

GSTC Annual Conference

“Panel: Destination management - Finding the right balance between overtourism and undertourism”

Luigi Cabrini
Chair, Global Sustainable Tourism Council

Maun, Botswana, 8-9 December 2018

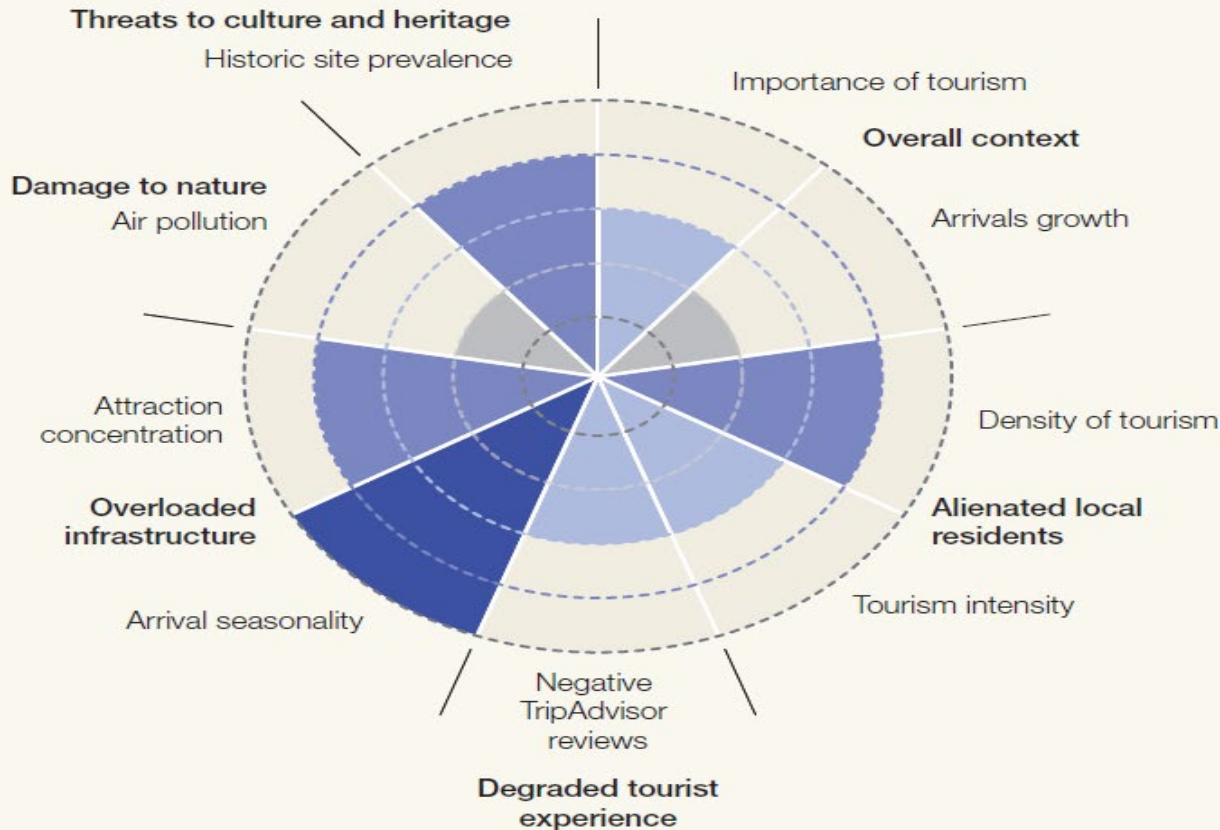
The challenge of “Overtourism”

- Overtourism is different in every destination
- Overtourism is more a matter of sensibility than data
- Overtourism is easier to prevent than to recover from:
 - Build a comprehensive data base and update it regularly, in order to inform and refine tourism strategies
 - Conduct long term planning to encourage sustainable growth
 - Involve all stakeholders (public, private, local communities)
 - **Use new technologies**

A model developed by the WTTC

Exhibit 6: Example diagnostic results for Barcelona

- First quintile (relatively more risk of overcrowding)
- Second quintile
- Third quintile
- Fourth quintile
- Fifth quintile (relatively less risk of overcrowding)



