Overtourism: A result of the Janus-faced character of the tourism industry

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Abstract

Purpose – The paper aim to evaluate the Janus-faced character and causes of over tourism in order to propose recommendations to tackle such a phenomenon.

Design/methodology/approach – A case study analysis approach is adopted for this study. Viewpoints of practitioners are presented and reflected upon by academic literature on overtourism.

Findings – The study presents practical examples from Haiti, Nicaragua and Zanzibar. Tourism practitioners' view points on overtourism are presented and general recommendation on tackling overtourism are proposed.

Research implications – This piece of research will be of good use for tourism practitioners and DMOs worldwide who seek understanding of the overtourism phenomenon and the associated negative impacts. The study provide useful recommendations that can be used in similar situations of overtourism.

Originality /value – The paper extends understanding of overtourism causes and consequences. Whilst overtourism is generally looked at from impacts viewpoints, this paper argue the urgent need for solutions to tackle the phenomenon.

Keywords: Overtourism, Janus-faced character, island destinations

Paper type – Viewpoint

1. Introduction

1.1. Overview of the tourism industry

Tourism as an industry is not new (Page, 2013). It 'has evolved from being an activity which was the preserve of the leisured class i.e. the aristocracy who had both the leisure time and means to engage in travel, to a mass phenomenon' (Page, 2013: 35). Many reasons can explain tourism demand, among these are (Page, 2013): economic determinants (disposable income; transportation cost; marketing effectiveness; etc.), social-psychological determinants (demographic factors; paid vacation; life span; etc.), and exogenous determinants (recession; war and terrorism; accessibility; etc.). The many stakeholders involved in the industry, namely transporters; accommodation providers; tour operators; attractions; government; locals, all play a role in the demand (Page, 2013). If many destinations have embraced tourism as a method of stimulating their economy, 'the main issues is that some of these new tourist destinations have not been able to control tourism to retain their vital unique elements' (Page, 2013: 339). Because of this issue, topics has emerged such as sustainable tourism management (Hall and Page, 2014; Page, 2013), but also a key question like: 'should tourism be allowed to spread to all parts of the planet in an uncontrolled or even planned manner?' (Page, 2013: 35: 356). The industry is raising ethical and moral concerns (Lovelock & Lovelock, 2013). Despite all existing controversies of its negative impacts, the tourism industry is broadly recognised as a major form of economic activity (Hall and Page, 2014). Travel to less developed countries is a growing trend and is also perceived as a way to battle against poverty (Holden, 2013). However, it is important to acknowledge the shift towards a growing interest for sustainable tourism, which is a form of tourism that 'contributes to a balanced and healthy economy (…) and built resources for the enjoyment and well-being of both residents and visitors' (East

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Carolina University's Centre for Sustainable Tourism, cited in Edgell and Swanson, 2013; 149). Indeed, Sanchez and Adams (2008) explained that the development of the tourism industry can undermine the national aspiration of some countries, as the industry has a dual facet; it looks like a blessing and a blight at the same time. The key feature of the tourism industry that will be investigated in this study is therefore this Janus-Faced character. The paper is going a step further by arguing that tourism development is not only about increasing the number of arrivals (Favre, 2017), but also about managing the dual character of the industry. Overtourism (often resulting from poorly managed destinations) can interfere with the Janus-Faced character of the industry and create further complications in the management of a destination. The paper is arranged around 4 main sections; the first part introduces the concept of overtourism and explains the dynamics of a Janus-Faced character of the industry. The second part details the causes of overtourism, taking into account its dual facet. Few case studies are proposed in the next section in order to understand the dynamics of overtourism in a situation where tourism is seen as a boon and a bane. The final section proposes some recommendations and closes with a conclusion.

