International Conference

PROGRAMME AND BOOK OF ABSTRACTS

BETWEEN OVERTOURISM AND UNDERTOURISM: IMPLICATIONS AND CRISIS MANAGEMENT STRATEGIES

26\textsuperscript{th} - 29\textsuperscript{th} June, 2019

Lecce, Italy
### International Scientific Committee

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<td>Fiorella Dallari</td>
<td>Alma Mater University of Bologna</td>
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<td>Stefano De Rubertis</td>
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<td>Tim Freytag</td>
<td>Albert-Ludwigs-University</td>
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<td>Silvia Grandi</td>
<td>University of Salento</td>
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<td>P. Maria Gravari-Barbas</td>
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<td>João Paulo Jorge</td>
<td>Escola Superior de Turismo e Tecnologia do Mar</td>
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AIMS

While a growing number of tourist destinations are experiencing over-demand or overtourism, others, not less interesting places, struggle to get their market share. In both extreme cases over- and under demand for tourism generate serious problems and challenges. Host communities experiencing overtourism are facing deteriorating quality of life, outmigration, collapsing infrastructures and various socio-cultural, environmental and economic hardships.

On the other hand, communities which so far have not had experienced substantial interest in their tourism assets, may feel reluctant to initiate steps exploit them seeing the cost of tourism in Venice, Barcelona or Dubrovnik. Thus, while in some, not yet "discovered" places, tourism development must be proceeded with special care, in others, mitigation of negative and unsustainable ramifications of overtourism must take place. Furthermore, some will argue that one of the leading strategies to be adopted in purist of overtourism reduction is pushing tourism form over demanded to under demanded spaces. While such policy may make some sense, it also encapsulate several risks, and, if not well managed and controlled, may end up shifting overtourism to other locations instead of mitigating the consequent stress.

Another aspect that the conference will debate is the impact of overtourism and undertourism on tourists' quality of experience. Apparently, the more crowded destinations are, the perceived value of the tourists' experiences diminish. Likewise, much more meaningful and positive experiences can be attained in places hardly visited by tourists or sites that control their carrying capacities. However, if number of tourists do not reach a critical mass, the level of services offered is negatively affected too and this may affect tourists' perceived experience. The issues of over-and undertourism are not only interwoven. They represent a complex situation that needs to be thought, discussed and researched by tourism scholars using a multi- and interdisciplinary approach.

The conference serves as a platform for discussions, exchange of ideas and practice and as a source for practical and hopefully holistic solutions.
THEMES

The Conference aims to explore, but is not limited to, the following empirical, conceptual and practical:

- Creativity and innovation in solving over-and undertourism problems
- Planning as a management tool in over-and undertourism destinations
- Measuring host communities' limits for acceptable change - goals, methodologies and applications
- Overtourism, undertourism and residents mobilities
- Urban design strategies in support of overtourism and undertourism
- Undertourism, overtourism and urban economic challenges
- Sustainability and practical solutions in over-and undertourism situations
- Managing tourist experiences in over- and undertourism situations
- Are there universal toolkits and globally applicable solutions to over- and undertourism problems?
- Managing host-guest relations in over- and under tourism situations
- Maintaining and managing monuments, heritage and fragile sites in overtourism sites
- Innovative methodologies to measure environmental, socio-cultural and economic aspects of under- and overtourism
- Transportation management - challenges and solutions to over- and undertourism places
- Public relations management of over- and undertourism sites
- Communication strategies and practices in managing images of over-and undertourism problems
- Safety and security issues in managing over- and undertourism sites
INTERNATIONAL CONFERENCE

BETWEEN OVERTOURISM AND UNDERTOURISM
Implications and Crisis Management Strategies

Conference Programme

University of Salento
Lecce, Italy
26th – 29th June 2019
BETWEEN OVERTOURISM AND UNDERTOURISM: IMPLICATIONS AND CRISIS MANAGEMENT STRATEGIES
INTERNATIONAL CONFERENCE, LECCE 26-29 JUNE 2019

University of Salento
Department of Cultural Heritage

1st DAY – WEDNESDAY, JUNE 26th

FIELD TRIP TO THE WESTERN IONIAN COAST OF SALENTO (PUGLIA REGION)
Porta Napoli, Piazzetta Arco di Trionfo, Lecce

VENUE: The Conference Hall Of the Museo Provinciale Castromediano, V.Le Gallipoli, 28, Lecce
6:00am – 7:00pm Conference Registration
7:00pm INTERNATIONAL CONFERENCE OPENING

2nd DAY – Thursday, June 26th

VENUE: Studium 2000, building 6, corner Viale San Nicola, Via di Valesio, Lecce
9:00am - 9:30pm Registration – ROOM 2- B1
9:30am - 10:00am OPENING SESSION – CONFERENCE ROOM 7- A1
Vincenzo Zara - Rector University of Salento, Italy
Gianluca Tagliamonte – Director of the Department of Cultural Heritage. University of Salento, Italy
Yoel Mansfeld, University of Haifa, Israel
Jurgen Schmude, Ludwig-Maximilians-University, Munich, Germany
Anna Trono, University of Salento, Italy

10:00am - 10:45am PLENARY SESSION
Keynote speech: “The limits of Tourism Development; Lessons from Venice”
Mara Manente – Centro Internazionale di Studi sull’Economia Turistica – Università Ca’ Foscari Venezia, Italy

11:00am – 11:15am Coffee break
11:15am - 12:45am PARALLEL SESSIONS- IA, IB, IC

Conference Room 4-C2 SESSION IA - THEORETICAL APPROACHES TO UNDERSTANDING THE PROBLEM OF OVER- AND UNDERTOURISM
Chair: Jürgen Schmude - Discussant: Alberto Amore

Eli Avraham
University of Haifa, Israel
Media Strategies for Combating Under-tourism and Crises
Tanja Mihalic
University of Ljubljana, Slovenija
Tourism size matters – three stage sustainability – unsustainability metric for tourism destinations
## Conference Room 5-C3  
**SESSION IB – SUSTAINABILITY AND OVERTOURISM**

**Chair:** Amos Ron  
**Discussant:** Alberto Forte

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| **Osnat Broshi-Chen**  
University of Haifa, Israel | Creativity and innovation based solutions for sudden under-tourism due to security-induced tourism crisis |
| **Yoel Mansfeld**  
University of Haifa, Israel | Using Undertourism in Dealing with Overtourism: Community Considerations Prior to Shifting |
| **Thomas Bausch**  
Free University of Bolzano-Bozen, Brunico, Italy | Turning destinations towards balanced tourism: the case of German Baltic Sea |
| **Martin Schobert**  
Saint Elmo’s Tourism Marketing, Munich, Germany | Limits on sustainable tourism use for diving activities |
| **Romano Gino Segrado Pavon**  
University of Quintana Roo, Mexico | A prospective analysis of the overtourism phenomenon in Montreal |
| **Mohamed Reda Khomsi,**  
**Lyla Fernandez Aubin,**  
**Lorea Anne-Laure Goudour**  
Université du Québec à Montréal, Canada | The Overtourism phenomenon: explorations on the iceberg below the water surface |

## Conference Room 7 – A1  
**SESSION IC – OVERTOURISM IN THE CONTEXT OF URBAN SPACE**

**Chair:** Engelbert Ruoss  
**Discussant:** Thomasz Duda

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Ludwig-Maximilians-University of Munich, Germany | The impact of Airbnb on the Munich population in their own apartment building or immediate neighbourhood |
| **Jan Henrik Nilsson,**  
**Lena Eskilsson**  
Lund University, Sweden | Situating overtourism in urban contexts |
| **Maria Månsson,**  
**Cecilia Cassinger**  
Lund University, Sweden | Mass tourism at a tipping point: Exploring the mediatisation of overtourism |
| **Giuliana Quattrone**  
Italian National Research Council, Rome, Italy | Undertourism impact for thermal areas and urban planning perspectives |

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**Chair:** Yoel Mansfeld  
**Discussant:** Thomas Bausch

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| **Sabrina Seeler,**  
**Dorthe Eide,**  
Nord University Business School, Bodø, Norway | ‘Right to roam’ or ‘Right to ruin’? A critical assessment of regulation practices in the context of overtourism |
| **Barış Seyhan**  
University Rovira i Virgili, Vila-seca, Spain | Processes of Tourismification |
| **Antonio Paolo Russo**  
University Rovira i Virgili, Vila-seca, Spain |  |
### Conference Room 5- C3
**SESSION IIB – CASE STUDIES FOR UNDER- AND OVERTOURISM**

