



TOURISM SECURITY-SAFETY AND  
POST CONFLICT DESTINATIONS

---

# OVERTOURISM AS DESTINATION RISK

IMPACTS AND SOLUTIONS

---

EDITED BY

ANUKRATI SHARMA AND AZIZUL HASSAN



# **Overtourism as Destination Risk**

# Tourism Security-Safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalisation, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and post-conflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policy makers, specialists and social scientists interested in the future of tourism in a society where uncertainty, anxiety and fear prevail.

*Tourism Security-Safety and Post Conflict Destinations* explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as:

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
- Post-disaster recovery strategies in tourism and hospitality
- Terror movies and tourism
- Aviation safety and security
- Crime and security issues in tourism and hospitality
- Political instability, terrorism and tourism
- Thana-tourism
- War on terror and Muslim-tourism
- The effects of global warming on tourism destinations
- Innovative quantitative/qualitative methods for the study of risk and security issues in tourism and hospitality
- Virus outbreaks and tourism mobility
- Disasters, trauma and tourism
- Apocalyptic theories and tourism as a form of entertainment

# **Overtourism as Destination Risk: Impacts and Solutions**

EDITED BY

**ANUKRATI SHARMA**

*University of Kota, Rajasthan, India*

**AND**

**AZIZUL HASSAN**

*Tourism Consultants Network, The Tourism Society, UK*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2021

Copyright © 2021 by Emerald Publishing Limited

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83909-707-2 (Print)

ISBN: 978-1-83909-706-5 (Online)

ISBN: 978-1-83909-708-9 (Epub)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# Contents

List of Figures	ix
List of Tables	xi
About the Contributors	xiii
List of Contributors	xxi

<b>Introduction</b>	<b>1</b>
<i>Anukrati Sharma and Azizul Hassan</i>	

## Part 1 Introduction

<b>Chapter 1 Contradiction on Delimiting and Limiting ‘Overtourism’</b>	<b>7</b>
<i>Samik Ray</i>	
<b>Chapter 2 Myths and Realities of Overtourism</b>	<b>19</b>
<i>Snigdha Kainthola, Pinaz Tiwari and Nimit R. Chowdhary</i>	

## Part 2 Psychology, Community and Environmental Issues Related to Overtourism

<b>Chapter 3 The Role of Tourism Education in Overtourism and Destination Management</b>	<b>35</b>
<i>Vivina Carreira, Joana Azeredo, María Rosario González-Rodríguez and María Carmen Díaz-Fernández</i>	
<b>Chapter 4 Overtourism: Causes, Impacts and Solution</b>	<b>49</b>
<i>Ankit Dhiraj and Sanjeev Kumar</i>	

<b>Chapter 5 The Never Ending War: 9/11 and Its Recent Effects on Tourism Industry</b>	57
<i>Maximiliano E. Korstanje</i>	
<b>Chapter 6 Local Residents' Perceptions Regarding the Negative Impacts of Overtourism: A Case of Shimla</b>	69
<i>Vikas Gupta and Pranshu Chomplay</i>	
<b>Chapter 7 Community Development, Frustration and Overtourism</b>	81
<i>Burcu Koç and Kemal Gürkan Küçükergin</i>	
<b>Part 3 Possible Solutions to Stop Overtourism</b>	
<b>Chapter 8 As a Possible Solution of Overtourism in Destination: Alternative Tourism Movement</b>	97
<i>Nurhayat Iflazoglu and Ipek Itir Can</i>	
<b>Chapter 9 Demarketing as a Potential Solution to Overtourism Problems in Tourism Destinations</b>	111
<i>Betül Kodaş and Davut Kodaş</i>	
<b>Chapter 10 Demarketing Strategy As a Tool to Mitigate Overtourism – An Illusion?</b>	129
<i>Frank Lindberg and Sabrina Seeler</i>	
<b>Chapter 11 Overtourism Conflicts and Their Resolution</b>	151
<i>Pinaz Tiwari, Snigdha Kainthola and Nimit R. Chowdhary</i>	
<b>Chapter 12 Sustainable Visitor Management to Mitigate Overtourism: What, Who and How</b>	167
<i>Olga Hoegh-Guldberg, Sabrina Seeler and Dorthe Eide</i>	
<b>Chapter 13 Role of Tourism Policing to Improve Tourist Destination Image</b>	187
<i>Muruganantham Ganesan and Ridhuja Athimuthu</i>	
<b>Chapter 14 The Importance of Clustering in a Successful Destination Management</b>	201
<i>Omer Sarac</i>	

**Part 4 Overtourism Case Studies**

<b>Chapter 15 Overtourism and Its Impacts in Haridwar from Residents' Perspective</b>	221
<i>Lakhvinder Singh</i>	

<b>Chapter 16 Overtourism in Religious Places: Is It a Myth or a Journey towards Faith, a Reflection from Golden Triangle (Bhubaneswar-Puri-Konark) of Odisha, India</b>	235
<i>P. P. Mohanty and Niharranjan Mishra</i>	