The Janus-faced character of the tourism industry

It is now a well-rehearsed argument that tourism, as an industry, comes with two different faces. Since tourism gained importance as an industry, its characteristic has been described in a multitude of manners; in the 19th century, Marx (1976) interpreted it as an industry containing its own seed of destruction, while Jafari (2001) described it as a double edged sword, cutting from both sides. As time went by, and in light of contemporary issues affecting the tourism environment (climate change, globalisation, depletion of resources, emancipation of

consumerism), researchers realised that the industry could be a boon or a bane (Nunkoo and Ramkissoon, 2007), a blight and a blessing (Andriotis, 2004), a contribution or a contradiction (Gowreesunkar, 2019). The overall sense of these studies led to a unilateral conclusion; the tourism industry is perhaps one of the most paradoxical industry which generates benefit while at the same time, imposing costs. Drawing from the work of Sanchez and Adam (2008), the recent study of Seraphin et al (2018) captured all the above characteristics and tagged the industry as Janus-Faced indicating that tourism has a double facet; it induces employment and triggers economic activity (Coca-Stefaniak and Morrison, 2018), but imposes costs on environment, culture and society (Warnaby, 1998). The study of Sanchez and Adam (2008) was conducted in Cuba and it clearly explained that tourism may appear as an economic panacea, but carries along ruinous side-effects like ethnic divisions, prostitution, economic inequalities, and corruption, among others.

The study of Seraphin et al (2018) was an important eye opener, as it exposed a new form of cost to the tourism industry called overtourism. Taking the Caribbean as example, the authors explained that planners are increasingly turning to tourism as a viable economic development strategy, as many developing experience industrial restructuring. Consequently, many residents are exposed to tourism for the first time, whereas established destinations experience increasing volumes of tourists. In another study conducted by Seraphin et al (2018) in the city of Winchester, it was found that the presence of tourism could create the conditions for an economic development but in the same way produce negative effect (crowding out) and externalities. Between the different actors inside the tourist destination, there are the local community which could endure the pressure of tourism. In some cases, this pressure reduced the wellbeing of the residents. The study unveiled that many anti-tourism movements arose

because of overtourism and this led to tourismphobia (Seraphin *et al*, 2019). As a result, the authors argue that overtourism is not new in the tourism industry, but what is new is its consequences in a Janus-faced industry. Figure 1 illustrates the Janus-faced character of the tourism industry, as one of the consequences of overtourism; every positive impacts of the industry has some negative one (figure 1).
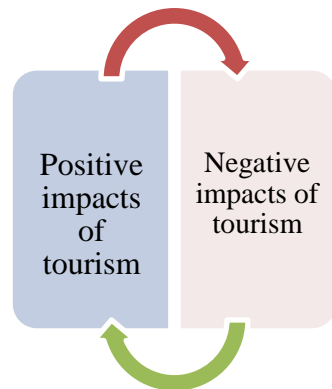
Figure 1: Janus-faced character of tourism and overtourism

Source: Seraphin et al (2018)

Overtourism and Consequences

Literature shows that overtourism is a recent phenomenon (Singh, 2018, Seraphin *et al*., 2018; Seraphin *et al*., 2019) though few authors did discuss the consequences of overtourism in the earlier decades (see Doxey, 1975, Butler, 2004 and Seraphin et al, 2019). What does overtourism mean exactly? An excess of tourism within a geographical area? An uncontrolled stream of tourists? A tourism that gets out of hands and has become unmanageable? There is no official definition, but the phenomenon is real. It jeopardizes popular sites, also annoys local populations and worries local authorities. The word overtourism is basically meant to explain many visitors occupying a specific tourism site at the same time in a same destination (City or

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Country). It may also be picturised as situation of "too much effect" so that instead of aligning the volume of visitors with profitability, it takes a contrary route and produces the opposite effect (Canestrelli and Costa; 1991; Van Der Borg *et al*., 1996). For instance, too many hotels along one coast produces 'too much effect' - overcrowding, littering, overuse and misuse of tourism resources - (Seraphin *et al*. 2018; Singh, 2019). Spain and Malta are examples. In other instances, too many people (tourists and locals) on the road also cause 'too much effect' and tend to encourage theft, pickpocket, touching of female tourists. Examples are Macau, Warsaw or India. This 'too much effect' is certainly not all over the year, but, during the high season, but at that point in time, it is overtourism and it is accompanied by consequences.