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<td>Local Community Participation in Urban Beach Tourism Management in Thailand</td>
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#### 3:00pm – 3:15pm
**Coffee break**

#### 3:15pm - 4:00pm
**PLENARY SESSION**

**Keynote speech:** “Is success the biggest enemy of tourism? Selected remarks on the end of the "tourism age"

*Harald Pechlaner* - Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt, Germany. School of Marketing/Curtin Business School in Perth/Western Australia

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### Conference Room 7-A1
**SESSION III – STRATEGIES TO HANDLE THE PROBLEMS OF UNDER- AND OVERTOURISM**

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<td>Solent University, Southampton, UK</td>
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<td>Martin Falk</td>
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<td>Shanghai Lixin University of Accounting and Finance, Shanghai, China; Austrian Institute of Economic Research (WIFO), Vienna, Austria</td>
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**Overtourism as a perceived threat to cultural heritage in Europe**

**Between Overtourism and Undertourism: Implications and Crisis Management Strategies**

**International Conference, Lecce 26-29 June 2019**

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**Bailey Ashton Adie**  
Solent University, Southampton, UK

**Marco Savioli**  
University of Salento, Lecce, Italy;  
Rimini Centre for Economic Analysis (RCEA), Waterloo, Canada

**Martin Falk**  
Shanghai Lixin University of Accounting and Finance, Shanghai, China;  
Austrian Institute of Economic Research (WIFO), Vienna, Austria

**Bailey Ashton Adie**  
Solent University, Southampton, UK

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**7:00pm**

**GALA DINNER**

**Torre del Parco Restaurant, Viale Torre del Parco, 1, Lecce**

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**3rd DAY - FRIDAY 28 JUNE 2019**

**Venue:** Studium 2000, building 6, corner Viale San Nicola, Via di Valesio, Lecce

9:30am - 10:15am  
**PLENARY SESSION – CONFERENCE ROOM 7- A1**

**Keynote speech:** “Loving Places to Death in the Age of Neoliberalism: Solutions and Obstacles to Combating Overtourism”

**Dimitri Ioannides** - Mid-Sweden University. Östersund. Sweden

10:15am - 11:30am  
**PARALLEL SESSIONS - IVA, IVB**

**Conference Room 7-A1**

**SESSION IVA – HERITAGE CHALLENGES IN OVERT- AND UNDERTOURISM SETTINGS**

**Chair:** Tanja Mihalic - **Discussant:** Philipp Namberger

**Engelbert Ruoss**  
Università della Svizzera Italiana, Lugano, Switzerland

**Tomasz Duda**  
University of Szczecin, Szczecin, Poland

**Silvia Grandi**  
University of Salento, Lecce, Italy

**Valentina Castronuovo, Anna Trono**  
University of Salento, Lecce, Italy

**Conference Room 5- C3**

**SESSION IVB – HERITAGE CHALLENGES IN OVERT- AND UNDERTOURISM SETTINGS**

**Chair:** Mohamed Reda Khomsi - **Discussant:** Jürgen Schmude

**Andela Somaz**  
Università della Svizzera Italiana, Switzerland

**Amos S. Ron**  
Ashkelon Academic College, Israel

**Pierluigi Musarò, Melissa Moralli**  
Alma Mater, University of Bologna, Italy

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Marta Vignola
University of Salento, Lecce, Italy

Lucrezia Lopez, Yamilé Pérez Guílarte, Rubén C. Lois González
University of Santiago de Compostela, Spain

Debating Pilgrimage and Tourism Dynamics along The Ways of St. James. A Possible Future for the Portuguese Costal Way

11:30am - 11:45am  Coffee break

Conference Room 7- A1  11:45am - 1:15pm  SESSION V - CONFLICT MANAGEMENT IN OVER- AND UNDERTOURISM SETTINGS

Chair: Michele Maffia  Discussant: Silvia Grandi

Cristina Bernini, Alessia Mariotti, Renato Medei
Alma Mater University of Bologna, Italy

From data to strategies: a Tourism Innovation Observatory (TIO) for the ADRION area

Tomasz Duda
University of Szczecin, Szczecin, Poland

Overtourism and undertourism in marginal areas – opportunities or threats?

Alberto Forte, Angela M. Benson
Wittenborg University of Applied Sciences, The Netherlands

Complexities of over and under tourism in Myanmar

Anna Trono, Diego Frigino, Francesca Ruppi
University of Salento, Lecce, Italy

A New Management of Tourism in the Adriatic and Ionian Regions. QNeST Project: a Quality Brand for Sustainable Tourism

1:30pm - 2:15pm  Light lunch

2:30pm - 5:30pm  ROUND TABLE AND CLOSING OF THE CONFERENCE

Round table with international city managers, mayors and tour operators, discussing on sustainable tourism, remedies and strategies for improving overtourism and undertourism

Leading the debate:
Maria Rosaria Buri. Lecturer of English Language and Translation. University of Salento. President of the Soroptimist International Club of Lecce. Italy

Participants at the Round Table:
Loredana Capone. Tourism and Cultural Industry Councilor, Management and enhancement of cultural heritage. Puglia Region. Italy
Carlo Salvemini. Mayor of the Municipality of Lecce. Italy
Pierpaolo Cariddi. Mayor of the Municipality of Otranto. Italy
Bruno Ciccarese. Mayor of the Municipality of Cavallino. Italy
Giuseppe Calafati. Mayor of the Municipality of Poggiardo. Italy
Adriana Poli Bortone. President of the Euro-Mediterranean Heritage Agency. Italy
Piacentino Ciccarese. O. P. Cross-border and Transnational Cooperation U.E. - PP.OO. ERDP. Puglia Region, Coordination of International Policies. Territorial Cooperation Section. Italy
Manfred Schreiber. Counsellor, Studiosus ReisenMünchen GmbH, München. Germany
Ada Miraglia. CDS Hotels S.p.A. Commercial Director. Italy
Nevio D’Arpa. Director of Business Tourism and Management. Puglia. Italy
Giovanni Serafino. Travel Agency Director. Serafino Travel Agency. Italy
Tommaso Farenga. Expert in Territorial and Tourist Planning. Italy
6:30pm - 8:00pm  
**MUSICAL EVENT**

ex- Conservatorio di Sant’Anna - Via Vittorio Emanuele II, Lecce

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**4th DAY - SATURDAY 29 JUNE 2019**

8:30pm - 7:00pm  
**FIELD TRIP IN VALLE D’ITRIA ON THE ADRIATIC SIDE OF PUGLIA REGION**

Porta Napoli, Piazzetta Arco di Trionfo, Lecce
The Castle of Otranto

Porta Napoli, Lecce

Porta S.Biagio, Lecce
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BETWEEN OVERTOURISM AND UNDERTOURISM
Implications and Crisis Management Strategies

INTERNATIONAL CONFERENCE

PUGLIA
ITALY

JUNE 26TH TO 29TH 2019
SESSION IA

THEORETICAL APPROACHES TO UNDERSTANDING THE PROBLEM OF OVER- AND UNDERTOURISM
MEDIA STRATEGIES FOR COMBATING UNDER-TOURISM AND CRISES

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Many countries would like to increase their tourists figures but it is not always possible because of various crises and stereotypes. How do marketers react when these stereotypes constitute a barrier to tourists arrival? This issue is even more frustrating and challenging in cases where such officials feel that the negative perceptions of their destination—as “boring”, “dangerous”, or “gray”, for example—has no connection to reality. Despite of the fact that stereotypes can be a serious barrier to the arrival of tourists, comprehensive studies, have rarely been conducted to date.