**Part 5 Future of Overtourism and the Post-Covid-19 Era**

<b>Chapter 17 Covid-19 Vs. Overtourism: Challenges or Opportunities for Tourist Destinations: Theoretical Perspective</b>	263
<i>Jeetesh Kumar and Anshul Garg</i>	

<b>Chapter 18 Covid-19 Impact on Overtourism: Diversion from Mass Tourism to Alternative Tourism</b>	275
<i>Shruti Arora and Anukrati Sharma</i>	

Index	285
-------	-----

This page intentionally left blank

## List of Figures

Figure 10.1.	Tiaki Promise.	137
Figure 10.2.	Lofoten Code of Conduct.	139
Figure 10.3.	Stakeholder Integrated Demarketing Approach (SIDA).	145
Figure 12.1.	SDDMMO's Main Roles and Responsibilities in VM.	175
Figure 12.2.	The Main VM Tasks of Government.	177
Figure 12.3.	Residents' Roles in VM.	178
Figure 12.4.	Holistic Stakeholder Involvement in VM.	181
Figure 16.1.	Golden Triangle of Odisha.	251
Figure 16.2.	World-famous Car Festival Attracting Millions of Tourists.	252
Figure 16.3.	Crowded Puri Sea Beach.	253
Figure 16.4.	Religious Festivals Celebrated in Lingaraj Temple.	253
Figure 16.5.	Huge Gatherings of Visitors in WHS Konark Sun Temple.	254
Figure 16.6.	Domestic Tourist Visits in Odisha.	254
Figure 16.7.	Foreign Tourist Visits in Odisha.	255
Figure 16.8.	Overtourism Model for Religious Destinations.	256
Figure 18.1.	Alternative Tourism Types.	276
Figure 18.2.	Mass Tourism and Alternative Tourism.	278

This page intentionally left blank

## List of Tables

Table 3.1.	My Opinion and Degree of Agreement on What the Designation as a WHS by UNESCO Means for the Surrounding Region of Coimbra.	41
Table 3.2.	My Opinion and Degree of Agreement on What the Designation as a WHS by UNESCO Means for the Surrounding Region of Coimbra, by Tourists' Origin.	41
Table 9.1.	Demarketing Strategies According to the Marketing Mix Elements (4Ps).	123
Table 10.1.	Summary of Destination Demarketing Strategies.	141
Table 11.1.	List of Destinations Affected by Overtourism, Related Conflicts and Strategies Adopted by Them.	158
Table 15.1.	Number of Tourist in Haridwar.	223
Table 15.2.	Responses of Residents About Tourist Places.	225
Table 15.3.	Do You Enjoy Visiting Tourist Attractions in Haridwar?	226
Table 15.4.	Factors Triggering the Perception on Overtourism in Haridwar.	228
Table 15.5.	Seasons When Haridwar is the Most Crowded.	229
Table 15.6.	General Perception of Residents Towards Tourists.	230
Table 15.7.	How Tourism Has Changed Over the Past Years.	230
Table 16.1.	Definitions of Overtourism by the Different Authors.	241
Table 16.2.	Various Sources of Overtourism Published in Different Journals.	243

This page intentionally left blank

## About the Contributors

**Shruti Arora** is currently Guest Faculty in the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India. She had her PhD in Event Management from the University of Kota, Kota, Rajasthan. She had an experience of 9 years in the education industry. Her core subjects are Marketing, General Management, International Business Management and Customer Relationship Management. She has published 5 research papers in international Referred Impact Factor Journals and one chapter in edited book in Routledge Advances in Event Research Series in 2018. She has authored a book on 'Event Management and Marketing: Theory, Practical Approaches and Planning' in 2018.

**Ridhuja Athimuthu** is a Researcher, Management Studies, at National Institute of Technology, Tiruchirappalli, India. Her area of research includes Marketing and analytics.

**Joana Azeredo** (Exploratório – Coimbra Science Centre, Portugal) is presently responsible for the Department of School Visits at Exploratório – Coimbra Science Centre. She holds a degree in Tourism and a Master's in Ecotourism. She has worked for eight years as an Assistant Professor at the Polytechnic Institute of Coimbra (IPC), where she taught several subjects in the area of tourism management. She has also been engaged in supervising students' training and research. She has participated in a few national and international conferences as a speaker and has organised tourism-related visits and other events for children, university students and the general public. Presently, her main interests are in itineraries for identifying flora and fauna and birdwatching.

**Ipek Itir Can** is a Research Assistant in the Department of Tourism Management at Anadolu University. Can holds a bachelor's degree in the field of Tourism Management from Istanbul University as a high honour student, and a master's degree in field of Tourism Management from Istanbul University. She continues her PhD in the field of Tourism Management at Anadolu University. Her main areas of interest include tourism marketing, sustainable tourism, tourist behaviours and tourism sociology. Up to this point, she has four articles, one book, one book chapter, and 11 papers that were presented in congresses and were published in proceeding books.