Ever since the tourism boomed, advocates and pressure groups blamed tourists for being a threat to countries' heritage and environment.This begs the question, who is really using, overusing and misusing the country's heritage and environment – the locals or the tourists? Tourists move around, explore, shop, and then go back; they will not poach, deforest, pollute the rivers, misuse the land, or flout the environmental regulations of the country. They actually have more entertaining things to do with their limited time in a foreign land. Is it the tourists who are pilfering the country's heritage or ambitious citizens and officials who have a vested interest in trading these tourism resources for extra money? For instance, in Indian heritage sites like Kutub Minar, Char Minar and Lal Quila, love statements are written not only on monuments' walls, but also on trees. Graffiti like 'Mahesh loves Meena', 'Raju life is in Rani' are common and not "Jim loves Jenny" or 'Tina loves Tom'. This is already an indication that locals have an important part of responsibility in the damage of local heritage resources rather than foreigners.

Today, overtourism is very common in Europe (see Seraphin *et al*., 2019) and it is affecting European economies and provoking anti-tourism movements (Seraphin *et al*., 2018). For instance, Iceland that is now showing reluctance to tourism, despite the fact that the sector helped the island's economy at some point. The industry encouraged investment of receptive infrastructures, but along with growing number of incoming travellers, some natural sites of Iceland were gradually destroyed as they were too fragile. As a result, the Islandic local authorities are taking new measures such as a rise of prices and a limiting visitors' number as their priority is to preserve the natural sites. On the other hand, overtourism can be the issue of a city only within a country; for example, Venice (Italy) and Barcelona (Spain). These European cities are facing the problem of being overcrowded because of tourists and residents are showing antagonism, a situation which has been experienced in other destinations such as Mauritius (Gowreesunkar *et al.*, 2010), Caribbean islands (Crick, 2003), UK (Seraphin *et al.*, 2019) and Crete (Andriotis, 2004). Overtourism is not specific to Europe, rather, it is also observable internationally in places like Thailand (Maya Bay) and Peru (Maachu Pichu). Tourists have been blamed for causing public nuisance and pollution. Therefore, restrictive and dissuasive measures are being adopted to help regulate streams of tourists to these cities. In Thailand for example, a radical measure to close the beach of Ko Phi Le from June to September was adopted to preserve the ecosystem and to allow it to regenerate. In Peru, a quota of visitors decided to protect the fragile site of Machu Picchu. Likewise, in the city center of Amsterdam, tourist vehicles and boats are no longer allowed. Furthermore, in Barcelona (the most visited city in Spain), local authorities have stopped the construction of new hotels. In Venice, an anti-tourism feeling is growing and actions through the tourist have been taken. For instance, in some streets access is now forbidden to tourists and only reserved to residents. In addition, cruise ships can no longer berth in the lagoon. With all the media and social media

manifestations on anti-tourism in cities like Venice and Barcelona, are inevitable and graffiti and stickers on the walls with message like "Tourist go away", " Tourist go home" or " Stop Mass and Wild tourism" are discouraging tourism. With 55.000 residents and over 20 million of visitors, some operators are involved in illegal accommodation rentals which increases the real estate speculation and the local live and habits for both cities. In the mentioned cities, the overtourism had created the opposite effect that was expected and this shows the Janus-faced character of the industry. Another example is the city of Santorini in Greece which received over 10.000 visitors during high season from May to September in a place where 2348 habitants was listed (www.santorinigreece.net/info/, 2010). In 2006, the authority had to regulate the numbers of tourists by cruise and establish a law to protect the donkeys that helped the tourist around the city (Forbes Aug, 2018).

