

The 46th Symposium on Japan Transport and
Tourism Research Institute: Winter 2019

運輸総合研究所 研究報告会 2019年冬（第46回）



OVERTOURISM: AN INTERNATIONAL COMPARISON OF CURRENT SITUATIONS AND POLICY IMPLEMENTATIONS

オーバーツーリズム：現状と政策展開の国際比較

Tokyo, Japan
December 9th, 2019

ヌエン ヴァン チューン

Research fellow: **Nguyen Van Truong**

Japan Transport and Tourism Research Institute

Academic advisor: **Ass. Prof. Dr. Fukuda Daisuke**

Tokyo Institute of Technology



- 1. Research background and objective**
研究の背景と目的
- 2. Structure of over-tourism**
オーバーツーリズムの構造
- 3. Over-tourism analysis method**
分析手法
- 4. Excessive degree of tourists and policy strictness**
過剰度合いと政策の強さ
- 5. Bad behaviors and specific policy implementations**
悪いマナーと政策事例
- 6. Excessiveness, negative consequences and policy implementations**
もたらした結果と政策事例
- 7. Best policy practices**
政策の成功事例
- 8. Conclusions, limitations, and future research**
結論、研究の限界、今後の研究

Over-tourism has emerged as global issue

Protest-Barcelona, EU (Rita Sobot)



*Locals are disturbed-
Amsterdam, EU (Shutterstock.com)*



Protest-Venice, EU (Ghettty)



Overcrowded-Machu Picchu, Peru, America
source: ticketmachupicchu, preserving-machu-picchu



Damage of nature-Jelly fish lake, Palau, Oceania (Richard Schneider)



Loss of Coral-Phi phi Koh, Thailand <https://grapee.jp/en/116329>



Overcrowded-Kyoto, JP (Adams, independent)



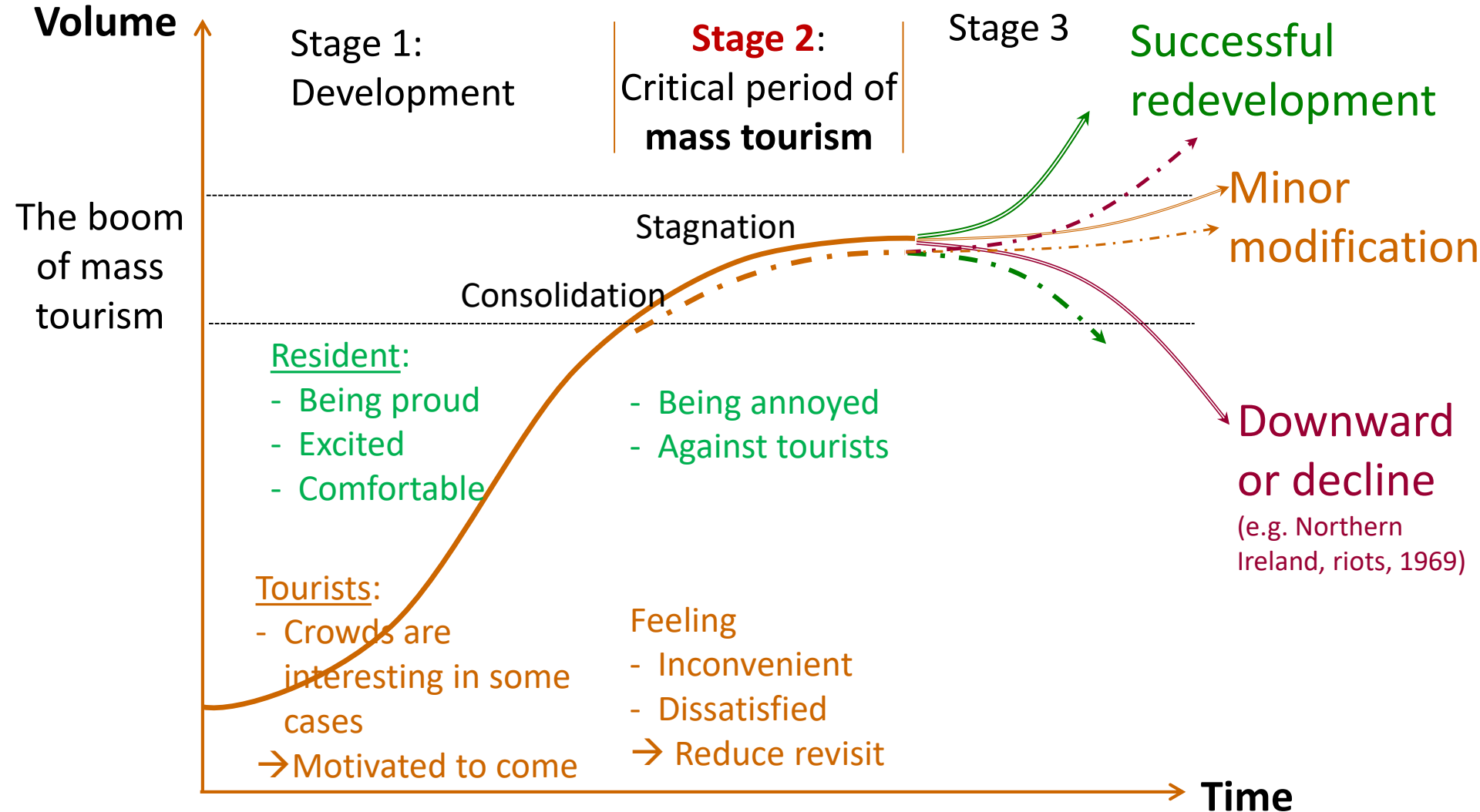
Ruin local farms, Biei, JP (grape)



Environmental issue-Sam Son, VN (kenh14)



The need for research on over-tourism



—— Tourist volume
- - - - Negative impact

(adapted, adjusted, and simplified based on Butler, 1980, *The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources*)

Global concerns about over-tourism



G20 Tourism Ministers'

Meeting: "Shifting towards more sustainable tourism and maximizing its contribution to the SDGs"

➤ **Over-tourism mitigation** is an important task contributing to SDGs



"We **must** study measures to **address** friction between **tourists** and **locals**, as well as to **protect the environment**,"

Mr. Kazuyoshi Akaba, Minister, MLIT

(<https://www.japantimes.co.jp/news/2019/10/27/national/hokkaido-meeting-g20-ministers-vow-address-tourism/#.XdTYuFcZPY>)



"Tourist: your luxury trip - my daily misery", Barcelona.

<http://www.globaltimes.cn/content/1061940.shtml>



Nha Trang beach, Viet Nam

(source: vietnammoi.vn/phat-hoang-voi-hinh-anh-rac-thai-o-bai-bien-nha-trang-118967.htm)



Biei, Hokkaido, Japan

(source: https://mybiei.jp/wp-content/uploads/2019/08/110_web_no04.jpg)

Research motivation



- ❑ PRI-MLIT Policy study (2019Q2):
 - Oversea: 5 cities: Barcelona (2017), Berlin/Germany, Copenhagen/Denmark, Seoul & Suwon/Korea (2018); 1 country (Thailand)
 - Domestic: 4 areas (Yufu city/Oita, Kyoto city, Nanjo city/Okinawa, and Okinawa Prefecture)
- ❑ UNWTO Policy study (2019): 18 cities (14 European cities; 1 city in America - New York; and 3 cities in Asia)