The “multi---step model for altering place image”, suggest twenty---four strategies to restore place image, divided into three the broad categories of source, audience and message (SAM strategies). Using this model, the aim of this study is to examine the strategies that countries around the world have chosen to deal with under---tourism and stereotypes. Three main research questions are examined in this study:

1. What kinds of stereotypes are the focus of the campaigns? 2. What are the most popular strategies used by countries seeking to combat under---tourism or negative perceptions? 3. Do the strategies differ either according to the continent where countries are located or according to the type of political regime? This examination made use of quantitative and qualitative analysis of 70 ads, that were uploaded to YouTube, produced by 47 countries. The analysis shows that marketers were creative in fighting under---tourism and stereotypes. We mainly saw the use of three kinds of marketing strategies: source (such as personal testimonies, “Come see for yourself”), message (expanding the image, celebrities, opposite message to the stereotypes, association to prestigious places), and audience (target audience values and changing the target audience).
Sustainable tourism is becoming important economic activity of many country destinations; and many governments and destinations count on expected sustainable growth of tourism in the future. In a framework of existing sustainable tourism development paradigm, tourism development seemed the right sustainable and a positive developmental opportunity. However, after decades of faith into sustainable and responsible tourism development and growth, tourism decision makers and researchers are facing a new phenomenon of tourism reality, which connects to tourism volume or size and its corresponding sustainable (positive) and unsustainable (negative) impacts. Overtourism, meaning too much and in an unsustainable way, brought evidence on elusiveness of achieving sustainable tourism. On the other hand, number of tourist destinations are experiencing under-sized tourism visitation, which fails to fulfil the criteria of economic sustainability and competitiveness. Both over- and under-tourism generate serious problems and challenges and open the question of sustainable size of tourism for any destination.

The purpose of this study is to contribute to the economic sustainability and tourism volume discussion. It will use the main sustainable – responsible tourism disciplinary paradigm. A three stage sustainability – unsustainability metrics which covers undertourism (too low volume and impacts), sustainable tourism (responsible – sustainable tourism and impacts) and overtourism (to high volume and negative impacts). The real cases for he given situations will be comparatively presented, analysed and discussed. Implications for further research on the suggested sustainability – unsustainability tourism metrics will be presented.
CREATIVITY AND INNOVATION BASED SOLUTIONS FOR SUDDEN UNDER-TOURISM DUE TO SECURITY-INDUCED TOURISM CRISIS

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A distinctive case of under-tourism is evidenced in shifts and abrupt drops in tourism demand due to security-induced tourism crises. Nowadays, destinations worldwide encounter the challenges of tourism crises resulting in unexpected swift changes in tourism demand, and are in need of new and improved holistic solutions.

As crises leading to under-tourism is a complex problem of change and uncertainty it poses substantial challenges on both supply and demand. These should be managed and mitigated in a standard that suits their serious negative ramifications. The domains of creativity and innovation hold an inherent advantage in such cases as they behold the essence of flexibility and open-minded of thought and conduct. As such they lead the way to improved, more resilient and out-of-the-box solutions that step away from the recurrent, familiar and old-school repertoire in dealing with this problem.

A qualitative study, from the viewpoint of creativity and innovation, was conducted in examining Israel’s most catastrophic tourism crisis (2000-2008) and unexpected acute under-tourism. It introduced a conceptual model of creativity and innovation based crisis procedures, strategies and practices. The model is applicable in cases of crises leading to under-tourism. Destination worldwide seeking alternative, new and “out-of-the-box” solutions might benefit from the mapping, development and implementation of such solutions using this model.

As findings suggests, “old school”, repetitive or “trial and error” solution come with a high cost, as previous experience and lack of appetite for any new perspective. Yesterday solutions might not be enough in encountering today’s problems. On the other hand, “new” and “innovative” are trendy buzz words that need proper clarification and insight beyond the familiar and obvious. The conceptual model presented in this study clarifies on that.
USING UNDERTOURISM IN DEALING WITH OVERTOURISM: COMMUNITY CONSIDERATIONS PRIOR TO SHIFTING

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One of the frequently discussed strategies on how to mitigate the negative consequences of overtourism in tourist destinations is shifting visitations to, much less visited but not less attractive, destinations. However, hardly any research mentioning this “shifting strategy” indicated what are the imperative precautions that need to be taken in order to guarantee a sustainable process. Within this context, one of the leading dilemma is how to assure that by shifting tourists from "bitten tracks" to hardly visited destinations the local community's quality of life and standard of living will not be negatively affected. Furthermore, this shifting process may lead to local community's antagonism against tourists and tourism and subsequently to their manifestation of frustration and outrage in an explicit and even violent form.

Based on several case studies, the presentation will argue that avoiding such negative impacts is attainable should a careful planning process, that takes public participation in tourism planning seriously, and that is based on community feasibility study is implemented.

Based on the concept of "community-based tourism", the presentation will expose a combined theoretical and methodological tool – the Normative Value Stretch Model (NVSM), and evaluate its potential in mapping the limits of acceptable change of host communities. If used prior to shifting, such communities that are chosen to absorb new waves of unwanted tourists, many future cases of overtourism may be avoided.

The presentation will discuss the possible application of this tool in current and future cases and will suggest some further management consideration to assure implementation of these limits for acceptable change on ground.
SESSION IB

SUSTAINABILITY AND OVERTOURISM
TURNING DESTINATIONS TOWARDS BALANCED TOURISM:
THE CASE OF GERMAN BALTIC SEA

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Frequently the phenomenon's of over- und undertourism can be found in the same destination. While many suffer during a short two- to three-month period from reaching the limits of natural, economic and social carrying capacity they remain under used during the rest of the year. Well known models as the TALC of Richard Butler focus on the range of elements of critical capacity while the high season when discussing strategies of further destination development. But in case of observing heavy overtourism phenomenon’s only during a short period of the year development approaches concentrating on a further increase of the number of guests while the already critical high season hold a very high risk of failure.

An alternative strategy frequently discussed is the development and strengthening of side and low season tourism. At a first glance it seems very logic to use existing capacities and infrastructure to attract new guest groups fleeing crowded destinations. But in practice this approach raises several questions for destination marketing. Destinations suffering from extreme high demand while the high season are well known and therefore have a certain brand image. By this a first key question is: do the core brand values of the high season fit also while the rest of the year? This is directly linked with further questions: are the same key attractors relevant, are the target groups the same. More general spoken a central question is about the destination branding. Can such destinations of over- and undertourism periods work with a single brand strategy or do they need automatically a multiple branding?

This paper discusses the case of the destination Lübecker Bucht located at the German part of the Baltic Sea and which is a typical over- and under tourism sea side destination. Based on a Germany wide qualitative online panel based survey travelers cognitive and affective associations linked with holidays while spring, autumn and winter are shown. Considering limitations of the marketing budget brand strategy options covering the diverse expectations of high- and low season guests will be presented supporting a future escape from extreme undertourism periods without creating further pressure while the high season.
LIMITS ON SUSTAINABLE TOURISM USE FOR DIVING ACTIVITIES

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The general objective was to regulate the tourist-recreational activities that are developed within the Akumal Bay -Mexico- with limits of acceptable change (LAC) and tourist carrying capacity (TCC), with sustainable use. The method applied an interview script to key informants, a field checklist with georeferencing, one workshop with local stakeholders; analysis of satellite images and applications of formulas for the CCT. Results include the SWOT analysis of the Akumal Bay, the tourist capacity of sites for simultaneous users. Indicators for LAC were determined. Public institutions will be able to design better policies and strategies linked to tourism and sustainability.

Keywords: tourism, sustainability, carrying capacity, Akumal Bay.
Tourism in Montreal has been experiencing a significative growth since 2010. In fact, the record of tourist numbers in the city, registered in 1967 on the occasion of the Universal Exposition, is about to be broken. Although overtourism is not yet an issue in Montreal, the 11 millions of tourists who visit the metropolis might be engendering the first signs of this phenomenon, especially in the most touristic areas. Nevertheless, these facts seem to be ignored by the tourism stakeholders who are focused on the expected annual growth of 6% until 2023. In this context, we may wonder whether Montreal might be facing a situation of overtourism during the next years? To answer this question, we have proceeded in three different phases: first, we have realized an extensive review of the literature regarding the concept of overtourism. This helped us to develop an assessment chart which will identify the main indicators of this phenomenon according to different disciplinary perspectives. Secondly, we have completed the assessment chart by integrating the observed precursor signs in six different cities suffering from this phenomenon. Finally, we have analyzed the case of Montreal by using our previously created assessment chart. This has allowed us to describe the portrait of the current touristic situation of the city and determine the evolution for the following years. The results of this procedure have concluded that Montreal presents the same precursor signs of the other studied cities facing overtourism. Among these signs we distinguish a strong concentration of tourist numbers, hostile public protests regarding the tourists, difficulties to frame the online housing platforms (Airbnb), a voluntary blindness from the elected representatives and an increased pressure to develop the tourism industry.
Since 2017, the term “overtourism” and the discussion surrounding it has received a great deal of public attention. Focused on some extremely crowded urban tourist destinations and stimulated by intensive media coverage on visitor pressures and the negative effects triggered by tourists, the discussion regarding the phenomenon of overtourism is nevertheless characterised by a few prominent urban tourist destinations. This raises the question as to what extent this discussion, which is triggered by a few extreme examples, can be seen as an indication of an increasing general rejection of tourist visitors.

