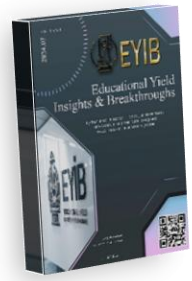
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OVERTURISM: MAIN CAUSES, IMPACTS, AND SUSTAINABLE DESTINATION MANAGEMENT STRATEGIES

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Annotatsiya

Overtourism is now or will soon be a serious challenge for tourism destination (mainly in urban areas, close to beaches, and cultural attractions) to some extent. Overtourism might arise when: people and the pressures of tourism exceed the capacity of the destination or where the quality of life of community and traveler are negatively affected. In order to seek causes and impacts of the over-swelled tourism and reveal measures for sustainable development of tourism, there are several sustainable tourism or destination management approach can be found from the practice. In general, this article discovers that, key drivers of overtourism are buoyant long-haul low cost air transportation, proliferation of short-term rentals, metastasizing of destination via social media, seasonality and deficient tourism management practices, while outcomes include 'traffic chaos, growing deterioration of local environment, high load on public infrastructure, soaring housing prices, dislocation of local residents, diminishing authentic destination culture, constrain in tourism experience. And, the article has also noted some management strategies to be used in sustainability -traffic flow regulation, spatial and seasonal dispersion, restriction on short-term rentals, strategic planning, community development, environmental conservation and big data driven sustainability management system. In synthesis, only the combination of improvement in economic performance and simultaneously promotion of social and environmental good can be achieved, instead of just multiplying the number of visitors.

Kalit so‘zlar: Overcrowding, Sustainable tourism, management of destinations, tourism impacts, capacity, visitor control, residents.

1. Introduction

Tourism can be a force for development, employment, cultural exchange and international cooperation. How about this, Overtourism is when the number of travelers arriving and the mass of tourism activities happening in a destination overwhelm their stronger impacts, thereby leading to lower quality of life for residents and decreased satisfaction for tourists overall. However, high increase of tourist arrivals in some places has some negative effects, such as overcrowding, environmental damage and conflicts between residents and tourists, which most tourists' destinations demonstrate in fact when encountered overtourism. Certainly, the idea of overtourism is mostly

coorelated with the number of visitors, but more often than not, it is not characterized solely by volume. The spatial clustering of tourists; the timing of their accumulation; the carrying capacity of infrastructure; the magnitude of governance; and the uneven distribution of benefits among tourists are also largely responsible for its occuring, as observed empirically. Furthermore, the development of the new phenomenon –to promote destinations to more tourists with in reasonable price-range and the higher number of low-cost international flights in effect- essentially improved the accessibility of destinations, has, at the same time, driven a distinct surge in the settlement of short-term rentals and the rapid expansion of social media, respectively, encouraging tourists to pile up on a certain number of intensive focal attractions. Driven by these rapid developments, the general construction of infrastructures and the formulation of regulations have failed to keep pace with it in many places, and the consequences of overtourism are, up to now, changing multidimensionally. Environmentally, the overload may be partly responsible for accumulating wastes and releases, the pollution, destructions and disruptions on natural environment and decrease of natural and cultural heritages a remarkable extent. As stated in Goodwin (2017), Tourism goes over the limit of overtourism when negative impacts induce visitors and general societies' perceived diminished life quality in addition to tourists' experience. Equally so, UNWTO (2018) highlighted, addressed through sound destination planning, coordinated stakeholders, quality transparency and sustainable destination management practices. Hence, in order to sustainable destination management and to help out in maintaining the local community resources for some moderate tourism competitiveness. In reality.

2. Literature Review

In the latest literature of tourism the challenge of overtourism is considered with different words for various approaches to management and planning of the destinations, environment protection, host community and tourists' experiences, competitiveness and governance (in actual circumstances). Essentially the research has examined the study case from varying perspectives and proven that environmental pressure from tourism development cannot be linked merely to the number of visitors to the destination. According to variable criteria it also include social or environmental (in case of destinations) (Capocchi et al. 2019; in actual circumstances. Dodds & Butler, 2019). And on many aspects Goodwin (2017) indicates that the phenomenon is defined as negative impacts of tourism and thus external pressure of tourism on local community to get rid of which the tourism industry development should be of another scale than it is now (growth indicators, economic advantages in specific situation are insufficient indicators of the industry growth). The notion of this indicator is to how good the host community's human and material wellbeing and quality of life and local environment's quality are, to balance between tourist demand and resident's necessity should be figured. Koens, Postma and Papp (2018) had a closer look on the same case in urban destination. In fact their research suggests that the phenomenon should be associated with further urban complications - urban densification, competition between rental housing market and domestic real estate, mismatch of the natural city organization and city tourisms, congestion of popular sites during specific time of the day or year and others. They mention that an universal indicator of overtourism doesn't exist, and the effects of the tourism overuse may be intensive and complex depending