Research remains **unclear** on

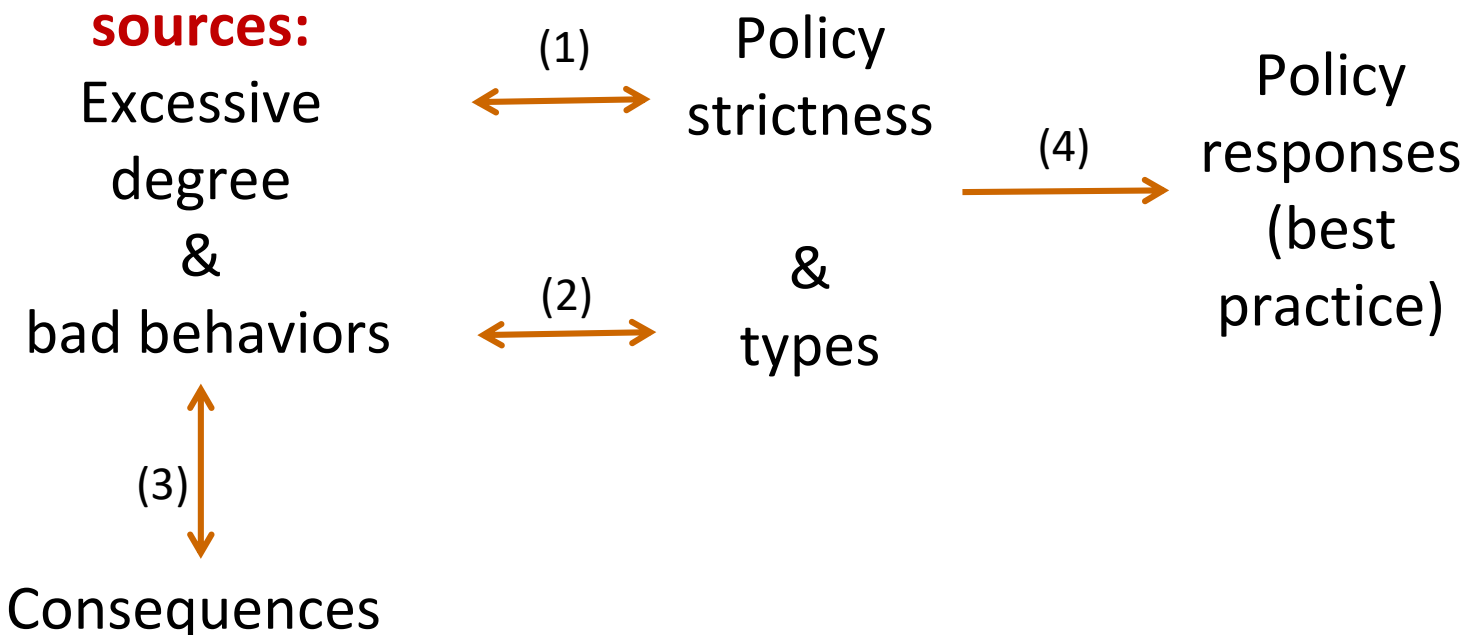
- The **structure of over-tourism**: The sources, consequences, and how policies are linked to them

Research objective 研究の目的



- **To structure over-tourism problem**, then analyze over-tourism (the **sources**, **consequences**, and their **links to policies**) across cities relying on over-tourism structure.

Over-tourism



Structure of the presentation



Over-tourism
structure

オーバーツーリ
ズムの構造



Over-tourism analysis for comparison
Method: Combination of
Quantitative (statistical) and **Qualitative**
(opinion of experts) information

分析手法

(1)

(2)

(3)

(4)

Excessive
degree and
policy
strictness

過剰度合いと政
策の強さ

Bad behavior
uniqueness
and policies

悪いマナーと政
策事例

Excessiveness,
negative
consequences
and policies

もたらした結果と
政策事例

Best policy
practices

政策の成功事
例



Over-tourism structure

オーバーツー
リズムの構造



Over-tourism analysis for comparison
Method: Combination of
Quantitative (statistical) and Qualitative
(opinion of experts) information

分析手法



過剰度合いと政
策の強さ

悪いマナーと政
策事例

もたらした結果と
政策事例

政策の成功事
例

Over-tourism structure review



The **volume** and **behaviors** were emphasized as **sources** of the negative impacts to some extent:

- Peeters et al., (2018), Rosenow & Pulsipher, (1979): damages to historical sites, natural resources as consequences of inappropriate behaviors or number of people entering a site
 - Koens et al., (2018) : Over-tourism was used to describe the overusing natural resources
- ➔ But **causal-effect** relationships in a **comprehensive structure** of over-tourism problem were **not documented well**
- ❑ **Aim**: To construct the **comprehensive causal-effect relationships** between over-tourism **sources** and their **consequences** on elements of destination and tourist.
- As the background for over-tourism comparison analysis

Tentative structure of over-tourism problem



Self elaboration

Sources of over-tourism

Demand

(Density, intensity, Spatial/time/seasonal distribution)

Density/
Stress

Over-
used
resources

Damage Faci,
Cul, Nat, Soc,
Env

Residential
benefit/cost,
in-equality

Consequences of over-tourism

Residents'
QoL

Bad behaviors

(Types, %tourists)

Social
norm/
regulation

Stress on
residents

Tourist
experience
loss

Un-acceptable
loss of visitors

Loss of
economy

Under the constraints of

Tourist
psychology

Facility (faci); Nature (Nat), Culture (Cul),
Economic carrying capacity of destination;
Social- psychological carrying capacity of Resident

Definition and indicators of over-tourism



- ❑ Over-tourism indicates the situation where the **negative impacts** of tourism, caused by **over-excessiveness** and **bad behaviors** of tourists, beyond the **carrying capacity** of destination and unacceptably **degrade tourists' experience**.

Tourist side:

1. Demand: Vol, density, intensity, distribution (spatial, seasonality, time)
2. Behaviors: % bad behavior tourists;
Type of behaviors
3. Type: recreational/ business

Destination side:

1. Geography: island, urban, rural
2. Resources: number of spots, scale
3. Social-economic
4. Cultural: Traditional/modern
5. Accommodation facility
6. Transport system: capacity or performance (PuT, PrT)

Over-tourism consequences:

1. Tourist satisfaction, loyalty (%satisfied or dis-satisfied)
2. Resident QoL (% satisfied or dis-satisfied)
3. Negative impacts on destination:
 - Economic: % total GDP (contribution); Leakage (negative)
 - Nature, culture, social, environment, facilities

Source: Selected and compiled from Peeters et al., 2018. and Moses, 2013, Global Sustainable Tourism Criteria - (GSTC)



Over-tourism structure

オーバーツーリ
ズムの構造



Over-tourism analysis for comparison method:
Combination of Quantitative (statistical) and Qualitative
(opinion of experts) information

分析
手法



過剰度合いと政
策の強さ

悪いマナーと政
策事例

もたらした結果と
政策事例

政策の成功事
例

Selection of cities for analysis



- ❑ **50 cities** suffering from over-tourism were identified based on Newspapers, Academic forums, UNWTO reports, and Academic papers.
- ❑ **Email-based survey:** **28** cities responded; Local experts (*tourism officers* and/or *researchers*); **3 languages** (English, Japanese, Vietnamese)



- ❑ **Statistical data collection:** based on **indicators** (shown in slide 12)

Statistical data collection



Tourist side:

1. Demand: Vol, density, intensity,
 - Distribution:
 - Seasonality/day-night
 - spatial
2. Behaviors: % bad behavior tourists; Type of behaviors
3. Type: recreational/ business

Destination side:

1. Geography: island, urban, rural
2. Resources: number of spots, scale
3. Social-economic: Population scale, Income, (Low, High); City area scale
4. Cultural: Traditional/modern
5. Accommodation facility
6. Transport system: capacity or performance (PuT, PrT)