Relatively little is known about urban tourist destinations that are not (yet) the focus of extensive media coverage. Is it possible to identify negative attitudes already (even if they are not yet publicly visible)? Are there indications that, apart from the sheer number of visitors, other socio-cultural or demand-related aspects are also relevant for the acceptance of external visitors?

By choosing Munich as an example of a city with a high level of visitor intensity that at the same time still has a population with relatively few directly visible negative attitudes regarding tourists, the question of which aspects are relevant for perspectives about tourist visitors is one worth asking. This article is an attempt to contribute scientifically and unemotional to the existing media discussion.

**Keywords**: overtourism, urban tourism, Munich
SESSION 1C

OVERTOURISM IN THE CONTEXT OF URBAN SPACE
The sharing economy is a fast growing, global phenomenon with Airbnb being the dominant actor within the “grey accommodation market”. While there are already several publications on the supply and demand side of providers such as Airbnb and their impact on destinations in general or on single actors such as the competing hotel sector, this study deals with one group of actors, which has been neglected so far in this context: the inhabitants of a city affected by Airbnb, etc. in their own apartment building or immediate neighbourhood. A representative survey among Munich residents examines in how far they actually perceive different problems possibly caused by Airbnb, etc. – e.g. noise pollution, vandalism, reckless behaviour, waste separation and alienations – and analyses which aspects have an impact on this perception. Influencing factors are, among other things, media reports about Airbnb, etc. in Munich as well as from other cities, the residents’ specific living situation (e.g. spatial distribution of households, number of households in a multi-party house, in-house fluctuation, relationship to neighbours, household size) as well as their own experiences with Airbnb, etc. in the past. In addition, the study identifies four types of residents affected (doomsayers, optimists, reflected as well as indifferent residents), which not only differ in their perception of Airbnb, etc., but also in their spatial distribution. As conclusion, comments on limitations and further research and recommendations for action for the City of Munich are made.
One of the most important trends in contemporary tourism is the increase in urban tourism, both in absolute and in relative terms. In some destinations, e.g. Barcelona, the pressure from tourism on local resources such as housing and urban space has reached a point where we begin to speak about overtourism. The development of overtourism is related to decreasing relative costs of travel, e.g. low-cost aviation, and increasingly accessible forms of cheap accommodation, such as Airbnb.

Based on a literature review, this presentation has three aims. Firstly, to conceptualize overtourism, to see what issues it aims to describe, and how it relates to a more general discussion about urban sustainable tourism. Secondly, to situate overtourism by investigating in what geographical contexts it has been used. This will be discussed in terms of geographical scales and territorial levels. Finally, it aims to suggest a framework, by which the concept of overtourism could be put in a context of a more general discussion on urban sustainable tourism.

It will be argued that the current debate about overtourism is too much focused on localized spatial conflicts, primarily concerning social sustainability. Thereby, urgent issues related to the global environmental impact of urban tourism, i.e. climate change, is at risk of being put in the background.
MASS TOURISM AT A TIPPING POINT: EXPLORING THE MEDIATISATION OF OVERTOURISM

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The phenomenon of overtourism encapsulates the zeitgeist of contemporary mass tourism. It has gained attention lately as an unsustainable consequence of the intensification of destination management principles in urban economic planning strategy. Stories about “the invasion” of visitors into a number of popular European cities frequently circulate in news and social media. Research has begun to examine the social and economic causes of overtourism, but the phenomenon is undertheorized (e.g. Dodds & Butler, 2019). Even though a number of studies show that media narratives can dramatically increase the flow of visitors to a place and that such narratives affect the way visitors travel and interact with urban spaces (Panayiotopoulos & Pisano, 2019), processes of mediatisation are frequently neglected in tourism studies. The cultural transformations of our time are defined by globalisation and deep mediatisation (Couldry & Hepp, 2018). Hjarvard (2009: 160) defines mediatisation as “the process whereby society to an increasing degree is submitted to, or becomes dependent on, the media and their logic.” The concept emphasise the institutionalisation of the media and the dialectical relationship between the media and social institutions (e.g. family, work, politics, war, etc.).

The research aim in this paper is to conceptualise overtourism through exploring how it is mediatised in news reports and social media posts. Overtourism is here approached as cultural practice informed by a particular media dramaturgy. The study underscores the close relationship between media narratives and tourism saturation in cities. We contend that the mediatisation of overtourism contribute to the attractiveness of destinations, whilst at the same time mitigating flows of tourists to these destinations. Overtourism is constructed as a threat to not only the ecosystem of cities, but to local culture, world heritage sites, and community life. At the centre of the drama is the conflictual relationship between the natives (local residents) and the foreigners (tourists). Overtourism becomes an issue about rights and responsibilities, us and them, self and other. While mass tourism is intertwined in the economic growth and development of modern society, overtourism brings commercialization, urban decay and cultural despair. Hence, overtourism is not so much about unsustainable travel patterns, as it is about a range of other political issues tied to, for instance, current housing and labour conditions in many European cities.

Keywords: overtourism, urban destinations, mediatization, sustainability, narrative analysis, politics

References


Thermal tourism is a phenomenon in continuous evolution, complex and fragmentary in its implementation dynamics, dominated by different trends over the years. Italy has always been a leading country for thermalism, always at the top among the most sought-after destinations for foreign tourism, which favors health places linked to the landscape, art and culture. The main thermal areas, in fact, have always been located in particular treasures of natural and cultural biodiversity, which have allowed the areas to tend to local development. However, in recent times, while the need for quality tourism is growing, aimed at people’s needs, in generalized form, all the thermal resorts are living a moment of undertourism. In fact if the number of tourists does not reach a critical mass, the level of services offered is also negatively affected, and this may affect the tourists’ perceived experience.

The thermal resorts, if properly exploited, could trigger virtuous processes that could become a response to the need for growth in this time of crisis. Thermal tourism can be seen as a variable for the revival of the local economies, especially in areas of value. The imposing wave of the undertourism phenomenon took the employees of the thermal tourism management by surprise, so that, in the current transition phase, it is without design idea, limited in promotional investment, undervalued by public and private programmers.

Nevertheless, some thermal localities have implemented strategies that have enabled them to respond to the crisis by proposing new alternatives, adapting to the increasingly innovative demands of the market.

The paper intends to report on the thermalism situation in general in our country between overtourism and undertourism and in particular about thermal tourism in Calabria Region. The thermal Calabrian places have been affected by a strong undertourism phenomenon, however some of them have implemented experimental and innovative strategies for the revival of their territories.
SESSION IIA

CASE STUDIES FOR UNDER- AND OVERTOURISM
‘RIGHT TO ROAM’ OR ‘RIGHT TO RUIN’? A CRITICAL ASSESSMENT OF REGULATION PRACTICES IN THE CONTEXT OF OVERTOURISM

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Overtourism has largely been associated with city tourism (e.g., Venice, Barcelona), historic sites (e.g., Machu Picchu, Forbidden City) or 3S destinations (e.g., Majorca, Boracay). Although actual visitor numbers are often lower in rural destinations and there is less noise about the damages caused by the influx of tourists, imbalances between tourism growth and local communities’ quality of life increasingly become issues in non-urban areas. One example is Norway, where untouched nature, pristine landscape and adventurous experiences have contributed to a sustained tourism growth while tendencies of overtourism are emerging at certain sites in the peak season (e.g., Trolltunga, Lofoten). The public debate around the increasing (seasonal) visitor pressure has turned the focus to the right to roam (Norwegian Allemannsretten). The freedom brought by Allemannsretten encourages residents and foreign visitors to explore nature and almost unrestrictedly access Norwegian countryside. With these rights come responsibilities and duties that Norwegians are generally aware of and ensure to behave according to the citizenship-tourism model. Considering the heterogeneity of markets, the awareness among international visitors is often limited, leading to (unintended) misbehaviour. The right to roam combined with unsatisfactory educational and interpretive strategies comes at cost for local residents and visitor management strategies are needed to avoid that imbalances negatively impact residents’ lives and impede sustainability goals.