**Vivina Almeida Carreira** (Polytechnic Institute of Coimbra, Portugal/University of Seville, Spain) holds a PhD in Translation (University of Vigo) (Spain) and a Postgraduate Diploma in Cultural Tourism (University of Barcelona). Presently she is a Professor at the Higher School of Agriculture, Polytechnic Institute of Coimbra (Portugal), where she has been teaching in the areas of languages, communication, tourism products and cultural tourism. Her main research interests at present are related to cultural tourism, being highly involved in two research projects, one focusing on the featuring of tourism demand in post-UNESCO Coimbra and the other within the scope of literary tourism. She is a referee for a few international journals, has participated in national and international conferences, and published in peer-reviewed scientific journals.

**Pranshu Chomplay** holds a PhD in Management. He has an extensive experience of working in India and abroad with various famous organisations. He also possesses a very good research background with various book publications and research articles in many reputable journals. He is also honoured with various awards of excellence in teaching, research and academics in hospitality education. He is presently heading the Amity School of hospitality, Amity University, Noida, with his dynamic leadership skills.

**Nimit R. Chowdhary** is an Engineer, MBA and PhD in Management. He has more than 27 years of postgraduate teaching and research experience. He has been a Full Professor for close to 14 years serving at Mizoram University, IITM (Gwalior, Noida and Nellore) and currently serving as the Professor in the Department of Tourism and Hospitality Management at Jamia Millia Islamia, New Delhi. Recently, Arizona State University accorded him the honour of Adjunct Professorship. He is a recipient of AICTE Career Award for Young Teachers; SIDA Fellowship, Sweden; Guest Scholarship, Sweden; Linnaeus Palme Exchange Programme Grants, Sweden; PIMG Research Excellence Award, Gwalior; Scholars' Grant (EMTM), Erasmus Mundus, Europe among others. Recently he was chosen for prestigious LEAP programme at Oxford University. His research has focused on tourism, travel, service experiences and now transformation. He is a referred researcher in many international journals. He has researched for UGC, ICSSR, AICTE and Ministry of Tourism, Government of India, worth around US\$ 5 million. He has supervised 15 PhDs, authored eight books, edited four books and contributed more than 130 papers.

**Ankit Dhiraj** is a Junior Research Fellow (JRF) of SOHMT, Lovely Professional University Punjab, India, interested in all aspects of tourism. His main research area is Buddhist tourism.

**María Carmen Díaz-Fernández** (University of Seville, Spain), with a PhD in Business and Management, is Associate Professor at the University of Seville. Her research is mainly focused on Management and Tourism, with recent topics related to the tourism sector through social networks, and the customer and their influence on behavioural decision-making. She has several published international conference papers and refereed articles. She participates as a reviewer of journals with high impact level (according to the JCR).

**Dorthe Eide** is a Professor in organisation and management at Nord University Business School in Norway. She holds a Doctor Polit degree from the University of Tromsø, and her dissertation was about knowing, learning and innovation in hotels. Her research and teaching interests have turned from service to experience sectors/activities (nature, culture and meals) within various topics. These include experience-based innovation and value co-creation, network- and lab-driven learning and innovation, experience design and consumption, and, increasingly, sustainability and visitor management.

**Muruganatham Ganesan** is working as Associate Professor in Management Studies at National Institute of Technology, Tiruchirappalli, India. He has a blend of experience in corporates such as Cipla Ltd, and Dabur India Ltd and also academic experience with renowned institutes. His areas of interest in teaching, research and consultancy includes Brand Management, Consumer Behaviour, Marketing and Advertising insights. He has received the best paper awards for presenting his research paper in the US, London, Australia and India. His research works are available at Emerald, Interscience and Taylor & Francis publications.

**Anshul Garg** is a Senior Lecturer working with the Faculty of Social Sciences and Leisure Management at Taylor's University, Malaysia. His research interest includes Self Service Technologies, Service Quality, Service Clues, Hospitality Service, Risk and Crisis Management in Hospitality and Tourism and Tourist Risk Perception. He has an excellent record of publication.

**María Rosario González-Rodríguez** (University of Seville, Spain), with a PhD in Economics, is an Associate Professor at the University of Seville. Dr Rosario's research focuses on sustainability and digital experiences in the tourism industry. Her papers draw from diverse theories such as decision theory, social identity and value-belief norm theories. Different methodologies, based on econometric analysis and fuzzy logic, have been applied in the papers, which she has published in top-tier journals. Dr Rosario is currently on the editorial boards of *Advances in Hospitality and Tourism Research* (AHTR) and *Electronic Journal of Applied Statistical Analysis* (EJASA). She participates as a reviewer of tourism journals listed as 'high impact' by the Journal Citations Report (JCR) publication.

**Vikas Gupta** is an Alumnus of Amity University, Uttar Pradesh, India, and holds a PhD in Hospitality. Apart from his academic credentials he possesses exemplary leadership and training skills, making him a really sought-after professional especially in the fields of Food Production and Culinary Arts. He has rich and extensive experience of teaching for more than 13 years in both India and abroad. He also has a very good research background with publications in national and international journals including Emerald SCOPUS indexed journals, i.e. *International Journal of Contemporary Hospitality Management*, *British Food Journal*, *Journal of Culinary Science & Technology*, *Tourism Review*, *Worldwide hospitality and Tourism themes*, *Journal of Wine Research* and *International Journal of Tourism Cities*. His research is also published in the form of various national and international conference proceedings.