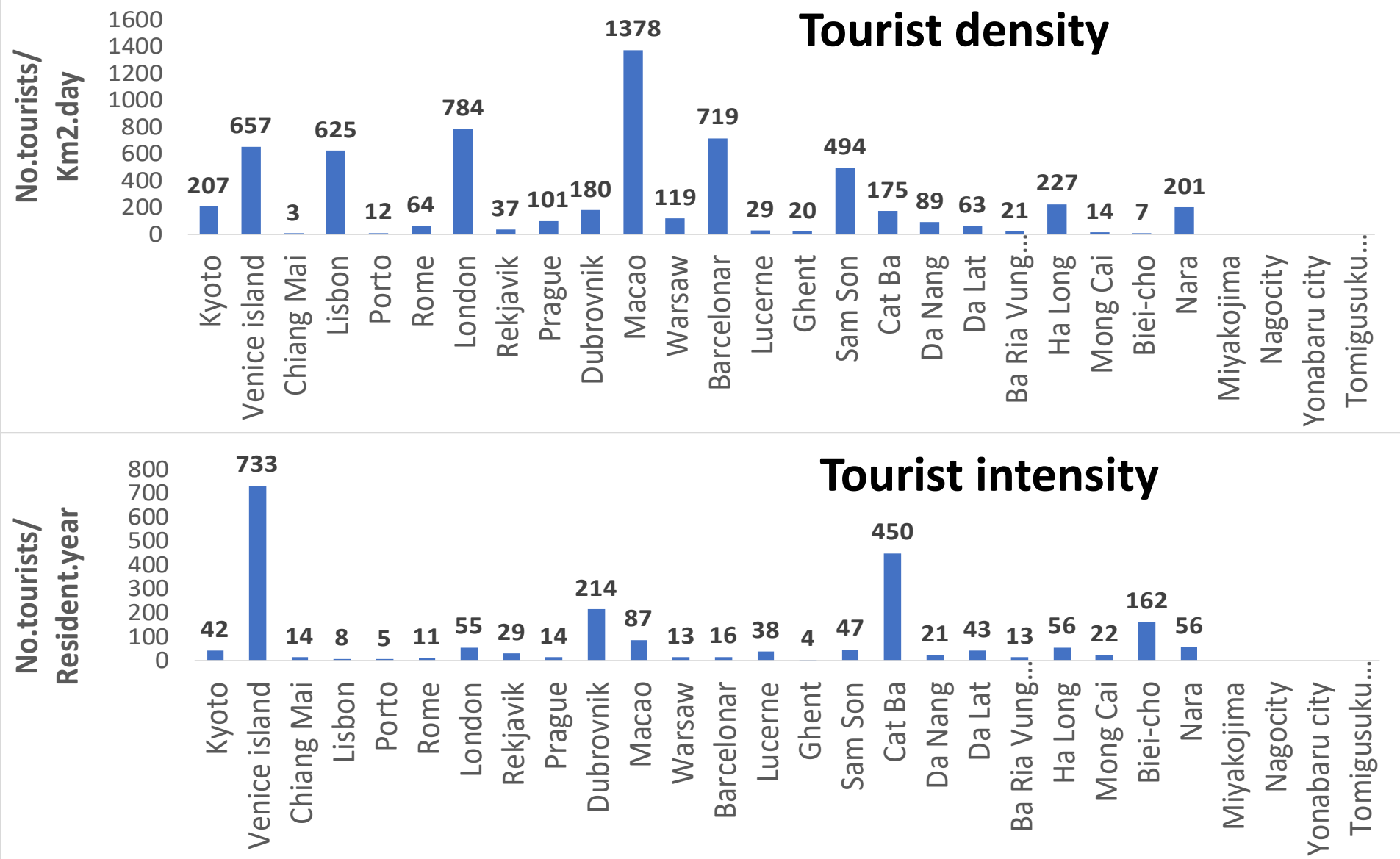
Consequences:

1. Tourist satisfaction, loyalty (%satisfied or dis-satisfied)
2. Negative impacts on destination:
 - Economic: contribution & Leakage
 - Physical-facility, social, environment
3. Resident satisfaction (% satisfied or dis-satisfied)

Note:

Green: Available; **Orange:** Lack of infor. In many cities; **Gray:** Not available

