



‘Overtourism’?
**Understanding and Managing Urban
 Tourism Growth beyond Perceptions**

ETC Conference on Managing Sustainable Tourism Growth in Europe
 6 February 2019, Krakow, Poland







‘Overtourism’?

The issue

- 544.000 Google entries + headlines worldwide
- 54% population lives in cities (2015)
- 1.8 billion international tourists by 2030
- + mobility, middle class, affordable transport and accommodation
- Acceptable change + carrying capacity

‘Overtourism’?

Rebuffing myths

1. Tourism congestion is not only about the number of visitors but about the capacity to manage them.
2. Tourism congestion is commonly a localised rather than a citywide issue.
3. Tourism congestion is not a tourism-only problem.
4. Technological or smart solutions alone are important but will not solve the issue of tourism congestion.



‘Overtourism’?

Key conclusions

- Urban tourism makes an important contribution to the socio-economic development of cities and should contribute to create better cities for all
- ‘Overtourism’ = new buzzword for tourism congestion management and carrying capacity;
- To monitor & manage congestion, carrying capacity and ‘the limits of acceptable change’ consider quantitative & qualitative indicators;



‘Overtourism’?

Key conclusions

- Urban tourism needs to be part of the wider urban agenda
- Tourism congestion needs to be addressed through cooperation: tourism & non-tourism administrations + private sector + communities + tourists
- Measures cannot focus only on tourist numbers & behaviour – they should also focus on local stakeholders.
- Understanding residents’ attitude towards tourism & engaging communities is central.



Residents’ perspectives

8 cities – online questionnaire - 3153 respondents

Residents’

- Direct perceptions (*living environment*)
- Indirect perceptions (*quality of life*)
- Stakeholder perceptions



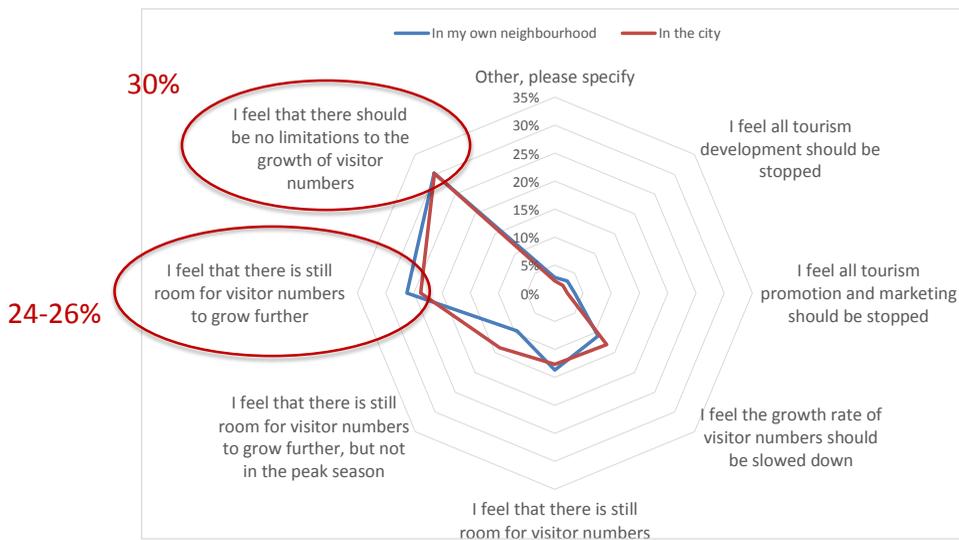
Most positive and negative perceptions

Positive (+)	Negative (-)
greater international touch	increase of price level/affordability of rental houses
more events	increase of price level/affordability of private houses
more positive image	increase of price level/affordability of taxis
protection of historical parts of the city	increase of price level/affordability of shops
restoration of traditional architecture	increase of price level/affordability of restaurants and cafés
more seasonal jobs in tourism	increase of price level/affordability of public transportation
more cultural supply (museums, cultural activities, etc.)	increase of price level/affordability of leisure facilities
greater numbers of tourist accommodations	less housing for residents
more opportunities to share knowledge/culture with visitors	overcrowding of public transportation
more leisure facilities	pollution, littering, noise
increased liveliness	overcrowding/obstruction of streets/sidewalks