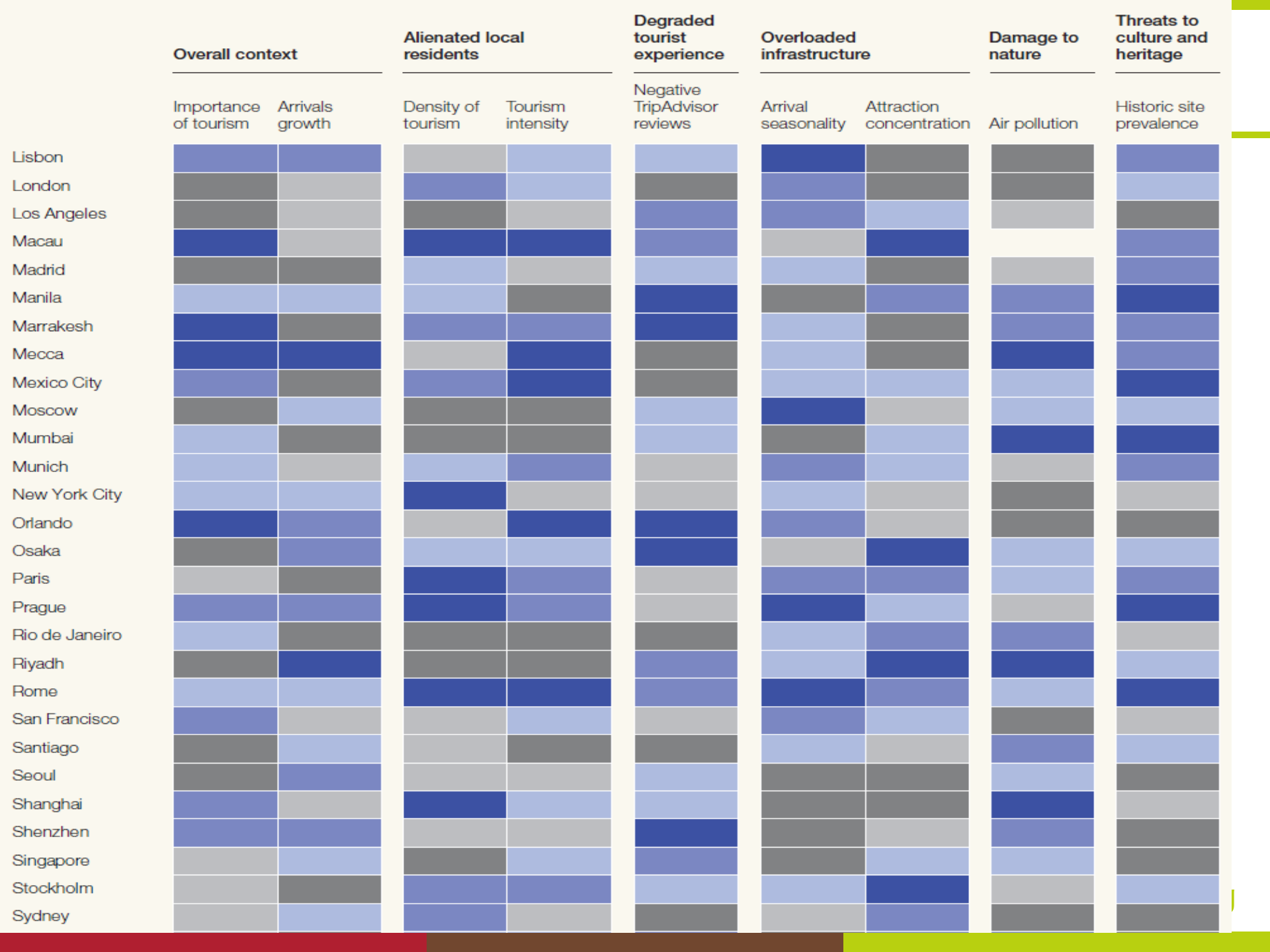
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Creating a diagnostic to address overcrowding

(WTC)

	Metric	Definition	Description and source
Overall context	Importance of tourism	Tourism share of GDP and employment (%)	Average contribution of direct tourism to GDP (as percent of total) and employment (as percent of total) in 2016, reflecting economic importance of tourism <i>Source: World Travel & Tourism Council analysis</i>
	Arrivals growth	Growth in tourist arrivals (% CAGR)	Average annual growth rate in international and domestic arrivals from 2011 to 2016; given data availability, includes only overnight arrivals in paid accommodation <i>Source: Oxford Economics</i>
Alienated local residents	Density of tourism	Number of visitors per square kilometer (#)	Calculated as 2016 arrivals divided by the number of square kilometers in the area encompassing TripAdvisor's top 20 attractions for the destination <i>Source: Oxford Economics, McKinsey analysis, TripAdvisor.com</i>
	Tourism intensity	Number of visitors per resident (#)	Calculated as 2016 arrivals divided by the population in the destination (using the same definition of each destination as arrivals data) <i>Source: Oxford Economics</i>
Degraded tourist experience	Negative TripAdvisor reviews	Share of "poor" or "terrible" reviews among top attractions (%)	Data captured from TripAdvisor's top 10 attractions in the destination as of July 2017, measuring the magnitude of negative sentiment in visitors' experiences <i>Source: TripAdvisor.com</i>