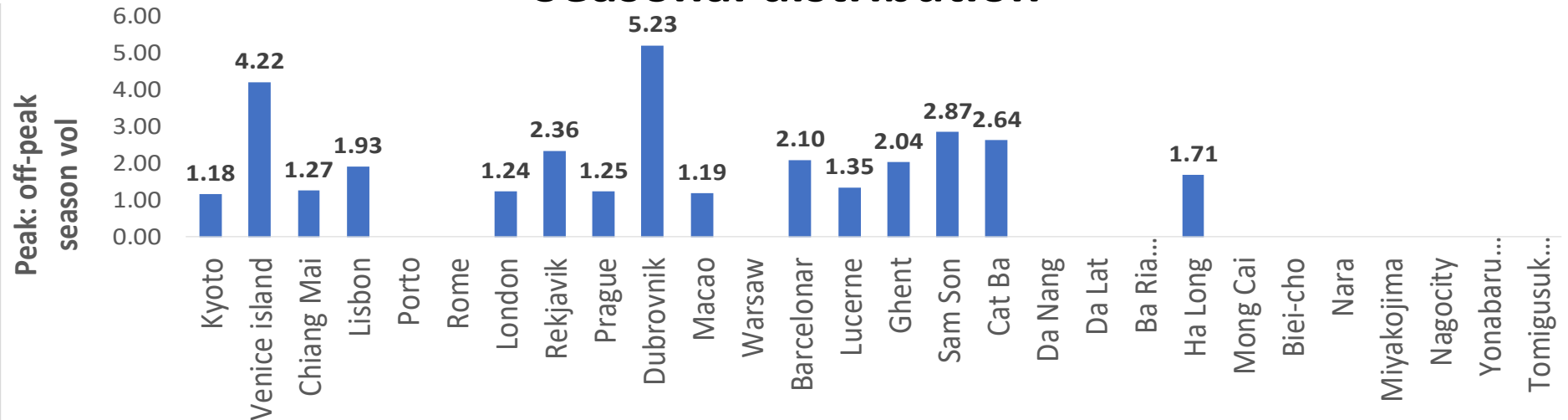
Tourist density and intensity



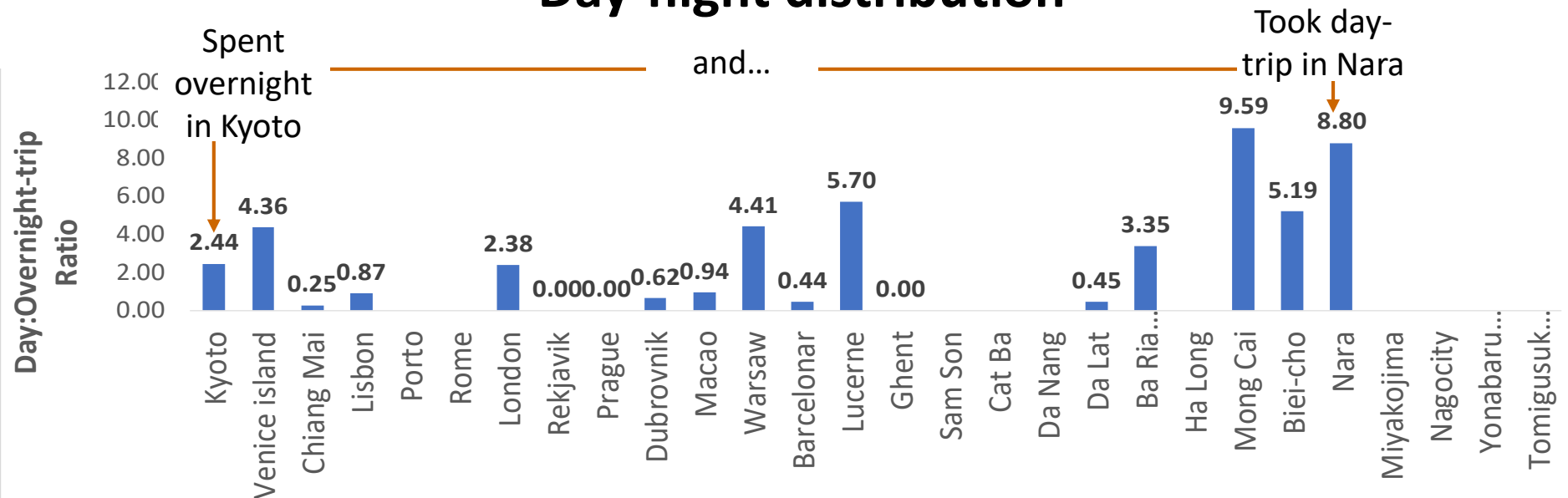
Time distribution of tourists



Seasonal distribution



Day-night distribution

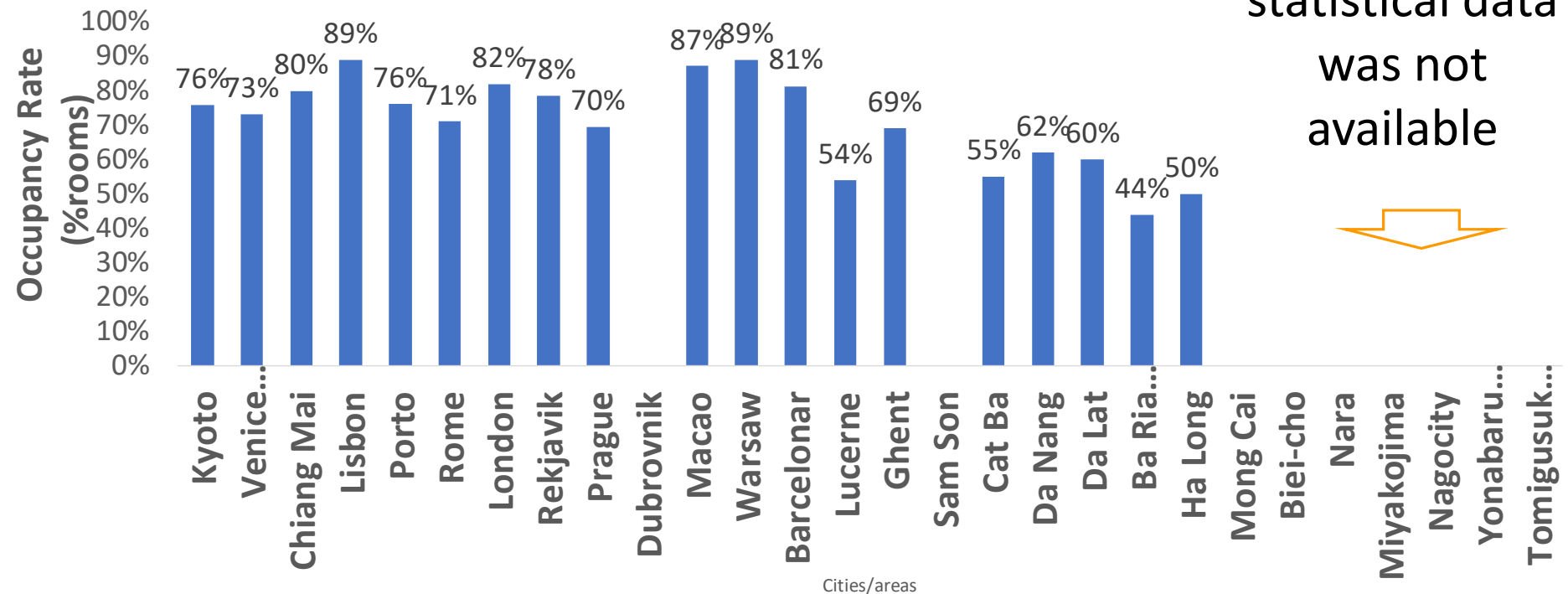


Facility utilization



Average occupancy rate in year

Some cities,
statistical data
was not
available



Method for ranking excessive degree of tourists

Based on statistical data



Aim: Compare cities on relative basis (since there is no “clear threshold”)

Step 1: Standardize the criteria

$$y_i = \frac{x_i - \bar{X}}{sd}$$

Cities	No.tourists/ /Km2.day
Warsaw	118.9
Kyoto	206.8
...	...
Venice	656.9

$$\bar{X} = 277.3$$

$$sd = 343.7$$

$$y_1 = \frac{x_1 - \bar{X}}{sd} = \frac{118.9 - 277.3}{343.7} = -0.46$$

Step 2:

General Index $\bar{Y} = \frac{1}{n} \sum y_i$

No.tourists/ Km2.day	...	Seasonality	General Index	Level of excessive
-0.46	...	-	0.26	4
-0.21	...	-0.89	-0.23	2
...
1.10	...	1.53	1.40	5

Step 3: Ranking excessive degree with 5 Likert-scale (same scale with expert's opinions)

Quartile	0-20%	21-40%	41-60%	61-80%	81-100%
excessive Levels	1. Not over	2.little over	3.Mode rate	4.Quite high	5.Very high

Expert opinion and Why combination with statistical data?



Expert opinion

Q1: In general, tourism **season**, at tourism **spots**, to what extent do you feel excessive?

A: Likert-scale:

1. Not excessive - 5. Very excessive

Q2: **level of excessive** of visitor at Tourist spots; Local transport; Restaurants; Recreational areas/ shops?

Q3: Level of **frequency of complaint** of **tourists**?

Q4: Level of **frequency of complaint** of **residents**?

A: Likert-scale:

1. Not excessive - 5. Very excessive

Note:

■ **Green:** Available; ■ **Orange:** Available but Missing; ■ **Gray:** Not statistically available

Statistical data availability

Tourist side:

1. Demand:

■ **Vol, density, intensity,**

■ **Distribution:**

■ **seasonality**

■ **spatial**

2. Behaviors: % bad behavior tourists; Type of behaviors

3. Type: recreational/ business

Destination side:

1. **Geography:** island, urban, rural

2. Resources: number of spots, scale

3. **Social-economic:**

■ **Population scale**

■ **Income (Low, High)**

■ **City area scale**

4. Cultural: Traditional/modern

5. **Accommodation facility**

6. Transport system: capacity or performance (PuT, PrT)

Consequences:

1. **Tourist satisfaction,** loyalty (%satisfied or dis-satisfied)

2. Negative impacts on destination:

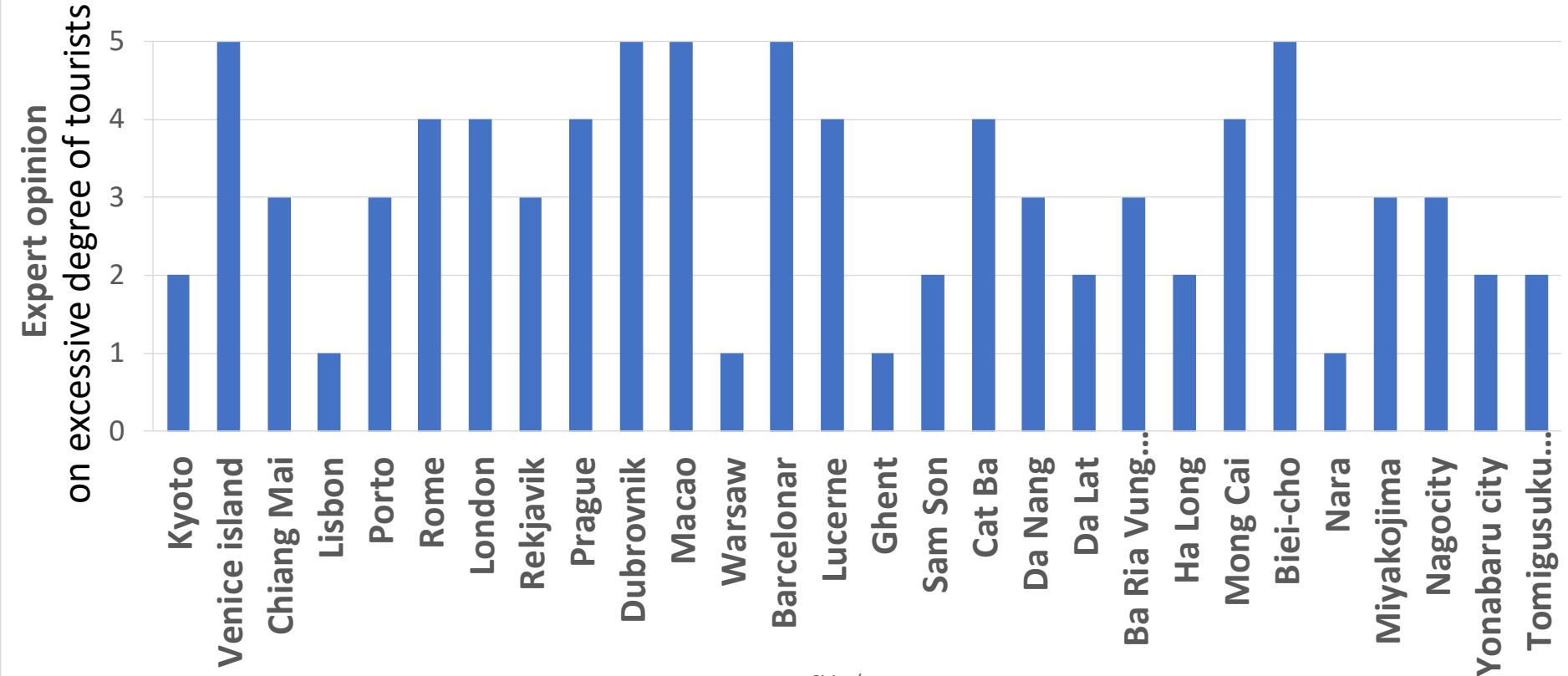
• Economic; Physical-facility; social; nature; environment