Based on secondary data and existing literature, this conceptual paper aims to critically assess how different regulations, licensing practices and visitor management strategies can impact the cultural, environmental, economic and social sustainability of destinations. Norway, New Zealand and the Azores will be used as country case studies to explore regulation approaches, identify country-specific legislations, assess what type of areas are regulated, ascertain who is regulating them, and evaluate whether and how regulations have benefited the destination’s sustainability. Innovative strategies and research implications will be suggested that anticipate imminent issues related to overtourism.

Keywords: Overtourism, right to roam, regulation, visitor management, sustainability
In recent years, the overtourism concept has become one of the major topics in tourism studies. It can be argued that the topic has kick-started again the discussion about the negative impacts of tourism with a focus on the urban context and the most visited cities such as Barcelona, Venice or Amsterdam. However, the definitions of the concept are still a moot point, and the scope of the term has not been discussed yet in terms of historical and natural protected rural areas. The paper aims to provide a lens to assess overtourismification of the protected rural areas and the processes of tourismification by analyzing the spatial indicators based on satellite imaging. As the Olympos ancient city in Antalya/Turkey case clearly demonstrates, both natural and historical protected rural areas are staging a unique transformation process due to their specific legal and conservative status which is distinct from that of urban destinations. The social indicators of overtourismification, tourismophobia, anti-tourism movement, that is to say, discourses of distourismification are more unnoticeable than the urban heritage destinations. On the other hand, the environmental and spatial indicators of excessive tourism activity or the transformation of physical landscape are more observable and determinable in the rural context. A spatial analysis method based on footprints from satellite images has been employed. This method allows tracking the processes of tourismification of the protected areas by bringing in new concepts such as “mistourismification”, “distourismification” and “overtourismification” to this analysis.

Keywords: Overtourismification, mistourismification, distourismification, protected rural areas, Olympos/Turkey.

Acknowledgments
The research of this paper is financed by the Spanish Ministry of Economy, Industry and Competitiveness (POLITUR project. CSO2017-82156-R) and AEI/FEDER, UE and by the Department of Research and Universities of the Catalan Government (2017SGR22).
THE CHALLENGES OF TOURISM DEVELOPMENT IN URBAN WETLAND ŠKOCJANSKI ZATOK NATURE RESERVE

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On the border between the Adriatic sea and the land, where the rivers Rižana and Badaševica used to flow into the sea, lies the Škocjanski zatok Nature Reserve, the last witness to the insular past of the town of Koper and the Slovenian largest brackish wetland (122 ha). The creation of the Škocjanski zatok is closely connected with the urban and spatial development of Koper and its surroundings, and with the municipal government’s decision to reclaim the area for urban development. After many years of degradation and destruction the civil initiative takes over with the vision to protect the devastated wetland and started the process of renaturation. The outstanding ornithofauna, together with rare halophyte vegetation and other peculiar habitat types, were the main arguments which lead to the protection of Škocjanski zatok in 1998. In the years 2006 and 2007 the restoration of the lagoon takes place and after many years life returned to Škocjan lagoon which is now thrilling with rich marine and brackish flora and fauna.

The restored reserve nowadays contributes to better quality of life of the local population and has become a new destination of quickly developing nature-based tourism (attracting responsible visitors and helping to extend the region’s tourist season). Different target groups have the possibility to fulfill their tasks, such as elementary and secondary school programs and universities. A special attention is paid for specific interest groups related to nature history, ornithology, art, craft and earth sciences. Properly selected forms of tourism represent a supportive activity and generally have a positive effect on the maintenance and promotion of the studied protected area. However, the risks of adverse events with increased visits and possible negative consequences for this sensitive environment should also be acknowledged. It seems that the development of a tourist offer has led to the point where the issue is at stake: more or less tourism in Škocjanski zatok Nature Reserve?

Keywords: protected areas, nature-based tourism, Škocjanski zatok Nature Reserve
IS OLD QUEBEC NORTH AMERICA’S NEXT VENICE?

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Since its incorporation to the UNESCO List of World Heritage sites in 1985, the historic district of Old Quebec has experienced a sustained touristic interest to the point where the number of tourists has quadrupled between 1986 and 2016. Meanwhile the number of residents of this district has continuously decreased and there were in 1950 more inhabitants in the Old Quebec than there were in 2016. For many local residents, the district of Old Quebec is becoming an open-air museum for tourist consumption and more specifically for cruise passengers passing through the city. Despite this situation and despite press articles, complaints of citizens triggered by the excessive flow of tourists and concerns of some retailers, public actors and tourism associations continue to support the growth of tourism by highlighting the economic benefits of the industry. In this context, the present proposal has a twofold purpose: on the one hand, to characterize the tourist phenomenon in Old Quebec through an overtourism analysis grid built from literature and, on the other hand, to analyze the interplay between the destination’s actors by mobilizing stakeholder theory to identify the positions, role and legitimacy of each of these actors. The results of our study show that the situation in the district can be described as overtourism and may eventually lead UNESCO to identify Old Quebec as an endangered site if mitigation measures are not taken.
SESSION IIB

CASE STUDIES FOR UNDER- AND OVERTOURISM
TOURISM SOCIAL IMPACTS AND RESIDENT PERCEPTIONS.
THE CASE OF BARCELONA

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Barcelona breaks tourism records year after year. Meanwhile, a growing number of neighbourhood protests have made visible social unrest due to tourism’s negative impacts. As tourism’s pressures have intensified, perceptions of the negative impacts of tourism have gained ground and reached neighbourhoods that were traditionally unsaturated, as well as broader sectors of society.

This study examines the social impacts of tourism and its perceptions on a sample of Barcelona city neighbourhoods. The research identifies potentially conflicting factors and their evolution over time, as well as analyses how the local population perceives tourism in their neighbourhood. Finally, the different neighbourhood realities and the social perceptions of tourism are compared to establish the main causes of social unrest.

The analysis is based on a preliminary literature review of secondary sources that establishes the state of the art on tourism’s social sustainability, as well as and patterns of residents’ perceptions of tourism. Institutional documents are also consulted to gather data on the scope of the phenomenon and its effects on the city of Barcelona. A case study is later conducted based on the selection of the five neighbourhoods where tourism has been identified as the major problem. Statistical data processing and documentary analysis of institutional, academic sources, press articles or social movement websites followed. Lastly, several in-depth interviews with community representatives are also conducted to collect information on local perceptions of the effects of tourism.

The results lead to conclude that, despite the differences between the studied neighborhoods, there are significant coincidences in the identification of tourism negative impacts. Not only the most direct consequences (such as incivility or public space congestion) are largely agreed on tourism’s major negative impacts, but also indirect ones (such as population displacement and the weakening of social structures). These factors can thus be classified as impacts related to housing access, the transformation of the commercial landscape and coexistence in a public space.
Overtourism has become a strong concern for local populations and policy makers in many tourism destinations, especially in Europe. In Italy, the growing number of tourism arrivals, spurred by platforms such as AirBnb, has created discomfort for the host communities. On the other hand, in Sweden, the tourism sector is steadily growing and so far, still not causing strong stress on the receiving end. Still, both countries strive towards a development of tourism that is a positive contribution to local economies, especially for rural areas. Considering the situation of cities such as Venice, it is important to discuss how policy makers and institutions plan to attempt to induce a shift in the flows of tourists from crowded cities to other, less visited, places. In this study, the national tourism strategy documents and projects meant to finance enterprises related to tourism in rural areas have been analysed through a qualitative content analysis. The examples taken are the project “Cammini e Percorsi” (Paths and Routes) in the case of Italy and “Det Nya Matlandet” (The New Country of Food) for Sweden. In the Italian case, the project is also related to a shift in the tourist flows from major cities, while, in the case of Sweden, the project was also meant to support tourism in rural areas. The policy evaluation of the countries’ national tourism strategies and of financing schemes gives an overview of how governments directly and indirectly tackle issues related to overtourism and “undertourism,” the latter being often related to the depopulation of rural areas. The results present the relations between the national policy goals and the funding schemes and provide different insights in how effective and ineffective certain policy measures are, in order to inform future policy-making.
THE CHALLENGE OF OVERTOURISM IN WORLD HERITAGE CITIES.