Over-loaded infrastructure	Arrival seasonality	Difference in arriving-flight seats between high and low month (ratio)	Calculated as value from month in 2016 with highest number of arriving-flight seats divided by value from month in 2016 with lowest number of arriving seats, representing degree of seasonality (used instead of hotel occupancy given more data availability) Source: Diio
	Attraction concentration	Share of reviews limited to top 5 attractions (%)	Data captured from TripAdvisor as of July 2017 and calculated as reviews of top 5 attractions divided by reviews of all attractions to indicate concentration Source: TripAdvisor.com
Damage to nature	Air pollution	Annual mean PM10 particulate concentration (micrograms per cubic meter) ¹	Data captured by the World Health Organization on annual mean concentration of PM10 in cities for most recent year with official reporting (typically 2012–14 but varies by destination) Source: World Health Organization Global Urban Ambient Air Pollution Database (updated 2016)
Threats to culture and heritage	Historic site prevalence	Share of top 20 TripAdvisor attractions that are historic sites (%)	Data captured from TripAdvisor as of July 2017 on the top 20 attractions for the destination, analyzed to identify historical sites (eg, historic buildings, religious centers) and indicate potential risk to spiritual and physical integrity Source: TripAdvisor.com



Practical actions to address overtourism

- Smooth visitors over time (seasonality)
- Spread visitors across sites
- Adjust prices to align demand with supply
- Regulate accommodation supply (the “airbnb factor”)
- Limit access and activities

Venice installs turnstiles to limit massive tourist flow

The World Heritage-listed city is using a busy long weekend as an experiment before the summer season kicks off. Mass tourism has taken its toll on the lagoon city, but it relies on them for income.



The city of Venice on Saturday unveiled new turnstiles designed to limit the massive flows of tourists in its streets ahead of a busy long weekend.

The World Heritage-listed city relies on tourism income, but residents have long complained about being overrun by tourists.

Palma de Mallorca will be first Spanish city to ban tourist apartments

From July, only single-family homes will be available for short-term vacation rentals in popular Balearic Island destination



Palma, on the popular island of Mallorca. ALLAN BAXTER (GETTY)

South European cities and stakeholders join forces against mass tourism

The Local/AFP
news@thelocal.es
@thelocalspain

27 April 2018
08:55 CEST+02:00

tourism

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A protester in San Sebastian in 2017 holds a placard reading in Basque: "Because of tourism... One rooms flat equal 800 euros." Photo: Ander Gillenea/AFP.

Neighbourhood associations and activist groups from 14 southern European cities formed a network to join forces in their fight against mass tourism which was presented Thursday in Barcelona.

The "SET network" of cities of southern Europe against tourism plans to stage joint protest actions to pressure governments to "establish limits to the tourist industry" and even promote its "decrease".

The network's first action was to release a manifesto denouncing how mass tourism causes rents to soar, local shops to disappear, creates low wage jobs and generates pollution.

For the moment the network is made up groups from ten Spanish cities including Madrid, Barcelona and Palma de Mallorca as well as Lisbon and Venice. It also includes Spain's Canary Islands and Malta.

The Philippines is shutting down a polluted tourist island that Duterte calls a 'cesspool'

Over two million tourists visited Boracay last year to enjoy its powdery beaches, spectacular sunsets and nightlife, generating about \$1 billion



In this March 12, 2018, photo, foreign tourists sunbathe at a beach on Boracay, central Aklan province, Philippines. *Aaron Favila / AP*

**THE ASSOCIATED
PRESS**
AARON FAVILA

MANILA, Philippines — Philippine President Rodrigo Duterte has approved the closure of the tourist destination of Boracay for up to six months after saying the waters off its famed white-sand beaches had become a “cesspool”

Thailand's Maya Bay that featured in Leonardo DiCaprio movie The Beach is to close due to overcrowding

- Maya Bay on Ko Phi Phi can welcome up to 5,000 tourists to the beach every day during the peak season
- But Thai authorities have decided to temporarily close the beach to visitors from June until September
- They say excessive tourist numbers means that coral reef surrounding the island is now becoming damaged
- Marine experts hope that the temporary closure will give the coral enough time to recover and repair itself

By [JENNIFER NEWTON FOR MAILONLINE](#)

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Shutterstock / Stefan Kexl Jovanovic

Maya Bay beach on the tiny Ko Phi Phi island in Thailand. Tourists are now banned from visiting from June to September



Are too many cruise ships in Dubrovnik a thing of the past?