3. **Resident satisfaction** (% satisfied or dis-satisfied)

Experts' opinion about excessive degree of tourists



- ❑ **Question 1:** General, in **tourism season**, at **tourism areas**, to what extent do you feel too excessive?
- ❑ **Answer:** 5 Likert-scale
 - 1. **Not** excessive; 2. **A little** excessive; 3. **Moderate** excessive;
 - 4. **Quite** excessive; 5. **Very** excessive



Comparison analysis method

Based on the over-tourism structure



	Sources		Over exc. degree		Over-tourism consequences				Policies					
Cities	Volume	Behavior	General index	Expert	Social (residents/ tourists)	Infra/ Facility	Environment	Economic	Volume	Carrying capacity	Behavior	Other Regulations	Policy Strictness	Policy Effectiveness
⋮														

Note:

Over-tourism level	1 -:- 5	Not over -:- very excessive
Strictness of policy	Low	Improve awareness, perception (Propaganda, education, sign boards...)
	Med	Ask for cooperation (taxation, tourist dispersion....)
	High	Force to follow (arrival restriction, fine...)
Effectiveness of policy	0	Not implemented yet or under discussion
	1	Not effective
	2	Little effective
	3	Effective, very effective



Over-tourism structure

オーバーツーリ
ズムの構造



Over-tourism analysis for comparison method:
Combination of Quantitative (statistical) and Qualitative
(opinion of experts) information

分析手法

**Excessive
degree vs.
policy
strictness**

**過剰度合いと
政策の強さ**

Bad behavior
uniqueness
and policies

悪いマナーと政
策事例

Excessiveness,
negative
consequences
and policies

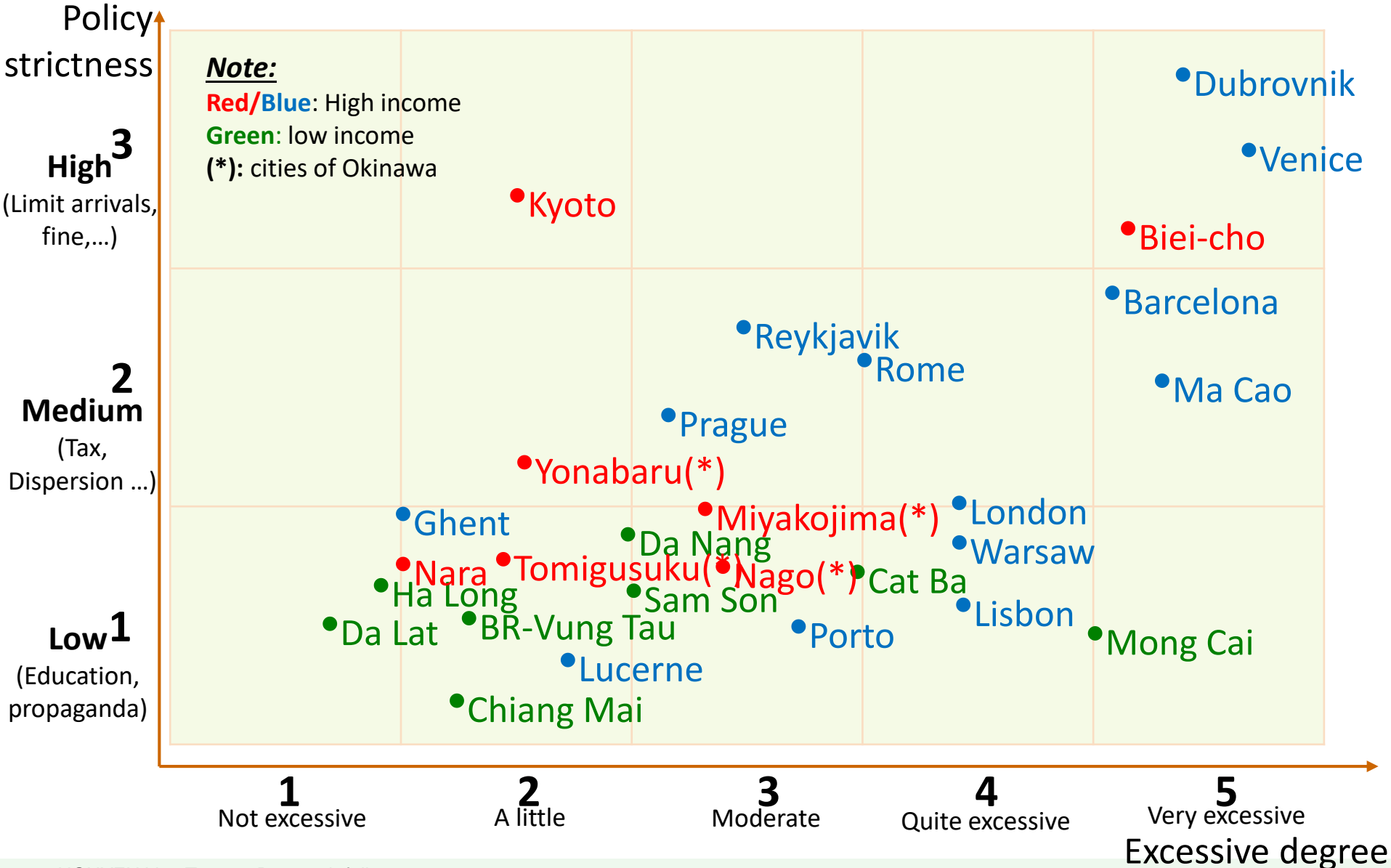
もたらした結果と
政策事例

Best policy
practices

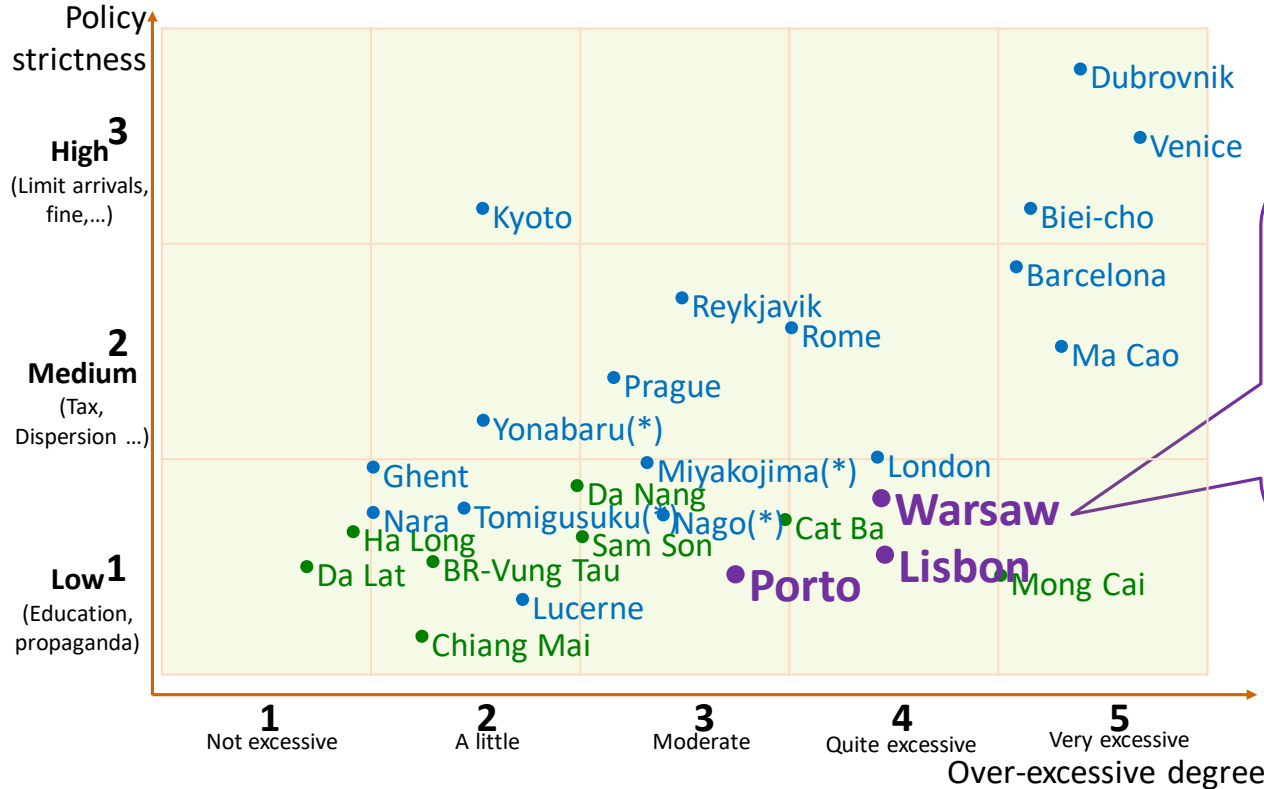
政策の成功事
例

Excessive degree of tourists vs. policy strictness.

