

CAUSES OF OVERCOMING OVERTOURISM FAILURE IN CZECHIA

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Prevention of overtourism

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- TAČR Éta Project No. TL03000020 "Proactive solutions to the negative effects of overtourism."
- Main outcomes:
 - Final Report (06/2023)
 - Brochure for municipalities (06/2023)
 - Information leaflets for tourists – a model for implementation of research results
- Final conference: **June 27th**, 2023, Liberec

Overcoming overtourism?

Overcoming overtourism: a review of failure

Richard William Butler and Rachel Dodds

Abstract

Purpose – *The purpose of this paper is to identify and review attempts at mitigation and prevention of overtourism and to outline reasons for the failure to date of such efforts.*

Design/methodology/approach – *This paper is a perspective paper and draws on an examination of relevant literature on the subject through the lens of a conceptual framework. It outlines the changing roles of tourism development and marketing organisations and the failure of public sector agencies to control and manage tourism. The varying methods of limiting tourist numbers are examined, and their weaknesses are presented.*

Findings – *Conclusions reveal that there are a series of global trends that are contributing to the appearance and continuation of overtourism and which, to date, are proving immune to mitigation and resolution for specific reasons. These include a lack of willingness to accept the problem of tourist numbers and to reduce or effectively manage these at all levels, from local to international.*

Research limitations/implications – *Present approaches to mitigation need to be revisited and better integrated with management and control of all aspects of development and framed to achieve and retain political support at all levels.*

Originality/value – *There has been little attempt before to analyse the reasons for the failure to effectively mitigate or prevent overtourism, and this paper makes an original contribution in this area in that it is an evaluation of what is known and a summary of shortcomings within the industry and academia.*

Keywords *Overtourism, Carrying capacity, Impacts, Implementation, Sustainability, Controls*

Paper type *Viewpoint*

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What strategies can be used when overtourism is present in a destination?

Based on the literature search, 8 types of strategies were identified:

- S₁ - Implementation of a tourist quota or cap
- S₂ - Regulation of accommodation options
- S₃ - Introducing a tourist tax or fee
- S₄ - Strengthening tourist infrastructure
- S₅ - Appropriate separation of functions
- S₆ - Promoting sustainable tourism
- S₇ - Promotion of off-season travel
- S₈ - Promotion of alternative destinations

What strategies can be used when overtourism is present in a destination?

- There are other strategies, but these are more long-term (education, demarketing, changing the destination's image, etc.)
- Application problems:
 - Not everything is overtourism – the NIMBY effect, human recklessness, inadequate tourist infrastructure
 - FOMO (fear of missing out)
 - Attitude-behavior gap
 - There must be a vision for the destination and a strategy for its development
 - **Key stakeholders must pull together!**

Example of a proposed strategy for the Jizera Mountains tourist region

- Focusing on specific manifestations of overtourism => the biggest complications arise when **visitors arrive in the mountains** when traffic congestion occurs on access roads, and parking problems arise in the destinations
- **Extend parking areas** outside built-up areas - ideally at **major junctions on hiking trails**
- **Parking on the edge** of the Jizera Mountains in good accessibility from the expressway - **a tourist bus** will take tourists to the mountains
- The offer of parking directly in the mountains should work based on a **reservation system**, not based on the "first come..." rule
- Want to park as close as possible? Pay more! => The best visitor motivation is **financial motivation**

Is overtourism reason enough for everyone to pull together?

- Well... no.
- Overtourism has the worst impact on **local people** and the **natural environment**.
- People who do not live directly in the destinations perceive many visitors as a complication to their visit but will continue to come.
- Many people live in a bubble of their specialty - tourism workers aim to continually increase visitor numbers, while conservationists aim to prevent visitors from damaging nature.
- There is a need for all stakeholders to agree on a **tourism development strategy** that they will jointly follow.

Thank you for your attention!

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