All are direct perceptions: Spatial Economic Social



Attitude towards further tourism growth



Visitor management strategies

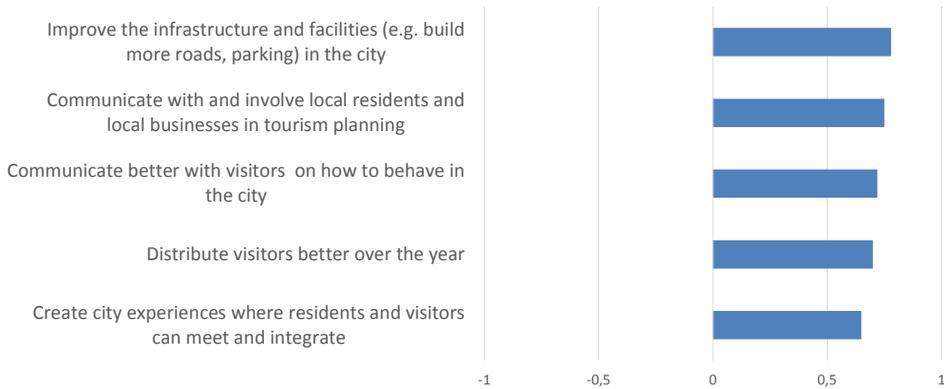
1. Promote the dispersal of visitors within the city and beyond
2. Promote time-based dispersal of visitors
3. Stimulate new visitor itineraries and attractions
4. Review and adapt regulation
5. Enhance visitors' segmentation

Visitor management strategies

6. Ensure local communities benefit from tourism
7. Create city experiences that benefit both residents and visitors
8. Improve city infrastructure and facilities
9. Communicate with and engage local stakeholders
10. Communicate with and engage visitors
11. Set monitoring and response measures

Attitude towards visitor mngt strategies

Top 5



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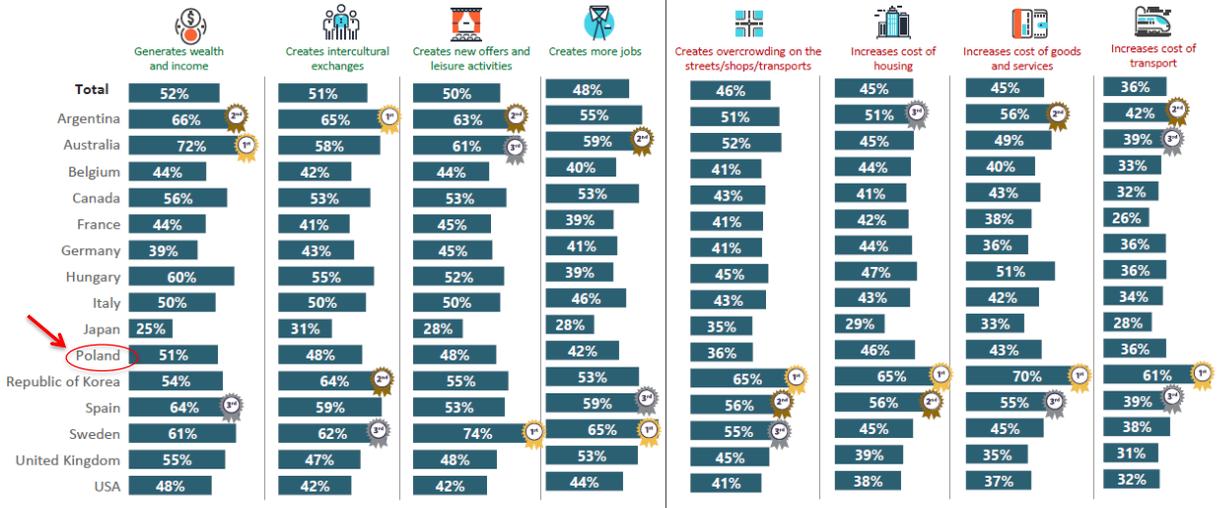
Global survey on the perception of residents towards city tourism: impact and measures