Qualitatively constructed based on general index and opinion of local experts



Authorities' viewpoint and policy implementations

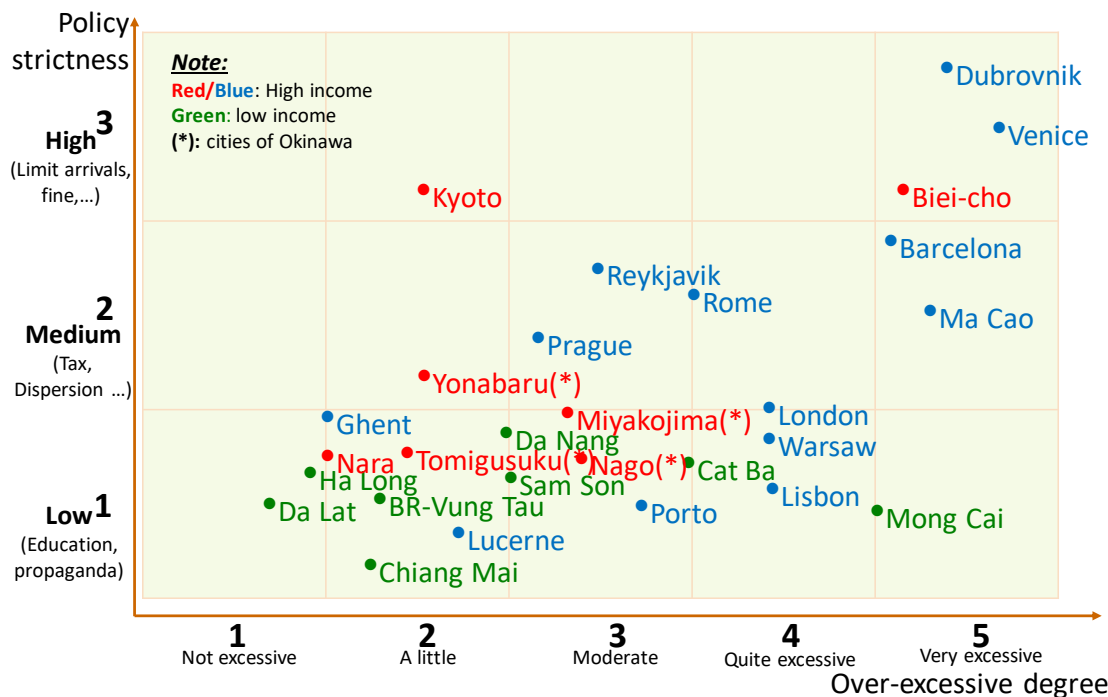


Local authorities consider over-tourism not yet critical

“In Portugal, there are considerably tourists to Lisbon...we consider that we still do not have over-tourism problems” (Patricia Seguro, Director, Business Intelligence at Turismo de Portugal, Lisbon).

Findings: Local authorities' viewpoint played vital role in issuing, implementing the over-tourism policies

Policy in low vs. high income cities



□ High income cities: more excessive degree of tourists, more strict policies applied.

□ Low income cities: educational measures were mostly preferred

Findings:

➤ **Economic benefit** may be primary determinant for policy consideration

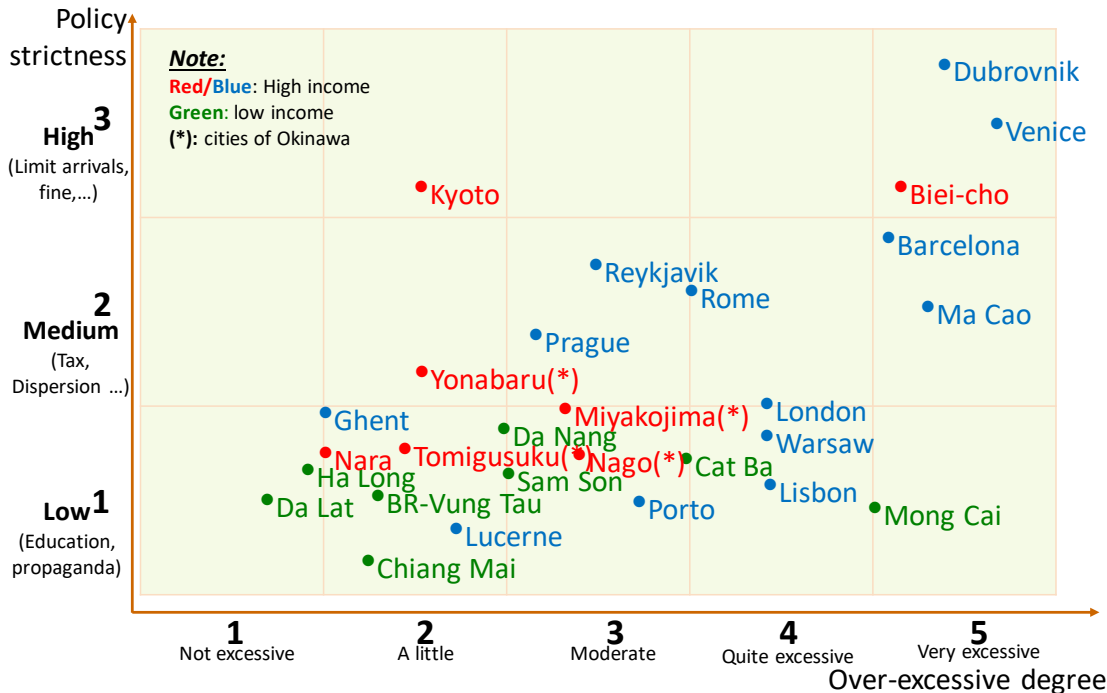
✓ **Cat Ba tourism authority:** “More crowded tourists provide more **economic benefit** and **job** for local. We see it is much **positive** than the negative impacts...”

“Khách du lịch đông, người dân có công ăn việc làm, tăng nguồn thu nhập cho gia đình, ... chất lượng sống của người dân địa phương tốt lên, du lịch mang lại nhiều lợi ích hơn những tiêu cực...”

Policy in cities of Japan



❑ Both **Kyoto** and **Biei-cho** are implementing **higher strict policies**



- ✓ **Kyoto (Akimachen):**
 - ¥1Mil or 5Years in prison – drunk cycling
 - ¥30,000 fine – littering
 - ¥1,000 fine – smoking in prohibited space
- ✓ **Biei-cho:** Tourist manner rule 110 to protect their farmers

Findings:

- Kyoto, Biei **paid more attention** in promoting their local communities



Over-tourism structure

オーバーツーリズムの構造



Over-tourism analysis for comparison method:
Combination of Quantitative (statistical) and Qualitative
(opinion of experts) information

分析手法

Excessive
degree vs.
policy
strictness

過剰度合いと政策の強さ

**Bad behavior
uniqueness
and policies**

**悪いマナーと
政策事例**

Excessiveness,
negative
consequences
and policies

もたらした結果と
政策事例

Best policy
practices

政策の成功事例

Specific bad behaviors as source of over-tourism

European cities



Naked, unsuited wearing Barcelona, Spain and Croatia (*Ghettty and dailymail*)



drinking, disorderly conduct, Barcelona, Spain (*Ghettty*)

Barcelona:

- **Fine (up to €600):** prohibited behaviors
- **Limit** (operating time, newly open) restaurant, bars in the city center



Sleep in public space, bathing in the canal (*Quora and Dailymail*)



Altare della Patria, Rome, Italy (*thetimes*)

Venice:

- 2000: **fine €25-€500** for forbidden behaviors
- 2009: **fine €100 - €7,000** for buying from illegal street peddlers
- 2017, “**EnjoyRespectVenezia**” to enhance awareness of visitors

Rome:

- **Fine:** prohibited behaviors
- **Ban:** bars, restaurants ... after 10pm

Others: Hvar, Split/Croatia; Mallorca/Spain...