THE CASE OF SANTIAGO DE COMPOSTELA (SPAIN)

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Over the past decade, the concept of overtourism has been approached both theoretically and empirically, thus engendering a wide academic debate. We will adopt this same approach in the present proposal referring to the city of Santiago de Compostela (Spain). It is an international urban tourism destination and, more importantly, is the final destination of the Camino de Santiago, the first European Cultural Itinerary, and one of the most important pilgrimage routes in the world. For this reason, we will present a comparative analysis of pilgrims' and tourists' arrival data to introduce the debates about cargo capacity and 'overtourism' in a historical center of 169.9 hectares. The city of Santiago de Compostela is an interesting urban context as it hides some signs of tourismphobia. Therefore, the main objective of this work is to reflect on its contemporary tourist evolution that seems to be menaced by the ghost of 'overtourism'. From the methodological point of view, multiple approaches to contemporary tourism research are adopted, thus combining quantitative and qualitative methodology. The quantitative contributions come from the exploitation of primary data of the Observatory of Tourism of Santiago de Compostela, managed by the CETUR (Center of Tourism Studies) of the USC. The qualitative approach consists of semi-structured interviews directed at the local community (stakeholders, local agents and citizens). As a result, we will point out perspectives regarding the perception of this debated process of 'overtourism' in Santiago de Compostela. Finally, we will introduce reflections on possible actions to ensure sustainable urban tourism development.
The impressive reputation of beach destinations is well documented in Thailand. Due to their popularity, many beach destinations are affected by negative environmental and social impacts and require special attention from stakeholders, especially in relation to destination management. Local communities have been experienced numerous effects of the vast urbanization expansion. Landscapes, facilities and utilities have been modified to meet the needs of the tourism industry, more than locals. It is known from the tourism literature that stakeholder participation plays an essential role if a destination is to be developed in a sustainable way. Thus, this study aims to explore the local community participation in destination management approach in the case of Hua Hin, an urban beach destination in Thailand. Through the use of mixed research methods, the quantitative and qualitative approaches were applied. The quantitative survey was collected from 120 local residents whereas the semi-structured interviews were conducted from nineteen tourism stakeholders. The study revealed that the local communities do not regularly participate in all stages of tourism management at present; however, they desire more opportunity to participate in the future. Moreover, various destination management issues were also demonstrated from the content analysis. The study benefits future development of Hua Hin, and other urban beach destinations in Thailand particularly on the aspects relating to the management of the demand of tourism expansion and the quality of life of local community.
SESSION III

STRATEGIES TO HANDLE THE PROBLEMS OF UNDER- AND OVERTOURISM
DIGITAL VISITOR FLOW MANAGEMENT AT THE GERMAN-SWISSBORDER AREA

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This paper examines visitor management in the German-Swiss border area of the Lake Constance region. Taking a customer perspective, it determines the requirements for an application with the ability to optimize personal mobility. In the summer months, Lake Constance is also a popular destination for leisure tourists, which causes overtourism. The research area is the Lake Constance region. Its unique location with the three neighboring countries of Germany, Austria, and Switzerland all bordering one lake have made the region extremely popular with both international and domestic visitors. In addition to leisure tourism, exchange rate differences (and the ability to recover sales tax differences) have caused year-round shopping tourism to develop in the region. Due to the favorable exchange rate, many Swiss will cross the border to do their weekly shopping in the border cities of Konstanz, Singen, or Radolfzell. Their location on the shores of Lake Constance has an effect on (traffic) infrastructure, which leads to congestion, especially in the high season in summer, when the different streams of visitors coincide.

For the first time, the research results presented here, offer possible solutions, in particular by showing how a mobile application for visitors could defuse the situation. A quantitative study and a survey of focus groups were conducted to identify movement patterns of different types of visitors and their requirements concerning the development of a visitor management application. Visitors want an app that provides real-time forecasts of issues such as traffic, parking, and queues and, at the same time, enables them to create a personal activity schedule based on this information. The results may lead to an optimization and separation of mobility flows in the research area and be helpful to municipal planners, destination marketing organizations (DMOs), and visitors.
SPATIAL AND SEASONAL DISTRIBUTION OF VISITOR FLOWS: STRATEGIES TO MANAGE OVERTOURISM

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Current issues and developments related to Overtourism are questioning well-established concepts and strategies of destination management and marketing. This can especially be stated for – at least in quantitative terms – successful destinations. As a consequence of this, new ways of dealing with tourism development seem to be necessary and are currently in discussion both in tourism practice and science.

In order to identify how a spatial and seasonal distribution of visitor flows can help to deal with negative impacts from Overtourism, a qualitative survey was conducted with a total number of 19 European Destination Managers from both urban and rural destinations. The interviews were evaluated according to principles of the GABEK®-method by using the accompanying WinRelan®-software. This method can be regarded as helpful to unveil semantic relationships between individual statements of interviewees, which can be presented in the form of visual network graphs.

Based on the results of the empirical study, it can be said that the Overtourism debate exists in both urban and rural areas. The destination managers emphasized that with a regard to urban destinations, a spatial distribution of guests can help to deal with high visitor numbers if the demand for certain known hotspots appears to be persistently high. This idea can also be applied beyond the city border by creating a distribution of visitors into the surrounding rural areas. In these regions, real-time monitoring and the integration of new technologies as well as flexible pricing can contribute to the distribution of visitor flows. In addition, a better seasonal distribution of guests can help to reduce the tourist flows at certain periods of the year.
MODELLING THE CHARACTERISTICS OF THE EUROPEAN SHORT-STAY TOURISM MARKET

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Over the last 20 years, tourism patterns have changed across Europe, with a decrease of the average number of overnight stays and an increase in the number of domestic and international trips. Short-stay trips (up to 3 consecutive nights away) are popular among Europeans, with cities being key destinations as evidenced by average growth rates of between 4 and 5 per cent per year in the top 10 European cities. Preliminary findings from 2015 suggest that 5% of Europeans went on holiday trips more than 10 times, 8% between 6 to 10 times and 10% between 4 and 5 times. As the growth in short stay holidays has been identified as one of the potential causes of overtourism in European cities, it is essential to understand the characteristics of this market, which is the aim of this paper.

This work examines demographic variables in relation to how frequently they took holiday trips. Data is derived from the Eurobarometer survey 2016 which contains the data for 30,000 individuals who were European residents in 2015. In order to account for the ordinal nature of the dependent variable and for the fact that the distances between the different categories are not equivalent, the ordered probit model is used. The underlying dependent variable is the number of short-stay holiday trips measured as seven categories (none, once, twice, 3, 4 or 5, 6 to 10, and more than 10 times). The results of the ordered probit model show that the probability of the number of short stays is significantly higher for highly qualified occupations, civil servants, single households, people in large cities, men and younger people. Country of origin is of major importance with residents from the Nordic countries have a higher likelihood for frequent holiday trips, followed by some Eastern European countries.
This paper investigates the perception of overtourism at cultural heritage sites within Europe. The data is based on the responses from a 2017 survey of 27,000 individuals in Europe. An ordered probit model is used to analyse the determinants of overtourism perception. The underlying dependent variable is based on the question to what extent the respondents agree or disagree that the “number of tourists visiting certain areas poses a threat to Europe’s cultural heritage”. About 11 per cent agree with it completely, 27 per cent tend to agree, 32 per cent tend to disagree, 24 per cent disagree completely and 6 per cent refuse to provide an answer. The independent variables consist of socio-economic variables (age, gender, occupation, social status and household characteristics) and location specific variables (vicinity to historical monuments/sites or living in a large city).

The results show that the degree of perception of overtourism at European cultural heritage sites varies widely across EU countries. Surprisingly, the probability that overtourism is seen as a threat to cultural heritage is highest in countries that have not experienced many anti-tourism protests (Poland, Finland, Ireland and Slovakia). The perception of overtourism in countries where this discussion is most pronounced such as Spain and Italy are in the middle range while the perception of overcrowding is lowest in Germany and the Scandinavian countries. In addition, individuals with a left-wing political orientation are more likely to respond that the number of tourists represents a threat to cultural heritage. The perception of overtourism does not vary significantly across age, occupation, gender and social status. Residents living in large cities feel more threatened by overtourism at cultural heritage sites, but this is not the case for residents living near a site. Separate results for residents living near cultural heritage areas provide similar results.
SESSION IVA

HERITAGE CHALLENGES IN OVER- AND UNDERTOURISM SETTINGS
RISK AND OPPORTUNITIES OF MEDIA RELATED TO OVER AND UNDER TOURISM IN WORLD HERITAGE SITES

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‘Overtourism’ is considered a dramatic scenario endangering the extraordinary heritage sites and tourism destinations. Overtourism is not equal to mass tourism, since it exceeds the Carrying Capacity, attracting far more visitors it would allow. It reflects human ambiguity between quantity and quality tourism. Being World Heritage site implicates managing tourist flows to promote or avoid Hit and Run tourism or to better balance visits geographically or timely.