Overtourism: The causes

Overtourism is defined as a disproportionally large influx of tourists to a destination at the same, can be also defined with regard to its carrying capacity having been exceeded, subsequently causing destruction of locals' way of life and decrease of tourist satisfaction (Gonzalez, Coromina and Gali, 2018; Milano, Cheer and Novelli, 2018; Oklevik, Gossling, Hall, Kristian, Petter and McCabe, 2018). The overtourism phenomenon has also been caused by the cruise industry, cheap and convenient services facilitated by mobile travel devices and applications, branding strategies of the destinations, the absence of concertation between stakeholders, and inexpensive accommodation (Milano et al., 2018; Oklevik et al., 2018). Broadly, the causes may be classified into demand and supply side. From the demand side, higher propensity to spend, better economic conditions, travel technology, globalisation, sophistication, changing lifestyle and emancipation of women are some of the causes of

overtourism. From the supply side, lack of resources, poor management, vulnerability of the receiving destinations, lack of planning, lack of technical expertise and lack of sustainability sense may be attributed to the cause of overtourism.

Looking into the demand side, it would seem that Europe is the first preference for many tourists in around the region as the offer itself has become more affordable, there is aggressive competition in the travel industry, and the multiple comparative websites show online offers to help consumers to find the best deal. This has in a sense perverted the market, because the price has become an influential factor when it comes to choose a travel destination. The most concrete example are flights operated by low-cost airlines. Flight tickets have never been so low and traditional airlines have had no other choice than to fit in to stay competitive.

Moreover, travel technologies and travel companies are evolved and are luring prospects with affordable tourism packages so that the choice of the destination is motivated by the price rather than the destination itself. Potential tourists have become more independent and sophisticated in using a range of tools to arrange their travel needs (Gowreesunkar and Dixit, 2018). Smart phones, and travel applications like (Booking.com) and (Make-my-Trip) are also inviting more people to indulge in travel and tourism. The emergence of low cost carriers and improved travel routes and bilateral agreements among carriers have also facilitated the growth for tourism. For instance, one can have a direct flight from New York to Singapore, whereas 20 years ago, a minimum of 2 connecting flights were required to reach the destination. In the 21st century, travelling has become more accessible and cheaper with all the online meta-searches such as fare compare, skyscanner, Momondo. For instance, a flight to Sydney, Los Angeles or any part of the world may be booked from home within few clicks on

a personal device. All this digital and physical connectivity improvement are encouraging tourism and many times overtourism.

Another factor that explains overtourism is the over exposure and visibility of the destination. Many travellers share their travel pictures on the different social media, and this is also where they find the inspiration for their next experiences. Exposure of destinations on social media and TV shows complete the traditional campaigns of promotion and communication from official tourism boards and maximize their visibility (Gowreesunkar and Dixit, 2018). The image tourists have of a destination is highlighted as quite an important factor in overtourism. It is important to highlight the fact that the image of a destination is based on information acquired either by induced agents (generally controlled by sources external to the individual such as advertisements); organic agents (that are acquired through personal experience and are normally the most trusted source of information); and autonomous agents (are media sources or popular culture such as films or documentaries). The latter are considered as the most powerful because they can quickly alter a tourist's image of a destination (Gartner, 1993; Seraphin, Butcher and Korstanje, 2016). Online travel pictures from individuals have come to compete with these brochures that you could skim in travel agencies. There again, the fact that a trip is motivated by a genuine interest in the place's history and culture or by the potentiality to take the most incredible travel pictures over there. Some destinations are affected by overtourism are collateral the victims of the success of movies or TV shows. One perfect example is 'The Games of Thrones', a show that has met international success and counts millions of fans worldwide. The Games of Thrones has been filmed in multiple European locations like Iceland, Croatia, Ireland, Scotland and tourism stakeholders in these destinations do not hesitate to use that as part of their promotion strategy. For instance, the Thai beach

receives high numbers of visitors as it was the filming location for, The Beach (2000); a film starring Leonardo DiCaprio and this contributes to the success of the beach but at the same times carry consequences, which is another Janus-Faced character of the industry.