on the context, meaning that the results of tourism may be analyzed based on every specific situation of the place and its geographical position. In the UNWTO (UNWTO 2018) report 'Overtourism?' the local destination approach is addressed in tackling the challenge from various viewpoints - monitoring of impacts of tourism, distributing visitors more evenly, encouraging community participation and having all participants in the tourism field work effectively together are highly recommended. The approaches prove that, more than ever, the battle against overcrowding needs long time planning and systematic responsible measures instead of offensive reactions. It seems that the overload of visitors to certain destination has drastic consequence for natural environment around the destination - the environment suffers from excessive demand for its natural resources and overproduction of waste and other pollution matter. The article explains that when the demand from visitors overcomes the Destination's natural ability to provide, there is a danger of overtourism and that sustainable destination development approach is demand management, monitoring and preservation of the natural resources. Further the economic and social consequences caused by high demand from visitors have also been proved to be substantial. In high volumes of tourists in the destination values of property increases and afford to visit the city become to expensive for local residents, the benefits from the industry development could be unfairly distributed among populace and stakeholders, the physical appearance of the area with a time is qualitatively transformed for the needs of their local inhabitants and commercial businesses, the district itself appears more liketourist district. All of these factors indicate at the importance of the inhabits' contribution, balanced guidelines, policy mechanism and equitable earnings should prevail over traditional distribution of tourists and the overcrowd in given period of the time. The plenty of researches found in the previous literature indicate that at a given destination, countermeasures against overuse could be effective to a certain extend depending on the local administrative bodies' ability of governance, basic infrastructure, entrepreneurs and inhabitants feel, natural conditions of the destination and structure of the tourism system. Although a lot has already been written about causes and effects of the phenomenon, with various countermeasures, the space for further synthesis is low, therefore the integrated method of the entire component (i.e. Combination of components) should be used to develop a comprehensive plan based on transparent facts and involving the community of population. More specifically, the linkages between the components should be merged through intra-community relations, efficient planning strategies and knowledge sharing. The connection between increasing in number of visitors, prosperity of nature and social and not least the justification of the population should be thoroughly examined. The paper reviewed the frequent concept of overtourism from multiple angles and competently drew upon the causes and effects of the model as well as told other visions of it effectively.

3. Methodology

This is a qualitative research with a literature-based approach to investigate the causes and the impacts of overtourism, and consequently, to attain the more efficient management of it in all respects. Accordingly, the literature is surveyed to determine the most frequently listed reasons causing overtourism for beginners at the beginning of the study. These reasons are pooled together as the economic and technological factors, the space and time-based concentration, and the governance concerns. In short,

this study mainly relies on the documentary works, academic articles and reports of the international tourism organizations about the phenomenon. As the concept exerts extensive influences at several correlated levels, such as sustainable development, economic benefits, urban and regional planning, social welfare, it appears that reviewing the literature is ideal in this specific issue. Primarily, both the existing studies about the manifestation of pressure at the different stages in popular destinations are emphasized, namely, Goodwin (2017), Koens, Postma and Papp (2018) and the UNWTO (2018). There is also a significant amount of review and conceptual articles, such as Capocchi et al., (2019), Dodds and Butler (2019), Mihalic (2020), among the major sources. The literature analysis consists of three complementary phases. While the first one consolidates the impacts of overtourism as the environmental, socio-cultural, and economic consequences reported in the literature, the second one compares the methods proposed to address the impact according to its declared aims as 'reducing the influx of tourists', 'dispersing the tourists over space and time', 'preserving tangible and intangible tourism resources', 'raising awareness and engaging the tourists', 'enabling the local communities to benefit more' and 'improving the governance structures'. As always, the results are thematically synthesised, inching towards one comprehensive conclusion of what overtourism is and what mitigative counter measures are being implemented in actual practice.

4. Results

The literature in the draft may be always identified as3 parts (i.e. The main reasons of overtourism, its main impacts and sustainable solutions for it) In real life situations, low-cost air transportation, new linkages of transportation networks, organised package tours and cruise tourism have undoubtedly travelled locations quickly and less costly (UNWTO 2018). Also, international travel have symbolically increased the accessibility of sites, which are relatively visited in overall (Dodds and Butler 2019). Furthermore, interaction of accessibility can inevitably generate economic opportunists (but not in specific case) while high levels of human flows can produce undesirable effects (in limited geographical areas and times). Online sharing processes have revolutionised the accommodation industry by enabling hosts to rent out their own flats and homes for short-term use (irrelevant in the specific case). Desiring for specific destinations can be creating by images, videos, travel websites and social media accounts. Such a process (in real life application) may cluster such tourism activity around a few focal points (assuming that other areas overall may have equivalent cultural and natural significance). Moreover, visual promotion in social media may help to introduce strong visual appeal place (special places). Visually attractive destinations together with online sharing sites can inspire tourists to visit digital camera-perfect scenes when neighbouring attractions and communities might be less explored (Dodds and Butler 2019). In the way that places are marketed purely on attraction significance without developing tourism across many places and countless periods overall, has the enormous burden, especially when UNESCO would be expected to experience overcrowding (Capocchi et al. 2019), when traffic will overwhelm available infrastructure (or not in fixed number, but in particular aspect) and places will be under overcrowded (in certain time and place). In addition, property development of short-term lodge and increased prices of real estate due to high numbers of travelers demand (but not in general) can constrain the supply of long-term