Specific bad behaviors as source of over-tourism

Japanese cities



- ❑ **Japan** (in general): Opinions of staff of 46 local DMOs (PRI-MLIT survey):
 - Using toilet inappropriately
 - Impacts from tourists related to anime movies
 - **Illegal taxi** (drivers and riders are foreigners)
- ❑ **Kyoto**, ancient capital, traditional, WHS: **touching/taking photo of Geisha, Noise**
- ❑ **Biei-cho**, famous for beautiful farms: tourists frequently **enter the fields** of the local farmers



Rule
Manner
110

& Limit
arrivals
(under discussion)

...

Specific bad behaviors as source of over-tourism

Findings



- ✓ **Violation** of general social norms/regulations
- ✓ **Cultural difference**: tourists and residents
 - ➔ Making residents stressed; degrading local environment



Over-tourism structure

オーバーツーリ
ズムの構造



Over-tourism analysis for comparison method:
Combination of Quantitative (statistical) and Qualitative
(opinion of experts) information

分析手法

Excessive
degree vs.
policy
strictness

過剰度合いと
政策の強さ

Bad
behavior
uniqueness
and policies

悪いマナーと政
策事例

**Excessiveness,
negative
consequences
and policies**

**もたらした結果
と政策事例**

Best policy
practices

政策の成功事
例

General relationship between excessive degree and negative consequences



- ❑ Correlation between over-excessive degree and complaint frequency

Q2: Excessive degree at

Correlation coefficients

Q3: Complaint frequency of residents at

Tourist spots	$+0.85$	Tourist spots
Local transport	$+0.89$	Local transport
Restaurants	$+0.69$	Restaurants
Recreational areas/shops	$+0.85$	Recreational areas/shops

Q4: Complaint frequency of tourists at

➤ Generally, the **more excessive**, the **more serious consequences** perceived by local experts

$+0.83$	Tourist spots
$+0.71$	Local transport
$+0.68$	Restaurants
$+0.62$	Recreational areas/shops

Specific consequences: **Tourism protests**



(in high degree of over-tourism cities)

Against “**mass tourism**”

in Barcelona/Spain, Venice/ Italy;

And others: Majorca, San Sebastian, Palma - Mallorca/ Spain; Berlin/ Germany; Iceland



Tourist protesters in Barcelona, 2018.
(source: RITA SOBOT)



3,000 people protesting over tourism massification, Majorca
(source: RITA SOBOT)



“Never again! Ships out of the lagoon!”
and “Venezia is not Disneyland”

Venetians protest against the big ships, June 2018 (source: GETTY)

“**People cannot rest**”... “Many residents are **leaving** the barrio because they **cannot go on living** like this.”

Vice-president of the Barcelona Neighbours' Association

Source: <https://www.express.co.uk/travel/articles/1002821/barcelona-spain-news-holidays-2018-tourists>



Specific consequences: **Damage of identity, demography** (in high degree of over-tourism cities)

Venice:

- Losing ~2/3 local residents
175,000 (1951) dropped to 55,000 (2016)
- The local shops, activities have been replacing by the outsiders
- ➔ **Taxation, limit hotels** in old town,
fine bad behaviors



'Without Venetians, don't call it Venice any more'

<https://www.bbc.com/news/world-europe-37963136>

Dubrovnik old town:

- Losing ¼ population
(during last 5 years, 2011-2016)
- ➔ Strictly **restrict** arrivals



“Tourism in Dubrovnik in recent years has **become a monster** that is increasingly difficult to control.”

(Bozo Benic, president of the Dubrovnik Association of Architects)

[\(https://balkaninsight.com/2018/07/18/dubrovnik-dethroned-07-10-2018/\)](https://balkaninsight.com/2018/07/18/dubrovnik-dethroned-07-10-2018/)

Specific consequences: **Loss/damage of nature**

(look further out of 28 surveyed cities)

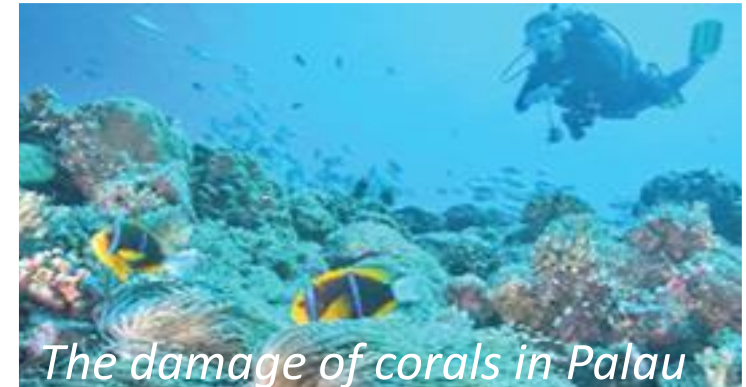


*Maya bay, Thailand: The loss of coral system → **closed indefinitely***



<https://edition.cnn.com/travel/article/maya-bay-closure-thailand/index.html>

*Palau: The **ban** of sunscreens comes into force in 2020*



The damage of corals in Palau



*Reduction of Jellyfish species, Palau.
The lakes were **closed to be restored***

<https://www.daily-sun.com>

<https://www.travelandleisure.com>

Policy findings



- ✓ In most of the cases, **policies** were produced **to solve** the **negative consequences** rather than to prevent over-tourism
- ✓ Policies for over-tourism **prevention** should be given more attention



Over-tourism structure

オーバーツーリズムの構造



Over-tourism analysis for comparison method:
Combination of Quantitative (statistical) and Qualitative
(opinion of experts) information