Tackling Overtourism

As has been stressed earlier, it is essential not to consider overtourism as merely the extension of some colossal phenomenon known as 'tourism'. Each particular situation of overtourism needs to be examined in terms of its own specificities and challenges. From the point of view of practitioners, it is important to recognise the different types of overtourism first, prior to formulating solutions to tackle the phenomenon. Some destinations, cities or certain areas of cities, which are flooded by mass tourism all year round or during some season have different forms of overtourism with students as tourists learning languages (e.g. Venice, Rome, London, and Paris). Edutourism is indeed a new form of tourism and it refers to any activity when participant travel to a location with the primary or secondary purpose of engaging in a learning experience. In other words, it is a purposeful traveling for learning. This form of traveling could be either organised by the traveller itself or formally organised by an agent. Edutourism is an economic activity that benefits many destinations worldwide (Ojo and Yusofu, 2013). However, a popular learning destination is often a major tourist destination as well. For instance, Dublin and London show that the two capitals of the main English-speaking countries in Europe are filled with English Language schools. The competition is very intense than to lower the prices, some schools are decreasing the quality of services or teaching. Nowadays, more and more students are looking for less-popular destinations. An increase in new language schools opening in small cities or even rural areas are triggering this form of tourism. Language schools can be found in every countries in the World. Some destinations like UK or USA have

several thousands of schools on their soil. Destinations like Canada and Ireland are actually booming with double digit increasing per year in term of language students' arrival. Many countries are encouraging their students to have study experiences abroad, with financial helps in many cases. In Europe, the famous Erasmus Programme has been running for many years now and has been a massive success in increasing the student mobility in the continent. A full immersion in the culture of the host country and an extensive range of social events shared with the local people are taught at schools. Not only is it an amazing experience for the students, but also a great way for the local communities to open to the World. It is composed of many different businesses such as Language schools, Universities, Boarding Schools, Language Agencies, Insurance companies, Accommodation providers and E-Learning platforms. With the development and decrease in travel costs, especially travelling by plane, the language schools industry have increased and so the incentive for edu-tourism and probably overtourism. To combat this effect of overtourism *(Too Much Effect)*, some platforms have been created as the SETNet from the formal name of Network of Southern European Cities against Touristification. SETNet, is an association of neighbourhood and activist groups from 14 southern European cities. The role of the SETNet is to give awareness to the different political institutions, about the effect of the overtourism on the environmental sustainability, social and economic impact. Their demand is to find the right policies to regulate this "*Too Much Effect*" and avoid any abuses. As a result, it is the responsibility of all the parties involved in the travel and tourism industry, professionals and consumers to acknowledge the phenomenon and keep a close eye on the destinations which might show symptoms of overtourism. There is a real challenge that is to find a balance between sustain the industry, satisfy the consumer and protect travel destinations at risk. But how do we explain the causes of overtourism?

Methodology

The methodological approach chosen is case study analysis. Case studies are quite often based on participant observation and requires the researcher to have an in depth understanding of local contexts. As an approach, case studies can be based on one or more cases in one or multiple sites (Hammond and Wellington, 2013). Case studies deem to be particularly useful when it comes to the study of bounded entities (Quinlan, 2011). In this case, we focus on few destinations (established and non-established) suffering from overtourism. The information provided in this section could be seen as 'oracular statements' as the first three authors are practitioners in the travel, tourism, edutourism and hospitality sector. As for the rest of the authors, they are academics in those fields. Hammond and Wellington (2013: 43) explain that the Delphi method 'is the construction of a panel of expert responses to questions over two or more rounds'. Hammond and Wellington (2013) also added that a good panel of experts should reflect a wide range of experience and a diversity of opinion. More specifically, the authors have been bricoleurs. Indeed, 'the bricoleur is seen as comfortable moving between different disciplines and uses different tools, methods and techniques, whatever is at hand in order to construct meaning out of data' (Hammond and Wellington, 2013: 15). As a good panel of experts should reflect a wide range of experience and a diversity of opinion (Hammond and Wellington, 2013), this next section presents the contradictory point of view of the hotel Manager of *Zanzibar Collection* and tour Coordinator of *Kuoni Tumlare on* a variety of destinations in South America, namely, Haiti and Nicaragua. Then, the point of view of the tour Coordinator of *Kuoni Tumlare* on the South America with a focus on the Caribbean.