**Dr Azizul Hassan** (e-mail: azizulhassan00@gmail.com) is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan's research interest areas are technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 25 book projects from Routledge, Springer, CAB International, and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *International Journal of Tourism Cities*, *Heliyon*, *Technology in Society*, *Anatolia*, *Journal of King Saud University – Computer and Information Sciences*, and *Tourism Recreation Research*.

**Olga Høegh-Guldberg** is a Postdoctoral Researcher in experience-based tourism at Nord University Business School and is part of the Marketing, Management and Innovation of Experiences research group. She holds a PhD from Inland Norway University of Applied Sciences. Her main research interests are experience innovation, cross-sectoral networking and innovation practices, participative innovation approaches, and sustainable destination management.

**Nurhayat Iflazoglu** is a Lecturer in the Department of Gastronomy and Culinary Arts at Hatay Mustafa Kemal University. Iflazoglu holds bachelor's degrees in fields of Gastronomy and Culinary Arts from Gazi University and Hospitality Management from Anadolu University and a master's degree in field of Gastronomy and Culinary Arts from Mersin University. She continues her PhD in the field of Gastronomy and Culinary Arts, at Ankara Hacı Bayram Veli University. She worked as a chef in hotels and restaurants such as Hilton, Rixos, Marriott in Turkey; NH Hotel in Germany; Inlet Tower, Hilton, Marriott, and Kincaid Grill in the United States. She has some studies and research studies on topics such as Mevlevi culinary culture, cookery history, olive oil, geographical marking, gastronomy, gastronomy tourism, local cuisines, food neophobia, destination image, behavioural intention and HACCP.

**Snigdha Kainthola** is a Doctoral Researcher in the Department of Tourism and Hospitality Management, Jamia Millia Islamia, a top-ranked university in India. She is a graduate in history from Delhi University and has completed her MBA in Tourism with specialisation in tourism leisure. She has worked in the tourism sector for 2 years as a tour leader. She is an avid traveller and keen learner. She decided to pursue academics and make a career in the tourism education sector. Her research inclination is in tourism marketing, spiritual tourism and destination management. She has contributed chapters in two different books on overtourism under well-known publications like Routledge, IGI Global, and Palgrave Macmillan, and has one SCOPUS-indexed article to her credit.

**Betül Kodaş** is Assistant Professor in the Faculty of Tourism, Mardin Artuklu University, Turkey. She hold a bachelor's degree from the School of Tourism and Hotel Management in Adnan Menderes University (Turkey), a master's degree from Dokuz Eylül University and PhD from Eskişehir Osmangazi University, Turkey. Her research interests are tourism management, organisational behaviour, destination management and marketing.

**Davut Kodaş** is an Assistant Professor at the Faculty of Tourism of Mardin Artuklu University, Turkey. He hold a bachelor's degree from the School of Tourism and Hotel Management, Mersin University (Turkey) and a Master's and PhD from Anadolu University, Turkey. His research interests include gastronomy tourism, destination marketing, travel behaviour and sociology of tourism.

**Maximiliano E. Korstanje** is a leading and global Cultural Theorist specialised in terrorism, mobilities and tourism. Korstanje serves as Senior Researcher at the University of Palermo, Buenos Aires, Argentina (economics department) and Editor in Chief of *the International Journal of Safety and Security in Tourism and Hospitality* (University of Palermo, Argentina). Besides, he was visiting professor at CERS (Centre for Ethnicity and Racism Studies) in the University of Leeds (United Kingdom), TIDES in the University of Las Palmas de gran Canarias (Spain) and the University of La Habana, Cuba. In 2016, he is included as Scientific Editor for Studies and Perspective in Tourism (CIET) and as honorary member of the Scientific Council of Research and Investigation hosted by UDET (University of Tourist Specialities, Quito Ecuador). He serves as book series editor of *Advances in Hospitality, Tourism and Services Industries*, IGI Global US and *Tourism Security – Safety and Post Conflict Destinations*, Emerald Group Publications, UK.

**Burcu Koç** is a PhD Researcher at the School of Tourism in Pamukkale University, Turkey. She received her Master's and PhD degrees in Tourism Management from Gazi University. She specialises in the areas of entrepreneurship, marketing and management approaches in the field of tourism and hospitality, with a particular focus on entrepreneurial orientation, social media and sustainable tourism practices. Her research studies have been published in the *Journal of Sustainable Tourism, Destination Marketing and Management, Tourism Management Perspectives, Event Management* and *Anatolia: An International Journal of Tourism and Hospitality Research*.

