



Edited by
Hugues Séraphin
Tatiana Gladkikh
Tan Vo Thanh

Overtourism

Causes, Implications and Solutions

palgrave
macmillan

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Introduction

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Sustainability and Tourism

The United Nations defined sustainability as any development that meets the needs of the present without compromising the ability of the future generations to meet their own needs. Three areas are concerned by this dogma: people, the planet and profit margins. To take care of all three areas, there is an urge to reduce, reuse and recycle in every industry and/or sector (Séraphin and Nolan 2019).

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The concept of sustainability is getting ground in tourism as we are more and more aware of the negative impacts of the industry on the environment and local communities. A destination is considered to be sustainable if responsible actions are taken in order to ensure that the tourism industry does not impact negatively on the locals, interactions between locals and visitors and on the environment. It is equally important that all three of these areas benefit from tourism. This is all the more important as visitors are more and savvier of sustainability not only in their daily life but also when going on holiday. The industry, therefore, needs to follow the path to meet their needs. Consequently, private and public sector organisations are putting in place strategies to reduce their negative impacts and maximise their positive contributions. Education providers are also taking the path of sustainability by incorporating sustainable/responsible tourism modules in their curriculum. Imbedding Principles of Responsible Management Education in the curriculum is a specific example of strategy adopting by some institutions in order to achieve Sustainable Development Goals (Séraphin and Nolan 2019).

Overtourism, Related Perverse Impacts and Strategies

Overtourism is ‘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’ (Milano et al. 2018 cited in Dodds and Butler 2019:1). Overtourism is a worldwide issue that is impacting destinations from different parts of the world (Milano et al. 2019). In Europe we could mention Venice (Visenti and Bertocchi 2019); in South-America, Costa Rica (Canada 2019); in Asia, Kyoto (Abe 2019); in the Indian Ocean, Australia (Canosa et al. 2019) and so on. The strategies suggested to tackle overtourism are all industry related and are all about immediate actions. For instance, Gretzel (2019) suggests the use of social media to address the issue. Cruz and Legaspi (2019) have identified the closing of popular natural sites. Joppe (2019) stresses the development and implementation of policy, planning and governance as a solution. This edited book takes a step further by proposing another

non-tourism industry approach, namely tourism education, which also suggests long-term return on investments regarding the impacts of this strategy. Education of the future generation of leaders and tourists is extremely important as they have an important part to play in the long-term sustainability of the industry (Poria and Timothy 2014; Radic 2019; Séraphin and Yallop 2019a, b).

The Structure of the Book

This book serves to provide tourism academics, students (and even practitioners) with examples of potential strategies from a range of tourism organisations and contexts. Each chapter is unique and offers practical solutions that could be implemented by Destination Marketing Organisations (DMOs) and Companies, but also by other type of tourism businesses. The structure of this book reflects the Janus-faced character of tourism (Sanchez and Adams 2008; Séraphin 2012) by considering it as an industry and as a field of study. Indeed, the strategies suggested by the book are both industry (Part I and Part II) and education related (Part III).

Part I reframes overtourism as a field of research. Indeed, chapter “[Overtourism: Definitions, Enablers, Impacts and Managerial Challenges](#)” provides an overview of the evolution of overtourism as a concept highlighting its enablers and its impacts, and then discusses the resulting managerial challenges. Chapter “[Overtourism in Rural Areas](#)” reviews the issue of overtourism in rural areas and identifies key characteristics and impacts of the phenomenon in non-urban settings. Chapter “[Between Overtourism and Under-Tourism: Impacts, Implications, and Probable Solutions](#)” highlights the discrepancy between destinations in terms of popularity with visitors. On the one hand, there is a growing number of destinations which are receiving too many tourists (overtourism) while on the other hand, there is quite a number of destinations which are struggling to receive their share in the tourism market (under-tourism). This chapter, therefore, investigates the impacts and implications of overtourism and under-tourism and proposes a number of solutions. Chapter “[The Construction of ‘Overtourism’: The Case of UK Media Coverage of Barcelona’s 2017 Tourism Protests and Their Aftermath](#)” considers the way ‘overtourism’ has rapidly become an established part of the lexicon in