Sustainable tourism strategies promoted by UNESCO seek optimizing, not maximizing, tourism, fostering conservation and protection of heritage and avoiding negative impacts. Limiting and optimizing all tourism related business and creating benefit for local people is key, instead of increasing infrastructure and services, attracting even more tourists and boosting revenues of investors.

Media and communication have always played a key role in attracting tourism. ICT and social media have in recent years increasingly influenced visitors behavior and consequently resulted in negative impact on the natural and cultural heritage sites. Recent studies in the Alpine Space show the consequences of “Instagramability” to single sites getting exponentially huge visibility, often without having adequate infrastructures available.

A changed tourism paradigm should be based on local evidences, giving priority to those services respecting the values of the place. A “heritage stewardship destination” model, focusing on quality tourism and involve all actors in decision processes creates value added for locals and visitors, offers opportunities to jointly engage in conservation of their heritage, to improve their own living standards and experience, and to share equally costs and benefits. Media and ICT applications will have a key role in such a management model, supporting the distribution of tourist flows, balancing over and undertourism, in space and time. It will further help to improve communication among local actors and stakeholders as well as contribute to awareness raising, dissemination of information, and influence tourist behavior.
CULTURAL HERITAGE VS. OVERTOURISM IN VALUABLE NATURAL AREAS.
THE GEOGRAPHICAL CONSIDERATIONS ON THE PHENOMENON

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The main research problems and questions: Natural protected areas (National or Landscape Parks, reserves, etc.) are increasingly faced with the problem of massive and sometimes out of control tourist activity. The phenomenon of overtourism, known and described so far mainly in urban space, has been also observed in regions considered to be zones of silence and sustainable recreation. However, in many cases – the valuable natural areas are also a unique combination of centuries-old human activity and cultural influences. The preserved elements of this heritage, as well as the unique settlements in the area, can constitute an excellent basis for creating cultural tourism products and routes. The main research question is if can we observe the situation, when cultural tourism in a certain way shapes the natural area? Does properly managed cultural tourism activity can be used to protect and preserve the valuable natural resources of the place?

Methods: To achieve the main goal of research, the case study analysis method (based on geographic research of tourism space), as well as surveys conducted among participants of cultural journeys and active exploration of protected areas were undertaken. In addition – the expert interviews with people responsible for shaping the region’s tourism space were also conducted.

Results: Case study analyzes from Poland, Germany and Scandinavia showed that the sustainable development of cultural tourism space, as well as the increase in the alternative forms of sightseeing’s offer and tourism activities in protected areas, have contributed to the diversification of tourism and "relieving" the most vulnerable places. Thanks to the rich cultural values of the region, the perception of the place in the functional context has also changed, which translates into significant changes in the distribution of tourist activity.
Rome is one of the cities that suffer the most for overtourism being a UNESCO world heritage site encompassing a large area of the historical city center including Vatican State areas. Despite overtourism is considered a significant emerging phenomenon, it combines with other urban complex unsustainable phenomena such as real estate values or traffic congestions due to other city functions as well the patterns of movement of the people living the city, i.e. recalling Martinotti’s model (Martinotti, 1993): tourists, city users, commuters and residents.

Starting from some preliminary field studies based on visual approaches, this paper aim at presenting a methodological approach to map the overtourism, undertourism and sustainable areas of the City of Rome. Integrating visual analysis and digital cartography tools, the methodology creates a geographical information system (GIS) that can be considered useful to analyse how tourism phenomena are differently distributed across the city. This map of urban complexity then it is used to proposed policy implications and creative tourism solutions than shows the need for further researches.
According to the definition of overtourism such as the impact of tourism on a destination, or parts thereof, that excessively influence perceived quality of life of citizens and/or quality of visitor experiences in a negative way, the contribution aims to measure this impact on all the territorial components of a site defined as "overtourism" through the social reporting tool. Consistent with the adoption of the socio-economic paradigm of "human development", the use of the social-reporting tool, common in the field of entrepreneurial management, is functional to the balance between generation of economic value and generation of impact social.

This mechanism translates into a circular system of self-assessment governance and verification of the objectives, on the one hand, and constant accountability towards all the subjects that interact with the phenomenon. However, given the current lack of shared and constrained metrics and measurement criteria, we will confine ourselves to applying tools introduced by Italian legislation also in order to verify their adaptability to the analysis of complex phenomena.

The application of social reporting to the phenomenon of overtourism could be functional to a strategic territorial planning of incoming tourism in critical situations, able to combine the economic impact of the phenomenon with its contribution in terms of generation and / or increase levels of well-being and social cohesion.
SESSION IVB

HERITAGE CHALLENGES IN OVER- AND UNDERTOURISM SETTINGS
SOCIAL MEDIA ANALYSIS OF THE TOURISM DESTINATION IN THE NATURAL WORLD HERITAGE REGION SWISS ALPS JUNGFRAU- ALETSCH

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The analysis of the presence of the world heritage site Swiss Alps Jungfrau-Aletsch in Instagram and Trip Advisor show considerable differences between over and under tourism in the region. The differences are caused by geographic situation, history of tourism, accessibility, marketing, destination management, fame of the tourist attractions, target groups. Meanwhile the main destinations are facing over tourism, the destinations with under tourism are still little popular, even though attractiveness and clustering of tourism highlights might be higher. Social media could provide opportunities to improve tourist flows to balance over and under tourism areas in the world heritage site.
OVER-TOURISM AND CROWD MANAGEMENT IN SACRED CITIES:
ARE THEY REALLY MORE RESILIENT?

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In recent years we have been experiencing more and more cases of over-tourism in many cities. The 'pioneer' city was most likely Venice, but the unofficial list is getting longer, and it now includes Barcelona and Amsterdam, as well.

Crowd Management is an interdisciplinary term that is under-researched in the context of urban tourism. The common contexts of crowd management are sports, political activities, festivals, events and pilgrimage.

Theories of crowd management were developed by psychologists and sociologists. Early social psychologists, such as Gustavo Le Bon and Gabriel Tarde, came up with terms such as "the origins of crowds", "mass imitation", "mob psychology" and the "theory of crowd".

Other early theorists include psychologists William McDougall, Sigmund Freud, Floyd Henry Allport and the sociologist Ralf Turner.

Contemporary researches are more pragmatic and are being carried out by scholars in the fields of computer sciences, architecture, urban planning, civil engineering and event management.

The purpose of this study is to elaborate on the topic of over-tourism in sacred cities. The disciplinary approach is multi-faceted, and includes geography of religion, sacred site management and event management. The methodology used is qualitative, relying on observations, participant observations and interpretation of historical and sacred texts. The main finding is that sacred cities are more resilient to issues of over-tourism.

In this presentation I will attempt to decipher the relative resilience of pilgrimage cities – with examples from ancient Jerusalem and contemporary Lourdes and Mecca – and will suggest a preliminary conceptual framework for understanding and managing large crowds in urban tourist settings.
Tourism represents the world’s leading industry, with dramatic growth projections and a potential reach that now touches every corner of the planet. In the ‘tourism age’, and with the unfolding of global flows, each territory can aspire to valorize its local specificity in terms of tourism, at the point that the tourist potential of places is increasingly emphasized as a lever for local development.

Nevertheless, this growth is not equally distributed: some places experience the arrivals of thousands or even millions of tourists each year, while other places are not included in tourism imageries. Such places often experience, at the same time, high level of unemployment and growing depopulation. In this scenario, the Italian Festival of Responsible Tourism IT.A.CÀ_migrants and travelers represents a collaborative experience that engages a network of over six hundred local, national and international organizations, giving life to socially innovative projects, and contributing to the development of the territory in a sustainable way. In ten years, this bottom-up festival has become an innovative platform where people meet, debate, discover, and experience what responsible tourism means. With more than 400 events organized every year, nowadays IT.A.CÀ – which was awarded in 2018 by the UNWTO as one of the most innovative projects in the world working in the responsible tourism field - is an itinerant project involving seventeen territories from southern to northern Italy, where meetings, debates, book presentations, urban and naturalistic trek, intercultural events and social activities become accessible thanks to the collaboration of local actors dealing with different themes: from the promotion of cultural heritage to sustainable mobility, from social innovation to urban regeneration.

