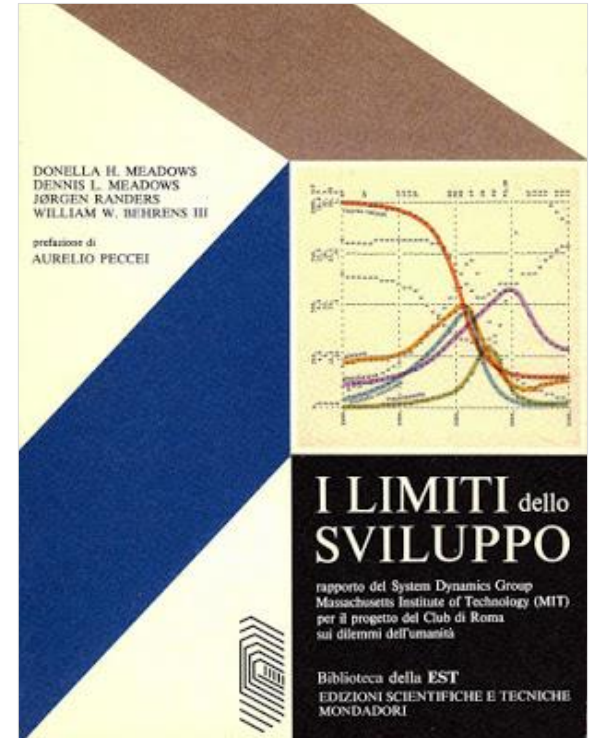
janan.ganesh@ft.com



The Club di Roma Level

Last but not least – beyond newspapers, books, and the academia – our conclusions may bring us to think at an even higher level.

In other words, do we **still believe** that we can **really** accomodate **all the tourists** who will like to visit Italy in the **future** at the same time? Shouldn't we consider beginning to think in terms of **limited numbers** for **the next decade**?



Responsibilities

A definition of tourism by **Jean-Pierre Lozato-Giotart**, a tourism engineer.

“Tourism is the management of globality.”

A paradoxical definition, yet a stimulating one.

It makes us perceive how broad our vision should be.



Key Points

1. Overtourism Is A Buzzword, Or A Multidimensional Issue?
2. It Is Currently Addressed For Some Leading Urban Destinations
3. ... And Mostly As An Immediate Risk
4. Ok. Overtourism May Be Perceived As A Local Problem
5. But It Is Not A Local Problem
6. Overtourism Should Be Addressed At A Global Level
7. And Possibly As A Growth Limitation Issue

Thanks For Your Attention

Questions?

TOURIST
GO HOME

FUCK
YOU

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