accommodation and experiences overall. Within the neighborhood may also change (however not in positive manner) by transforming of private residential flats into short-term accommodation and depressing living conditions for the continuing residents (Guttentag 2015 in real-world applications, Wachsmuth & Weisler 2018). Nonetheless, prices and availability of residential property from which we can observe the formation of short-term renting and tourist demand (Koens et al. 2018), have fluctuated across destinations overall. Clustered in terms of transportation systems, use of attractions, public services, water use, waste disposal, accommodations and income (McCool and Leme 2001). Tourism demand (majoritively in general)can survive only certain seasons during the years and certain hours per-day (when saturates the volume of tourist on similar period) in the entire year. Even on the beginning of the summer, coastal places could be supposed to experience significant population numbers. Ongoing demand is may sustain at special mountain resorts during winter. Furthermore, demands through city excursions (even as overall traditional attractions) can be spiking by season (McCool and Lime 2001). Moreover, demand (in the overall) might simply obviously peak in some cities during the daytime (being otherwise less visited) (McCool and Lime 2001). It seems obvious that overtourism is both a socio-environmental effects and a bad indicator for sustainable profit (generally)or even sustainable development of the tourism sector overall. As a conclusion, essentially, no intervention could be fully effective, but simultaneously, in particular context, coordinating authorities should allow few different actions (UNWTO 2018, Peeters et al. 2018).such as managing tourists densities and places protection limits by amount of tourists entering to majority of main attractions during less popular time, assuming transportation of visitors through public transportation and (similarly to) limiting (mainly on environmetal considerations and additional restrictions may be additionally moderated)short-term visits through advance bookings and official pass enforcements, averting to use some spaces during high seasons when these are heavily crowded, practicing visitor's density control techniques, and others, without give exact number of tourists. On the other hand, management authorities could urge tourists to visit other somewhat less crowded areas or perhaps avoid particular attractions at certain time of the day (McCool and Lime 2001), and promote other type of activities (differing in comparison to main attraction) in less crowded regions (off-season attractions, local festivals, museums and maybe etro-eco resorts).

5. Discussion

These findings show that overtourism is a value-laden, multi-faceted and intricately linked problem between tourism demand, spatial distribution, capacity of infrastructure, market forces and regulatory arrangements. With regard to limiting visitors, one of the main points is the demonstration that overtourism cannot be explained by volume of visitors only. All the impacts are made dependent upon when, where and how tourists travel and interact with their environment and how the tourism system is governed. This interpretation is in accordance with Goodwin (2017) who talks of 'bad tourists', disruptive visitors and others' negative 'residents' and Koens et al (2018), who suggest overtourism needs to be placed in context of current urban structure. Tourism impacts can bring about positive impacts for jobs, infrastructure and the exchange of cultural ideas but they can come at the expense of the local context when there is uncontrolled growth of tourism too far beyond local limits. The task that

destination managers have to play may simply be not limiting but regulating development of tourism in a way that is sustainable for the environment, positively beneficial for the people and operationally profitable for the industry (Mihalic, 2020). Neglecting local sustainability for visitors numbers at the expense of local impacts may bring temporary gains for the destination in terms of economic returns and employment but it will do so at the long-term expense of the environment and residents. Tourism performance should then be considered via multiple indicators of local residents' well-being, environmental health, house affordability, local employability, visitor satisfaction and equitable distribution of economic benefits. Individual policies like visitor caps are unlikely to be the answer to overtourism, when continuous growth pressures remain (e.g. Restricting number of visitors may relieve pressure at one location but result in transfer elsewhere).

6. Conclusion

As overtourism is so much a crucial impediment to tourist destination sustainable development, this paper (a qualitative literature review) has been primarily been studying about the origin of overtourism, its varied ramifications and pragmatic measures for travelers' handling in real situations. In essence and frankly, the research results witness that in real life over tourism is intrinsically originated from some interrelated factors (cheapest return travels, social media glamorized tourism destinations, sharing economy short-term rentals, seasons, destination sizes, areas, and tourism destination demands), while it has several physical and non-physical ramifications (nature, land, infrastructure, house prices, cultural characters, economic advantages and tourists' overall contentment); this causatively suggests that for its sustainable future and viability, a tourism destination needs to adopt an integrative a.

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