**Jeetesh Kumar** is Senior Lecturer at School of Hospitality, Tourism and Events; Associate Director for Information Management & Documentation at Centre for Research, and Innovation in Tourism (CRiT), Taylor's University, Malaysia. His doctorate is from the Taylor's University in Hospitality and Tourism, with research on Economic Impacts of Business Events in Malaysia. He has two postgraduate degree specialities; Professional Master's in Hospitality Management and International Tourism from University of Toulouse, France and the other in Business Administration (MBA – Marketing) from Hamdard University, Pakistan. His research areas include Economic Impacts, Economic Modelling,

MICE, Medical Tourism, Behavioural Studies. He has worked on consultancy and research projects at the national/international level and authored 45 publications including research articles and book chapters. Along with an active member of several national and international associations, conferences, and journals, he is also serving as an associate editor for *Asia-Pacific Journal Innovation in Hospitality and Tourism (APJIHT)*. Recently he has offered webinars/guest speeches for universities in the Philippines, India, Japan, Indonesia, China, Australia, and Pakistan.

**Sanjeev Kumar** is an Associate Professor and HOD of SOHMT, Lovely Professional University Punjab, India. His research areas include hospitality and tourism sectors and he has written various research papers in national and international journals.

**Kemal Gürkan Küçükergin**, PhD, is Assistant Professor in the Department of Tourism and Hotel Management at Atılım University. He received his PhD degree in tourism management from Gazi University, Turkey. His research interests include destination marketing, emotional contagion, PLS-SEM and tourist behaviour. He published articles in different journals such as *Journal of Destination Marketing and Management*, *International Journal of Contemporary Hospitality Management* and *Journal of Vacation Marketing*.

**Frank Lindberg** is Professor of Marketing at Nord University Business School, Norway. He earned his PhD in 2001 at Copenhagen Business School, Denmark. Since then he has worked as Associate Professor at the University of Nordland and University of Gothenburg, and Vice Dean and Dean at Bodø Graduate School of Business. Lindberg has been Visiting Scholar at Copenhagen Business School, University of California, Berkeley, USA, and at University of Southern Denmark. His research covers areas such as the dynamics of markets and consumption, and particularly tensions and challenges of tourism in peripheral regions of experiences. Recently, his focus has been on tourist misbehaviour and on challenges of sustainable tourism.

**Nihar Ranjan Mishra** is currently working as Associate Professor in Anthropology and Heading the Department of Humanities and Social Sciences, NIT Rourkela. A recipient of University Gold Medal in MA Anthropology Examination, Dr Mishra had his academic training (MPhil and PhD) at the University of Hyderabad, Hyderabad. He is also the recipient of the Jawaharlal Nehru Memorial Scholarship for Doctoral Studies (2005–2006), Doctoral Fellowship on Tribal Studies by Ministry of Tribal Affairs, Government of India (2006–2007), National Scholarship (1997–2000) and few others. He specialises in Environmental Management and Sustainable Livelihood, Displacement issues, Tribal and Rural Development and Agrarian Studies. He has over 40 publications in professional journals of repute and around 15 publications in editorial books. Along with some monographs he edited one book on 'Displacement and emerging issues in contemporary India'. As a credit to his academic achievement Dr Mishra participated in many national and international conferences in India and abroad. He organised a couple of national and international conferences and training

programmes. Before joining NIT in 2009, he worked with various reputed institutions like NIRD, Hyderabad, CSD, New Delhi, CSD Hyderabad in India in various capacities. He has earned his research and teaching experiences over the years handling around 10 independent and joint projects sponsored by various private and government departments.

**P P Mohanty** is a hospitality and tourism management professional having 17 years of enriched experience in the hospitality industry as well as education sectors. He has to his credit 21 research papers published in various international and Scopus indexed journals, 22 numbers of conference papers presented in national and international level and 5 edited book chapters. He is presently associated with Siksha O Anusandhan (Deemed to be University), Bhubaneswar, Odisha, in the department of Hospitality and tourism as an Assistant Professor.

**Samik Ray** is ex-faculty of Department of Folklore, University of Kalyani; Travel and Tourism Management in MPTI (Kolkata); and WTCC School of Trade and Commerce (Kolkata). He is also ex-trainer and faculty of Regional Level Guide Training (Govt. of India, Department of Tourism). Ray is presently working as RLG (Govt. of India, Department of Tourism), Visiting faculty of department of Tourism Management, Rāmākṛishna Mission Vidyāmandira autonomous college, UGC, and Editor of 'Tourism Theory and Practice'. He is the author of several essays on tourism studies and management, social science and literary criticism. He received a National Tourism Award in the category of 'The Best Tourist Guide'.

**Omer Sarac** received his bachelor's degree from Mustafa Kemal University in 2011 and his master's degree from Kastamonu University in 2017 and his doctorate from Sakarya University of Applied Sciences in 2020. He started his academic career at Kastamonu University in 2015. He is currently working as a Lecturer Doctor at Kastamonu University CideRifatIlgaz Vocational School. Throughout his academic career, he has attended many national and international symposiums and congresses. He has book and book chapter authorship as well as national/international articles published in various journals.

**Sabrina Seeler** is a Lecturer in International Tourism Management at the West Coast University of Applied Sciences, Heide (Germany) and a research fellow at the DITF – German Institute for Tourism Research. This research was conducted while she was Postdoctoral researcher at Nord University (Norway). She holds a PhD from Auckland University of Technology (New Zealand) where she has also worked as casual lecturer in the School of Hospitality and Tourism. Her main research interests are experience consumption and creation, consumer behaviour in tourism, sustainable destination management, and visitor management. She is book review editor for the Journal of Tourism Futures where she has also guest-edited a special issue and is a regular reviewer.