Case Studies

3.1. Haiti

Haiti is a located in the Caribbean, and is sharing Hispaniola with the Dominican Republic. There are direct flights from Miami, New York, Paris, Santo Domingo, and Montreal to Haiti operated by airlines such as Air Caraïbes, Air Canada, American Airlines or Delta. During my stay in Haiti I had a wonderful experience. It is a very rich country in terms of resources (natural and built), with historical sites such as Palais de Sans-Souci, Citadelle La Ferrière; natural attractions such as beaches (Côte des Arcadins, Jacmel, Port-Salut or Anse à Pirogue); and facilities (resorts such as Labadee). In the 1960s, Haiti was the 'Pearl of the Caribbean'. Political issues and natural disasters have damaged the industry. Between 2012 and 2017, the number of visitors to Haiti increased from around 65.0000 tourists in 2012 to 1.262.000 in 2017 (Ministry of Tourism and Creative Industry Haiti). A huge portion of these arrivals are for the cruise sector. From 2013 to 2015, I was the event management at *NH Hotels* in Haiti (Petionville). Petionville is a busy city like all year round, but during the high season it is too busy. Out of the tourism season, it use to take me 10 min to go to the main shopping area, during the high season it can be up to 30 min, all due to traffic jam and long waiting queue at the shops. The other perverse impacts were on the raise of some prices like in restaurants and bars. The same could be said for events that were sometimes higher than an equivalent in Europe or North America (between 60$ to 80$ for a concert or a show, sometimes more). Some hotels are charging more than 150$ per night (room only). As an event, carnival was also contributed to this growing number of people being at the same place at the same time. As a result, some public square like 'Place Boyer' are privatised and locals have to pay to have access to the public square. Despite all the negative impact of overtourism, in the case of Haiti, diaspora tourism, anti-tourism movements or anti-diaspora tourism movements have so far never emerged.

3.2. Nicaragua

In Nicaragua (2017-2018), I worked as a hotel Manager at *Hotel Mariposa*. I witnessed the effect of the flow of tourism generated by the cruise industry. I had the opportunity to speak with some locals artisans. They have a mixed feeling about the industry. Indeed, they are happy with the huge influx of tourists because for them it is an opportunity to sell their products. However, some of them had the feeling that these tourists were not given any opportunity to experience the destination (meeting the locals, visiting interesting and unique places…etc.). Furthermore, some the local artisans had the feeling that tourists were taking advantage of their purchase power and social conditions of the locals to buy a maximum of souvenirs at a very cheap rate. As a religious event 'La Griteria' also contributes to attract large number of visitors to Nicaragua (and more specifically to Leon). As a result of this event, the city get trashed, price of accommodation, transport and other services increased.

In both cases (Haiti and Nicaragua), the impacts of tourism is both positive and negative. This is what Sanchez and Adams (2008) referred as the Janus-faced character of tourism. 'While tourism appears a quick fix for socioeconomic development, the industry has potentially counter-productive effects that can undermine a developing country's national aspirations (…) developing countries wishing to combine economic growth with social equity risk falling victim to the Janus-faced character of tourism' (Sanchez and Adams, 2008: 27). Also, in both cases, the influx of tourism is presented as a case of overtourism (with its related perverse impacts). For The tour Coordinator of *Kuoni Tumlare*, the influx of tourists to the Caribbean is not perceived as overtourism as explained below.