Solution to Dubrovnik's cruise ship situation by 2019

By Mark Thomas | Oct 08, 2017 | [Print](#) | [Email](#)

One of the most controversial topics in Dubrovnik is again the focus of attention. After the Mayor of Dubrovnik, Mato Frankovic, met with representatives of the Cruise Lines Association (CLIA) back in September the Executive Director, Cindy D'Aoust, has sent an official letter to the mayor.

The director of CLIA, on behalf of the cruise industry, thanked Mayor Franković for introducing them to the opportunities and challenges associated with cruise tourism in the Dubrovnik region. "As we have pointed out at the time, our goal is to work closely with local communities to protect these environments while providing superior service to our guests," commented D'Aoust. Adding that a large number of shipping companies have been struggling with the consequences that natural disasters in the Caribbean and the United States have had on their business.

"Our commitment to finding a solution for Dubrovnik remains constant," D'Aoust said. Noting that CLIA is working on the selection of experts who will work alongside leaders of the Dubrovnik tourism project "Respect the City" to find solutions that would be applicable for the next tourist season and the

Published in
[Dubrovnik](#)

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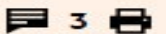
How to avoid the crowds on holiday

'Destination swaps' for Venice, Reykjavik, Prague and The Serengeti



Venice has to cope with influx of about 3m tourists every year

Tom Robbins APRIL 5, 2018



Are you planning on taking a break and “getting away from it all” this summer? Increasingly, some of the most enduring holiday destinations are overcrowded, reducing the quality of your downtime, while pushing up the price.

Here we take four popular holiday destinations — Venice, Reykjavik, Prague and The Serengeti — and present four lesser-known alternatives, enabling you to avoid the crowds and make the most of your time off.

Don't go to Venice — try Treviso



AMSTERDAM HAS A NEW SOLUTION FOR OVERTOURISM

Amsterdam is using technology to tackle overcrowding / Getty Images

The city is thinking creatively to tackle the issue of too many tourists

HELEN COFFEY

Monday 23 October 2017 16:05 BST



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While some places struggle to attract holidaymakers, others have to contend with the opposite problem – **too many tourists**.

A number of attractions and cities have taken steps or proposed measures to quell the torrent of visitors that pour through daily, such as Santorini capping the number of cruise visitors at 8,000 per day and Cinque Terre introducing a ticketing system to ensure no more than 1.5 million tourists are in the area at any one time. **Barcelona** mayor Ada Colau, meanwhile, has suggested introducing a new tourist tax and limiting visitor numbers.

Amsterdam, however, has taken a different approach. The increasingly popular capital of the Netherlands, which attracts over 14 million visitors each year, is getting creative rather than prohibitive with its solutions.



MOST POPULAR

PROMOTED STORIES Promoted Links

Amsterdam: getting creative rather than prohibitive

- Display wait times at top attractions on its website
- App that sends notifications warning of long queues and suggesting alternatives
- Artificial intelligence powered service that suggests off the beaten places based on social media profiles
- Dashboards to forecast crowding in specific locations



‘Overtourism’?

Understanding and Managing Urban
Tourism Growth beyond Perceptions

Executive Summary



Some conclusions

- Overtourism is different in every destination
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Thank you!
chair@gstcouncil.org
www.gstcouncil.org



Tour on Saturday

GLOBAL SUSTAINABLE TOURISM CONFERENCE

(DMZ)
Time 08:30
Bring your Passport or ID card for entrance.
If you don't bring it, you can't join the tour.

(Samsung Innovation Museum & Everland)
Time 10:00

(Oriental Medical Clinic & Korean Traditional Village)
Time 09:30

(Samsung Innovation Museum)
Time 10:00

Notice for Post Tour on Saturday

- Course 1 (DMZ)
Departure Time 08:30
★ Please bring your Passport or ID card.
If you don't bring it, you can't join the tour.
- Course 2 (Samsung Innovation Museum & Everland)
Departure Time 10:00
- Course 3 (Oriental Medical Clinic & Korean Traditional Village)
Departure Time 09:30
- Course 4 (Samsung Innovation Museum)
Departure Time 10:00