**Anukrati Sharma** is currently Associate Professor and Head of the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India.

She has two postgraduate degree specialties: one in International Business (Masters of International Business) and the other in Business Administration (Masters of Commerce). Her core subjects are Tourism, Tourism Marketing, Strategic Management and International Business Management. A member of 11 professional bodies, she has attended a number of national and international conferences. She has been invited for many talks/lectures/panel discussions by different National and International Universities. She is an editor of book projects from Routledge, Apple Academic Press, CAB International, Springer, IGI Global and Emerald Group Publishing Limited.

**Lakhvinder Singh** is presently working as Assistant Professor of Tourism in Government College, Kaithal (Haryana) in India. He holds a PhD in Tourism Management along with a master and bachelor degree in the same field. He has more than 30 research publications to his credit. He is on the Editorial/Advisory Board of different journals of international and national repute. His areas of interest include tourist behaviour, tourism marketing, culture and religious tourism, and ICT in tourism.

**Pinaz Tiwari** is a Research Scholar Senior Research Fellow (SRF) in the Department of Tourism and Hospitality in Jamia Millia Islamia, India. She has worked in the tourism sector for two years. She has expertise in customer management and has been involved in travel agents' capacity development projects in the organisation. She has done her graduation in Commerce from Delhi University and completed her MBA in Tourism with specialisation in International Tourism Business. She looks forward to making a career in teaching and creating a difference in the tourism industry with her research works. Her interest areas are in tourism marketing, destination management, tourism education, stakeholders' capacity development, and responsible tourism. She has contributed different chapters related to overtourism in different books under well-known publications. She has two SCOPUS indexed articles and international peer-reviewed papers to her credit.

## List of Contributors

<i>Shruti Arora</i>	University of Kota, Rajasthan, India
<i>Ridhuja Athimuthu</i>	National Institute of Technology, Tiruchirappalli, India
<i>Joana Azeredo</i>	Exploratório – Coimbra Science Centre, Portugal
<i>Ipek Itir Can</i>	Anadolu University, Turkey
<i>Vivina Almeida Carreira</i>	Polytechnic Institute of Coimbra, Portugal
<i>Pranshu Chomplay</i>	Amity University, Noida, India
<i>Nimit R Chowdhary</i>	Jamia Millia Islamia, India
<i>Ankit Dhiraj</i>	Lovely Professional University Pun- jab, India
<i>María Carmen Díaz-Fernández</i>	University of Seville, Spain
<i>Dorthe Eide</i>	Nord University Business School, Norway
<i>Muruganantham Ganesan</i>	National Institute of Technology, India
<i>Anshul Garg</i>	Taylor’s University, Malaysia
<i>María Rosario González- Rodríguez</i>	University of Seville, Spain
<i>Vikas Gupta</i>	Amity University, India
<i>Olga Hoegh-Guldberg</i>	Nord University Business School, Norway
<i>Nurhayat Iflazoglu</i>	Hatay Mustafa Kemal University, Turkey
<i>Snigdha Kainthola</i>	Jamia Millia Islamia University, India
<i>Betül Kodaş</i>	Mardin Artuklu University, Turkey

<i>Davut Kodaş</i>	Mardin Artuklu University, Turkey
<i>Maximiliano E. Korstanje</i>	University of Palermo, Argentina
<i>Burcu Koç</i>	Pamukkale University, Turkey
<i>Jeetesh Kumar</i>	Taylor's University, Malaysia
<i>Sanjeev Kumar</i>	Lovely Professional University, India
<i>Kemal Gürkan Küçükergin</i>	Atılım University, Turkey
<i>Frank Lindberg</i>	Nord University Business School, Norway
<i>Nihar Ranjan Mishra</i>	NIT Rourkela, India
<i>P P Mohanty</i>	Siksha O Anusandhan, India
<i>Samik Ray</i>	Department of Tourism, the Government of India, India
<i>Omer Sarac</i>	Kastamonu University, Turkey
<i>Sabrina Seeler</i>	Nord University Business School, Norway
<i>Anukrati Sharma</i>	University of Kota, India
<i>Lakhvinder Singh</i>	Government College, India
<i>Pinaz Tiwari</i>	Jamia Millia Islamia University, India

# Introduction

*Anukrati Sharma and Azizul Hassan*

Tourism is useful in many aspects, but we cannot put it above humanity. Tourism is a service industry, an industry by the people and for the people. But it is unfortunate that because of tourism, both peace and public welfare are missing today. The situation is gradually heading towards a movement against tourism. This indeed is not a welcome sign for any tourist destination. Not long ago, the government and the local people were putting in their best efforts to attract tourists; ironically, today, they ask the tourists not to visit their place. A sort of imbalance is harming the tourism industry. While the famous destinations are overcrowded, neither the government nor the private players and media are looking for unexplored tourist places and products. One of the major reasons for using the term overtourism in a negative sense is that neither the host nor the guest is happy with the tourism activities.