Executive Summary

<http://www2.unwto.org/press-release/2019-01-25/first-ever-unwtoipsos-survey-citizens-recognize-positive-impact-tourism>

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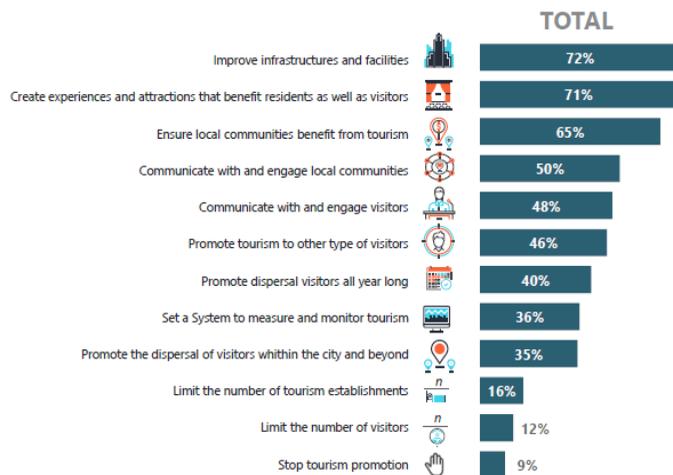
Q2. How does tourism impact your city? (by country)



Q4. What measures do you think are more adequate to deal with the increase in the number of tourists to your city?



'Improve infrastructures and facilities' (72%) and 'create experiences and attractions that benefit both residents and visitors' (71%) – the most important measures to address the growing number of visitors.



Case studies (examples of measures)

AMSTERDAM			
Strategy	Objectives	Measures implemented	Stakeholders involved
Promote the dispersal of visitors within the city and beyond	Spreading tourists out of the city and across the region	The city marketing activities of Amsterdam, executed by Amsterdam Marketing, shifted in 2015 from the promotion of Amsterdam as a tourist destination to spreading visitors, promoting cultural participation of residents and promoting the city among businesses. Amsterdam Marketing for example promotes attractions across the region and has campaigns for neighbourhoods outside the crowded city centre.	Amsterdam Marketing

Author:
City of Amsterdam - Department of Economic Affairs



Case studies (examples of measures)

CAMBRIDGE				
Strategy	Objectives	Measures implemented	Stakeholders involved	Results
Enhance visitors' segmentation	Market segmentation and new visitor markets. Understand demographics of visitor markets to Cambridge, and identify new growth markets who may be interested in going beyond the center.	The central theme of VCB segmentation for 2018 and beyond is to focus on the youth markets	VisitCambridge and Beyond (VCB) and partner universities	Dedicated stream of marketing and promotion by VCB focused at youth markets.

Author:
Dr. Michael B. Duignan, Senior Lecturer, Coventry University



Case studies (examples of measures)



NEW YORK CITY				
Strategy	Objectives	Measures implemented	Stakeholders involved	Results
Communicate with and engage local stakeholders	Encourage locals to share interesting content about their city on social media channels.	Create a campaign to inspire locals to explore the city's five boroughs and share their favorite spots on social media.	NYC & Company, local stakeholders and residents	The 'See Your City' campaign focused on inspiring residents to visit lesser-known neighborhoods of the city and share their "must see" picks on social media with the campaign hashtag, providing a resource and inspiration board for locals and visitors alike. The campaign is now in its fifth year, with over 380K images tagged #seeyourcity on Instagram alone.
Communicate with and engage visitors				

Author:

Kaitlin Worobec, MSc Student, Responsible Tourism Management at Leeds Beckett University

Other projects/events

- First UNWTO Mayors Forum (5 April 2019, Lisbon, by invitation only)
- 8th UNWTO Global Summit on Urban Tourism Summit (9-12 October 2019, Astana, Kazakhstan)
- Case studies on managing visitors growth (second volume) (6 March 2019, ITB)
- UNWTO/IPSOS Global Survey on perception of tourism (full results)
- Mapping measures on new platform tourism services (accommodation)



Thank you!

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