3.3. The Caribbean: An overview

The Caribbean for example does not have the pull factors that encourage towards overtourism, even if there is already a noticeable mass tourism happening in the Dominican Republic to name a destination. BRICs demand for the Caribbean is low. These destinations are more interested with Europe and North American as easier access for them. Additionally, the Caribbean remains an expensive destination to fly to since low-cost airlines have not yet grasped this market. That said a few have tried unsuccessfully. Furthermore, movies, such as *Pirates of the Caribbean* starring Johnny Depp, filmed in the Dominican Republic, Saint Vincent and the Grenadines, the Bahamas and Dominica; and TV shows have given the Caribbean islands some exposure and visibility, but nothing like the impacts of *The Game of Thrones* in Northern Ireland. Finally, the Caribbean does not have yet an international glamorous image, except maybe for the Bahamas and Saint-Barth what is a significant pull factor. As an industry, tourism is hugely appreciated (so far) in the Caribbean due to its positive impacts on the regional economy. The huge influx of tourism to the Caribbean cannot be compared to what is happening in cities such Barcelona, Madrid or Venice.

3.4. Other example: Zanzibar

The last and actual destination is Zanzibar in Unguja Island, the main island. Zanzibar is an archipelago of three island Unguja, Pemba and Mafia Island. This archipelago is located at the east part of Africa in the Indian Ocean and part of United Republic of Tanzania. The archipelago do have around 1.330.000 habitants *(according the national consensus, 2012)* and around 900 000 habitants in Zanzibar (Unguja island). Famous for his spices, cinnamon, cardamom and cloves, is more common to call her the spices island. Stone town is the capital of the island and patrimony of UNESCO since 2000, as the biggest city with a Swahili culture. Zanzibar and in general Tanzania had increase in tourism sector as a safaris and beach

destination. With an international tourist arrivals in Tanzania from 622.000 in 2006 to 1.28m in 2016 and expectation of 3m for 2020 Tanzania is relies heavily on tourism. The previsions for Zanzibar are more or less the same, with 92.161 international tourist arrival in 2004 to more than 500.000 at the end of 2018 (Information by ministry for information, tourism and heritage), the projection of 500.000 tourist was for 2020, they just reach it two years in advance. We have to keep in mind the population of Zanzibar; it is almost 2 habitants for 1 tourist. The questions that can be asked: what can we expect from this fast growing in the tourism sector? Is Zanzibar ready to receive this entire tourist? (Infrastructure, environmental, education and professionally). From personal point of view, in the next 5 to 8 years Zanzibar will be overcrowded. It is obvious, in the north of the island in Nungwi area, there are more than 130 accommodations (hotels, B & Bs, lodges, hostels…etc.) in an area of 10km. You cannot walk on a beach more than 5min and not seeing a plastic on a beautiful beach. When you go to do snorkeling you can see that the coral is start to be in bad condition if you compare with the south of the island not much exploit. A day in Stone town, during summer time is really interesting and really unique. I basically stop to go there during all summer and in high season (November and December) as it is just impossible to walk because people all around in the small streets. If you go to Prison Island to see the giant turtles you have to wait around 10 minutes to do a picture with one turtle and if you take too much time to do it, people start to be impatient. The overtourism in is entire splendor, unfortunately local people and authorities see that like an opportunities for the economy.

Discussion and Recommendations

A new destination, Tanzania-Zanzibar (Safari and Beach package) with a focus on increase in tourism sector have to take some actions to avoid the overtourism and the "Too Much effect". They have to learn from some countries mentioned above. The following points can help to have a responsible tourism sector:

A) A sustainable infrastructure in a respect of the fauna and flora:

1) Do not allow new accommodations with more than 2 floors;

2) A law who obligate the hotels to use 50% or more of solar energy to avoid generator who use lot of gasoil;

3) Do not allow the use of plastic straws and plastic bottles;

4) Program of environmental and marine conversation from all the population and tourists;

B) Laws who can regulate the flow of tourists:

1) Have a limited access to touristic place like Prison Island or Cheetah's Rock, where actually they do have limited access and open days;

2) Limited access for the safaris as we can have in Uganda or Rwanda for the gorillas;

3) High prices and determinate date for the safari to avoid the mass tourism;

4) High visa fees or top of the number of visitors per year;

C) Intercultural exchange:

1) Program of cultural exchange with the community and the tourist during the safari & beach package;

2) Have the hotels involved in the community, to avoid a bad feeling from the community and tourist.