分析手法

Excessive
degree vs.
policy
strictness

過剰度合いと政策の強さ

Bad
behavior
uniqueness
and policies

悪いマナーと政策事例

Excessiveness,
negative
consequences
and policies

もたらした結果と政策事例

**Best
policy
practices**

政策の成功事例

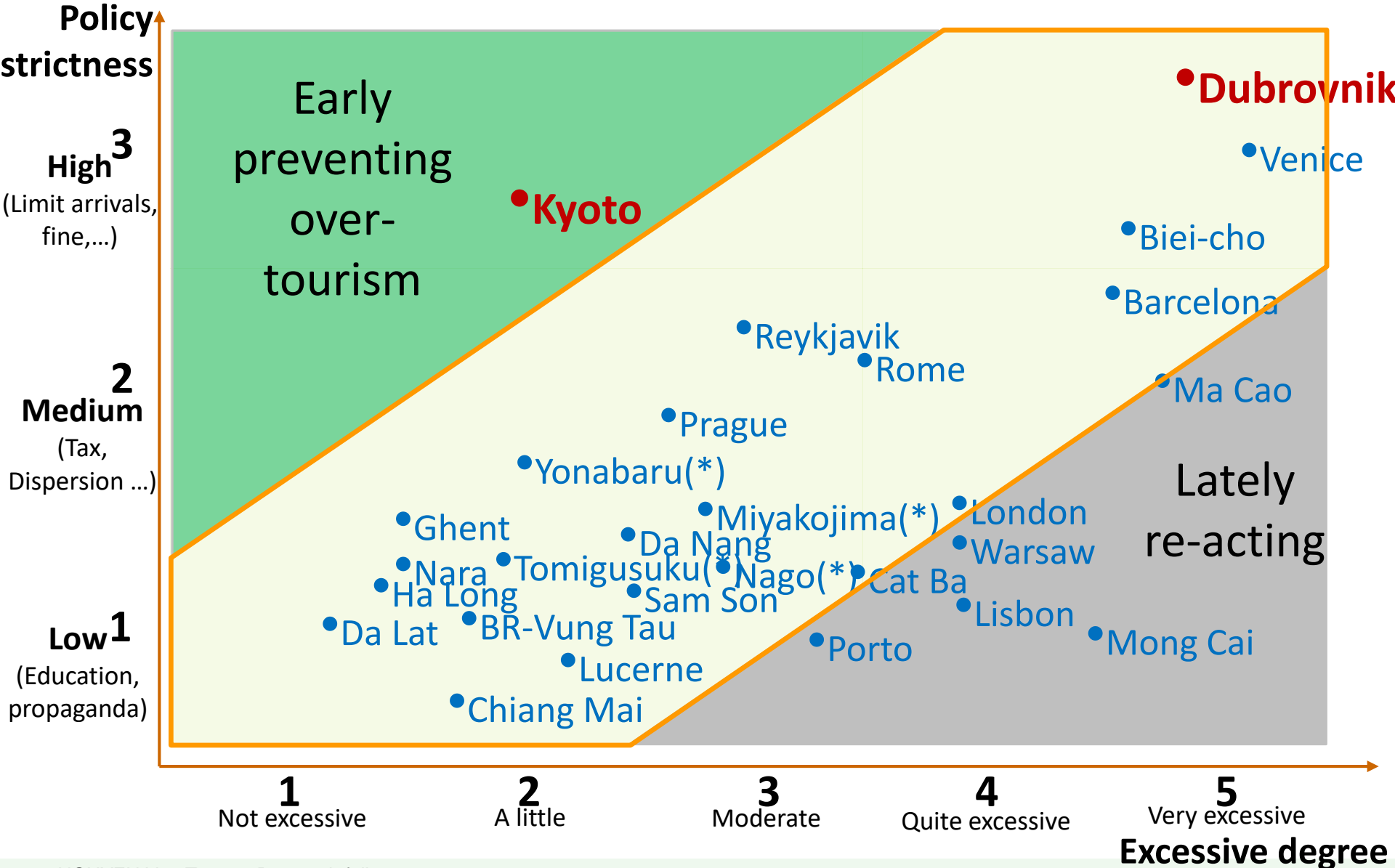
Aim and method



- ❑ **Aims:** Identifying best practices from that other cities may be interested in
- ❑ **Indicators:** reduction of over-tourism sources
 - volume,
 - bad behaviors

(Analysis of social- economic, environment, tourist satisfaction, resident QoL are not considered in this study due to lack of information)
- ❑ **Method:** based on policy responses obtained from
 - **local experts**, and
 - evident from **reports**

Three types of policy implementations



Best policy practices for preventing over-tourism

- ❑ **Dispersion**: Operating time in day;
Seasonal dispersion; Spatial dispersion
- ❑ **Promoting MICE tourism** rather than mass tourism
- ❑ **Administrative fine** to enhance behavior:
 - Smoking: ¥1,000
 - Littering: ¥30,000
 - Drunk cycling: ¥5mil or 5 years in prison
- ❑ **Public transport fare revision**:
 - increase bus one-day pass ¥500 → ¥600,
and reduce train one-day pass ¥1200 → ¥900



- ❑ **Accommodation policies**:
 - Taxation
 - Supervise quality of AirBnB

(Source: Kyoto City Industry and Tourism Bureau, 2018, Kyoto City's Tourism Policy)

Success in volume restriction - Dubrovnik/Croatia (Game of Thrones film site)



Issues

- ❑ Density: **180** tourists/Km².day (~Kyoto, 1/3 Venice)
- ❑ Intensity: **214** tourists/resident.year (~5 times Kyoto, 1/3 Venice)
- ❑ Seasonality: Peak/off-peak ratio = **5.23** (~4.5times Kyoto, 1.25 Venice)
- ❑ Day/Overnight-trip ratio: **0.62** (1/4 times Kyoto, 1/7 Venice)
- ❑ Loss of demography: **-¼ Pop** in 5 years (Venice loss 2/3 during 65 years)



Implementing: **transport measure**



Before



After

“Respect the city” project

- ✓ 2019: Full coordination
- ✓ 2017: Announcement + start

Source:
<https://www.telegraph.co.uk/travel/destinations/europe/croatia/dubrovnik/articles/dubrovnik-faces-overcrowding-cruise-ship-visitors/>



~**6,000-10,000** ⇒ ~**4,000**

(tourists in one day
in peak season
June-Sept 2017)

(tourists/a day
since 2019)



Why Dubrovnik is successful



Two reasons:

- ✓ **1st priority** is to **solve over-tourism** in short term, economic is a long-term vision
- ✓ **Special condition** of tourism **access** provides city high possibility of policy implementation

Transport measure

- ❑ **60-65%** tourists to Dubrovnik by **Cruises**; 35-40% road, air
- ➔ **Restrict** the tourists from **cruises** at 4,000 at any moment

Support: Sustainable Urban Mobility Plans (SUMP):

- AI; Smart Parking/Dubrovnik Eye; Real time information for visitors; Education with sign boards

“We will **lose money in the next two years** - a million euros maybe by cutting the number of tourists - **but in the future we will gain much more**. We deserve to be a top quality destination.”

Mato Franković, Mayor of Dubrovnik

<https://www.telegraph.co.uk/travel/destinations/europe/croatia/dubrovnik/articles/dubrovnik-tourist-limits-unesco-frankovic/>



1. **Research background and objective**
研究の背景と目的
2. **Structure of over-tourism**
オーバーツーリズムの構造
3. **Over-tourism analysis method**
分析手法
4. **Excessive degree of tourists and policy strictness**
過剰度合いと政策の強さ
5. **Bad behaviors and specific policy implementations**
悪いマナーと政策事例
6. **Excessiveness, negative consequences and policy implementations**
もたらした結果と政策事例
7. **Best policy practices**
政策の成功事例
8. **Conclusions, limitations, and future research**
結論、研究の限界、今後の研究

Conclusions



- ❑ The **structure of over-tourism problem** was introduced
- ❑ Over-tourism **sources, consequences**, and the **policy** at 28 cities were analyzed with findings:
 - Over-tourism was caused by **multiple impacts** of **over-excessiveness** and **bad behaviors**
 - **Viewpoint of experts** played a **vital role** in policy implementing
 - Policies were to solve the negative consequences **rather than to prevent over-tourism**
 - **Economic benefit** remained primary determinant for policy decisions
 - **Best policy practices** was identified

Limitations and future research



Limitations:

- ❑ **Data Inconsistency** due to different statistical management
- ❑ **Lack of statistical information; very few policy evaluations were available** (since Over-tourism is recently emerged issue, most of measures are under discussion or in early stages of implementations)
- ❑ The general index obtained by using the **same weight among criteria**

Future research:

- ❑ **Perception of residents** on impacts of over-tourism on local QoL
- ❑ **Perception of tourists** on impacts of over-tourism on their satisfaction and revisit

Selected references



1. Butler, R. W. (1980). *The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources*. *The Canadian Geographer / Le Géographe Canadien*, 24(1), 5–12.
<https://doi.org/10.1111/j.1541-0064.1980.tb00970.x>
2. Koens, K., Postma, A., & Papp, B. (2018). *Is Overtourism Overused? Understanding the Impact of Tourism in a City Context*. *Sustainability*, 10(12), 4384. <https://doi.org/10.3390/su10124384>
3. Moses, J. (2013). *Global Sustainable Tourism Criteria—GSTC Destination Criteria*. Retrieved from <https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/>
4. Peeters, P., Gössling, S., Klijs, J., Milano, C., Novelli, M., Dijkmans, C., ... Postma, A. (2018). *Research for TRAN Committee—Overtourism: Impact and possible policy responses*. 260.
5. PRI-MLIT. (2019). *持続可能な観光政策のあり方に関する調査研究（中間報告）* Research on sustainable tourism policy (interim report).
6. Rosenow, J. E., & Pulsipher, G. L. (1979). *Tourism the good, the bad, and the ugly*. *Tourism the Good, the Bad, and the Ugly*. Retrieved from <https://www.cabdirect.org/cabdirect/abstract/19811874273>
7. World Tourism Organization (UNWTO), Centre of Expertise Leisure, Tourism & Hospitality, NHTV Breda University of Applied Science, & NHL Stenden University of Applied Sciences (Eds.). (2019). *‘Overtourism’? Understanding and Managing Urban Tourism Growth beyond Perceptions Volume 2: Case Studies*. <https://doi.org/10.18111/9789284420643>



***Thank you very much for
your kind attention!***

Nguyen Van Truong, PhD

Research fellow

Japan Transport and Tourism Research Institute

E-mail : nguyen@jterc.or.jp

: ngvtruong@utc.edu.vn