Drawing from an analysis of the processes enhanced and valorized by and through the festival, this paper will display the results of a long-term action-research showing how cooperative creativity and shared practices of social innovation can lead to bottom-up tourism development that aims at dealing with the imbalances between over and undertourism presence. In particular, we will show how this innovative network promotes, on the one hand, alternative itineraries in tourist destinations, sustaining a delocalization of tourism through the valorization of less known territorial resources. On the other hand, this responsible tourism network brings innovative methodologies in rural areas, supporting the collaboration of local actors in becoming the lever for a more sustainable social development.
The Way of St. James is a worldwide pilgrimage route. This expression is used to refer to the many routes that an unceasing number of pilgrims walk or ride to get to Santiago de Compostela, the final destination of this medieval pilgrimage route and First European Itinerary. In our proposal we present a statistical historical evolution of pilgrims’ arrivals according to the data collected and published by the Church of Santiago. All of these routes have a relevant heritage offer, although they are differently equipped and present different positioning. The French route has been the most common one over the last few decades, thus introducing debates about its massification and heritage protection. As a matter of fact, pilgrims’ arrival data doubled increasing from 98,729 pilgrims in 2008 to 186,199 pilgrims in 2018. The second most relevant route is the Portuguese Way, which also recorded a significant rate increase from 9,770 pilgrims in 2008 to 67,822 in 2018. In this last case, two routes “compete”, the Interior Portuguese Way and the Coastal one. Concerning the Portuguese Coastal Way, data only started to be collected in 2016 when there were only 2,600 pilgrims, however that increased to 13,841 in 2018. At this point some reflections are required: if we assume that pilgrims somehow contribute to the tourist activity of the territory, how real is the risk of overtourism along the Way? Are the minor “undertouristified” routes potential future massificated routes? These reflections introduce the second part of our proposal, which is focused on the case study of the Portuguese Costal Way. After its brief contextualisation, we will advance a set of creative and innovative proposals of tourist projects enhancing the sustainable valorisation of the route as well as of its “intangible cross-border heritage”. Euro-regional identity, landscape, culture and heritage are only some of the territorial qualities that can be planned differently to design management tools.

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SESSION V

CONFLICT MANAGEMENT IN OVER- AND UNDERTOURISM SETTINGS
Decision making and strategic planning are two fundamental aspects of tourism management. In recent years, several authors have underlined the need of integrating participatory approaches in tourism development processes. Starting from the assumption that tourism is a complex phenomenon, we could argue that any possible decision making or strategic planning process need a well-established and grounded information about the given destination, its potentials and possible threats. In order to provide reliable services and understandable and coherent knowledge to public and private decision makers involved in tourism and in order to avoid possible unexpected tourism impacts related to overtourism or to find solutions for undertouristified areas, a Tourism Innovation Observatory (TIO) has been developed thanks to the InnoXenia project funded under the ADRION programme.

The aim of the TIO is to provide a framework structure for consultation and benchmarking as well as a platform for sharing the knowledge and capitalization of the best experiences in the field of tourism. Based on a meaningful representation of innovation, both in tourism destinations and in enterprises, through a combination of official data, indicators gathered through questionnaires, Best Practices and Web Data from private and public sources, the TIO allows to benchmark envisaged interventions and their impact on tourism services and structures and territories in terms of sustainability and competitiveness including evaluations concerning over or under tourism effects.
Between Overtourism and Undertourism: Implications and Crisis Management Strategies
International Conference, Lecce 26-29 June 2019

OVERTOURISM AND UNDERTOURISM IN MARGINAL AREAS - OPPORTUNITIES OR THREATS?

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The main research problems and questions: The problem of intensive penetration of tourist space from year to year is expanding all over the world. It concerns not only well-known and attractive tourist destinations, such as Barcelona, Venice or Dubrovnik, but also smaller centers, places and even natural protected areas. Overtourism causes not only numerous limitations in visiting places and permanent violations of sustainable development, but most of all a decrease in its attractiveness and changes in perception by tourists. This may lead to a decrease in interest and, consequently, functional changes in the tourism space. Does the phenomenon of overtourism, understood as a significant overrun of tourist saturation indicators, cause only negative effects in the process of developing the tourism space of the region? Is there excessive tourist activity in the marginal areas under the influence of strongly developed seasonality can contribute to the activation of space and the economic development of the region? Can universal "undertourism" be counterbalanced by controlled "overtourism"?

Methods: A case study of the Pomerania region (NW Poland and NE Germany) and an analysis of the spatial differentiation of the tourist function indexes and indicators. It concerns the region located in marginal areas, far from the main tourist traffic channels in Europe. In addition – social studies and SWOT analysis, based mainly on surveys addressed to users of Pomerania's tourism space, as well as experts’ interviews among people responsible for the regional and transboundary tourism development, was also conducted.

Results: Social and geographical analyzes of the overtourism phenomenon indicated its positive impact on the Baltic Sea region, which in the summer period (June-August) enjoys great popularity and supersaturation of tourism space. In the off-season, however, the place is empty, showing the strongly developed features of undertourism. Thanks to the massive tourist activity in the high season, the region can expand its offer and tourist base for the rest part of the year.
The ‘overtourism’ phenomenon has been discussed both within and outside academia whilst its counterpart ‘undertourism’ is largely under explored. Whilst strategic interventions are being instigated in many parts of the world linked to overtourism, undertourism remains undeveloped or linked to small scale projects. In this paper, we argue that overtourism and undertourism are complex phenomena and that can exist side by side in LDC’s (Least Developed Country). Therefore, this paper aims to analyse the complexities of over and under tourism in Myanmar using the lenses of the sustainable development and strategic planning frameworks. Consequently, we examine three dynamics: first we explore the historical context leading to the rise and rapid growth of international tourism in a country with at least six decades of international isolation; second, we examine the extent to which this context sets the scene for the discord between the rise of overtourism issues in the main tourism diamond of Yangon, Bagan, Mandalay and Inle Lake, triggering strategic interventions, and undertourism issues in other parts of Myanmar caused by lack of infrastructure, investment and inhibiting socio-economic practices; and thirdly, we investigate the effects that the humanitarian crisis of the 2017/2018 has had on inbound tourism in Myanmar per se. What is evident is that tourism numbers dropped dramatically and, as such, a series of ad hoc crisis management measures were put in place by the Government to mitigate the downfall trend. In conclusion what we see is that the Government was not willing to strategically tackle the undertourism / overtourism situation but, instead, to perpetuate it by attracting different markets, namely, Chinese, Japanese and South Koreans which exacerbated further the complexities of tourism in Myanmar. The methodology for this paper is derived from participant observation over a period of five months spent in Myanmar by the authors.
QNEST PROJECT: A QUALITY BRAND FOR SUSTAINABLE TOURISM

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This study aims to highlight the role of cross-border and inter-territorial cooperation policies on Adriatic and Ionian regions with particular attention to sectorial cooperation projects in the fields of tourism. This work introduces a novel interpretation for sustainable tourism of quality in Ionian and Adriatic regions, where QNeST Project (Interreg V-B Adriatic-Ionian. ADRION Program - Axis II SO2.1 "Promoting the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area") is building a network of operators active in the promotion of sustainable tourism.

Through the realization of a transnational model of participative interaction between private and public stakeholders the project will contribute to: improve and spread a common awareness on quality and sustainable tourism among different types of actors in Adriatic Ionian area; manage the local seasonality demand of tourism through the design and implementation of joint de-seasonal solutions; valorise the less well-known destinations through the fruition of new and updated routes between coastal areas and hinterland; facilitate the start-up and enhancement of tourist services through the promotion of joint marketing activities and the exchange of good practices at local and transnational levels.

In order to reach its objectives, QNeST project will launch a common brand, representative of quality standards for a sustainable tourism, based on co-design processes between key-stakeholders at local and joint levels (amongst partners) and on the capitalization of existing good practices related to the most interesting features of a sustainable tourism.

Keywords: sustainable tourism, Adriatic Ionian area, quality brand, seasonality
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