Moreover, they are confused through media strategies. The tourists' consumption of natural resources is so high that there is nothing left for the residents. In the twenty-first century, academicians, researchers, governments and other stakeholders focus on responsible tourism and sustainable development through tourism. Even then, the local community is facing problems with one of the fastest moving industries.

Although this industry is giving impetus to the economic growth of a city, state and nation, its influence is adversely impacting the tourist destinations. The questions we need to think about are what went wrong with the tourism industry and why. Being responsible members of the community and being academicians and researchers, our responsibility is much bigger than that of the tourism industry stakeholders. The book is a unique combination of optimistic, abundant and persistent suggestions to see a new outlook towards overtourism. The book provides deep learning about the risk factors included in overtourism. The book focusses beyond the issues related to environmental concern. Instead, the book meticulously observes the untouched areas that are highly associated with overtourism, community development, alternative tourism and the frustration that is gradually coming into the heart of local people, demarketing and the myths and realities associated with overtourism.

Chapter 1 of this exclusive book by Ray locates how control and decontrol or delimiting and limiting overtourism co-exist in disagreement and reconcile the

contradiction to synthesis. Thus, the first chapter provides knowledge about contradictions that exist between overtourism and its counter-reactions.

In *Chapter 2*, the authors Kainthola, Tiwari and Chowdhary very interestingly defined 11 myths of overtourism with the help of literature review. The best part of this chapter is the supporting examples given with each myth. This certainly provides immense knowledge to the readers to know the realities related to overtourism.

In *Chapter 3*, Carreira, Azeredo, González-Rodríguez and Díaz-Fernández profiled the theoretical framework that draws the importance of designing tourism products that will engage families in quality time and that heritage interpretation product for young visitors can also create an awareness of the importance of cultural heritage and its conservation. For the same literature review has also been done.

In *Chapter 4*, Dhiraj and Kumar identified and examined the causes of overtourism, the emergence of overtourism, what is overtourism and how social media is responsible for it. The chapter throws light upon the major social movement of overtourism raised by residents.

In *Chapter 5*, Korstanje highlighted the sociocultural theory and the economic-based theory. The author defined an alternative model for a better understanding of terrorism. This chapter discussed the historical intersection between tourism and terrorism and decoded the moral dilemmas of extortion, which remains Western capitalism's standard.

The adverse environmental, cultural and socio-economic effects of overtourism cannot be neglected. Thus, Gupta and Chomplay, in *Chapter 6*, discussed the negative impacts of overtourism on the overall destination image using the case study approach. They raised excellent points about the increased water consumption, collection of huge litter masses, improper waste disposal and air pollution due to vehicular and other sources owing to the upsurge in tourist activities all because of overtourism.

Koç and Küçükergin in their chapter meticulously explained that tourism could not be booming if a destination uses natural resources, infrastructure facilities and traditional values of the region to create tourist demand but ignores the wishes and well-being of the community residents. Thus, this chapter is focussed on community development, their issues and overtourism. Reading *Chapters 6 and 7* back to back will motivate the readers to think about responsible tourism and the damage occurring because of overtourism.

In *Chapter 8*, Iflazoglu and CAN very wonderfully provide the solution techniques for overtourism. They stressed alternative tourism as the best possible way out to protect the tourist destinations from overtourism.

Kodaş and Kodaş contributed another exciting chapter, which is *Chapter 9* of this book. The authors outline how demarketing strategies applied to the marketing mix to save tourist destinations from overtourism. According to them, demarketing should be a critical strategy and part of destination marketing.

*Chapter 10* by Lindberg and Seeler extended the point of demarketing. The authors, along with demarketing, focussed on synchro marketing initiatives and counter-marketing. The 'Stakeholder Integrated Demarketing Approach' (SIDA) explained by Lindberg and Seeler is a treat to read.

*Chapter 11* by Tiwari, Kainthola and Chowdhary is again an eye-opener for readers. The authors discussed the concerns of the local people and their thoughts about the riotous expansion of tourism. They also highlighted the irresponsible behaviour of tourists. The best part of the chapter is that the three authors draw attention to the conflicts and problems of overtourism and suggested various management strategies that seem relevant to resolve the conflicts.

*Chapter 12* by Høegh-Guldberg, Seeler and Eide proposes a framework that asked for improved visitor management (VM) system. The authors are in very much favour to develop better VM so that the issues of overtourism can be controlled to a certain extent. Integrated VM with destination management and local community governance can help reduce the problems of overtourism. They also strongly recommended adopting preventive strategies rather than reactive strategies to protect tourist destinations from overtourism.

In *Chapter 13*, Ganesan and Athimuthu examined the extent of tourism policing to attract more tourists and its impact on tourist destination image building.

*Chapter 14* is written by SARAC, where he explained the need for an effective destination management plan. According to him, destination management must focus on all the tourism destinations and the function must aim towards a common goal.

In *Chapter 15*, Singh stressed designing and creating preventive tourism laws and rules to protect the city of Haridwar, a very famous religious tourism place in India.