Some hotels do have an eco-social responsibility but unfortunately not at an effective level.

Specific measures taken by Zanzibar Collection

In Zanzibar collection, the use of plastic is avoided. In order to create a connection with the community and avoid any tourismphobia, we do organize a village tour and the guest can feel the soul and culture of Zanzibar. The guest can understand the community better and vice versa, we try to break borders of culture and encourage the respect of each other. We do organize beach cleaning to make understand to our guest the impact of the over tourism and no respect of some tourist and local for the environment. Furthermore, the overtourism can be minimized by having a fix number of tourist per year that can help to grow up slowly and be ready each year to receive the tourist in a good conditions and infrastructure. Have a tourist plan and work on it. For example, 500.000 tourist per year, be sure to have the right infrastructure from the airport, the city, road and hotels. Every years increase it X% and when the percentage of tourist is enough for the development and sustainability of the country or city, do not look for more. The problem related to overtourism is that the places are not ready to receive the entire tourists. Organize from the embassies or consulates an obligate visit, to learn about the culture and have information about the local life (history, official or average prices, official currency…etc.) of the country that we are visiting. These few tips can help to go to the country with another eyes, better predisposition and avoid the ant-tourism feeling. However, few questions also arose: Can the ideas be applied to control the overtourism? Do authorities want to apply a strict control and strong policies to avoid this phenomenon or the economic impact is more important? Can

the mentioned destinations Haiti, Nicaragua or Zanzibar learn from the develop countries to avoid the overtourism, Anti-tourist movement, bad impact in the ecology and local life style.

Other potential solutions

Other solutions to tackle overtourism could include rethinking the destination planning with areas dedicated exclusively for locals and others that could be accessed by tourists and locals (Panayiotopoulos and Pisano, 2019); demarketing destinations (Milano *et al.*, 2018); engaged visitors in community based festivals in order to give them an opportunity to make real encounters with locals and experience their way of life and equally important to develop some links with them (Seraphin et al., 2019).

Tour operators, travel agencies and destination management companies will have to align with overtourism related measures. This is going to happen at different levels. Firstly, regarding the destinations that professionals are selling, there is a duty and responsibility to keep a close eye on the ones potentially facing overtourism. This is due to the fact that they will need to conceive and adapt their products accordingly. Secondly, the increase of some European tourist taxes is going to impact and reflect on the price of the products. Of course, in the case of this tax is included in the final product and the travelers themselves are not requested to pay anything on spot. Thirdly, in terms of logistics, there could be some changes. For example, while designing itineraries, professionals should consider measures that limit fully or partially access to some sites. Since no control can be applied on number of visitors per day to a site, it is important that information is brought to consumers. It sounds complicated for a professional

to include a visit of the Citadelle of Dubrovnik today when the quota is now fixed to 4000 visitors for instance.

4. Conclusion

Overtourism is inevitable with changes in consumerism, environmentalism and realism worldwide. Tourism itself is not the issue but when it causes overtourism and leads to negative consequences, it turns to be a major issue. To tackle overtourism, a joint effort from all parties involved is obviously required. This implies that professionals need to re-think how to effectively promote and sell the already affected destinations and also to anticipate the outcome and consequences of their actions. This also means how to approach travellers to enforce them to indulge in responsible travelling and tourism. Finally, the growth of the number of international travellers is certainly going to happen in the future. This happening in a "vicious" circle of the offer that follows the demand and the demand respond to the offer. Local authorities can only act on elements they have full control on which is how tourism is handled on the spot. Whether dispositions are dissuasive like price rise, restrictive like quotas or punitive like fines, a defence mechanism against overtourism (reflected in the article) may be implemented and the phenomenon is inevitable.

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