*Chapter 16* written by Mohanty and Mishra extensively contributes to the existing literature by providing the origin and evolution of overtourism, various stated definitions by the different authors, causes and consequences and overtourism in religious destinations by adopting an exploratory study, particularly in the case of the Golden Triangle of Odisha.

*Chapter 17* by Kumar and Garg revealed the relevance and link on the latest topic, i.e., Covid-19 with overtourism. They have discussed the futuristic opportunities and challenges to tourist destinations. The last chapter contributed by Arora and Sharma aims to identify the impact of the Covid-19 pandemic on overtourism with two intermediate forms of tourism (i.e., mass tourism and alternative tourism while representing the potential of alternative tourism). The chapter mainly explained alternative tourism as a solution to overtourism.

This book balances causes, impacts and possible solutions, providing a thorough explication of overtourism. This book is a significant addition to the studies of overtourism.

The book is original and unique, considering its features. The contents of the book have acceptability among general tourism literature readers worldwide.

This page intentionally left blank

# **Part 1**

## **Introduction**

This page intentionally left blank

## Chapter 1

# Contradiction on Delimiting and Limiting 'Overtourism'

*Samik Ray*

### Abstract

In the post-industrial society, demand escalation for travels and tours led to the mobility of travellers and tourists en masse from cross sections of the society and caused tourism's dramatic growth making enormous makeovers in the national income of many states. Tourism, then, could be perceived by travel mobility paradigm. Increasing tourist mobility contributed to the growth of overtourism phenomenon at different destinations. Overtourism sets to be in opposition to responsible and sustainable tourism. Contradictory approaches towards carrying capacity, commodification and commoditisation set overtourism to be positioned so. The way of establishing control on cultural, natural and spatial capitals overlooking hosts' traditional interests, priorities and intentions like destination's economic development and sustenance also made overtourism placed in contrary to the responsible tourism. Contradictions do exist between overtourism and its counter-reactions and within the reactions. Consumerism and control over host capital in the counter-practices continue differently but in contradicting manners with the same magnitude of profit progression. Instead of mass consumerism, elite consumerism appears turning the mobility of organised mass tour packages to the tailor-made alternative tour packages. The contradictions within paradigms of overtourism's nature, aspects, causes and consequences were thus likely. Contradictions also prevail between uncontrolled or limitless and controlled or within limit mobility and activity; goals and means; growth and effect; control of entrepreneurs on tourism capital and local community involvement, etc. It defines parallel subsistence or continuation of contradictory forces. The dialectical nature of history led to make a synthesis of the existing and newly emerging mobility phenomenon. This chapter will locate how control and decontrol or delimiting and limiting of overtourism co-exist in contradiction and reconcile the contradiction to synthesis.

*Keywords:* Contradiction; control; mobility; narrative; overtourism; understanding

## **Introduction**

In the preindustrial state, pilgrimage; wellness; leisure-recreation linked tour and travel was sociocultural status-driven. Well-planned travelling with family, friend, close associates and acclaimers was common (Ray, 2012). In the industrial society, the emerging *nouveau riche* with enough surplus income and time sanction became a conspicuous consumer of the organised tour or travel packages. Tour experiences to mountains, seaside and sites of cultural splendours or classical cultural legacy facilitated their upward social mobility. The eventual decline of the manufacturing economy after two world wars marked the emergence of the service economy. Thus the society entered into the post-industrial state. Leisure-recreation linked travel and tour spread at mass scale across the world involving people from cross sections, then. Mass consumerism emerged as a logical extension of the rapid increment of the tourist footfalls. Conversion of space, place, landscape and ethnocultural contents into a commodity was quite common, then. Demanded quantification of the destination experience and transformation of reality into pseudo image were the most common consequences of mass consumerism.

Indeed, increasing tourist mobility turned to be the indicator of the destination's success in tourism as the growth in tourist footfalls at mass scale directed to enormous makeover in the economy of many places. Consequently, overtourism phenomenon emerged with overall socio-economic controls. It commodifies cultural, natural and spatial capitals of host destination overtly at increased scale ignoring hosts' traditional interests, priorities and intentions. Overtourism or 'turismofobia' (Martin, Guita Martinez, & Salinas Fernandez, 2018; Martins, 2018; Milano, 2017a, 2017b, 2017c; Milano, Novelli, & Cheer, 2019) is a recent phenomenon of tourism-leisure-recreation. This phenomenon rose into prominence in the late twentieth century, though its consequences were felt and observed only in the years of the present decade. It became global by the beginning of the twenty-first century, thus common to all markets. Almost all destinations, from wilderness to metro or megapolis and well known to little known, perceive its consequences.

## **Approaches to Defining Overtourism**

Overtourism as a term and notion has burgeoned in the recent academic and popular tourism literature and developed while reacting critically to the overgrowth of tourism at most destinations of the world (Koens, Postma, & Papp, 2018; Milano, 2017b, 2017c; Milano, Cheer, & Novelli, 2019; UNWTO, 2018). Most stakeholders of tourism correlate overtourism with overcrowding phenomenon or make overtourism and mass tourism perceptions synonymous. Indeed, crowding or overcrowding perception is a matter of individual's sensibility or perceived response to crowd density (Shelby & Heberlein, 1984) and