'Overtourism'?

Understanding and Managing Urban Tourism Growth beyond Perceptions – Volume 2: Case Studies

The **first volume** showcases 11 strategies and 68 measures to help better understand and manage visitor growth in cities, and examines how to manage tourism in urban destinations to the benefit of visitors and residents alike.

This **second volume** includes examples of how 19 cities across the Americas, Asia and the Pacific, and Europe are implementing these measures:

Case studies on: Amsterdam, Antwerp, Barcelona, Besalú, Berlin, Bukchon Hanok Village (Seoul), Dubrovnik, Ghent, Hangzhou, Edinburgh, Lisbon, London, Lucerne, Macao (China), New York, Porto, Prague and Venice

11 Strategies to manage visitor flows in urban destinations

Strategy 1:   Promote the dispersal of visitors within the city and beyond

Strategy 2:   Promote time-based dispersal of visitors

Strategy 3:   Stimulate new itineraries and attractions

Strategy 4:   Review and adapt regulation

Strategy 5:   Enhance visitors' segmentation

Strategy 6:   Ensure local communities benefit from tourism

Strategy 7:   Create city experiences for both residents and visitors

Strategy 8:   Improve city infrastructure and facilities

Strategy 9:   Communicate with and engage local stakeholders

Strategy 10: Communicate with and engage visitors

Strategy 11: Set monitoring and response measures

Key conclusions

- **Concerns and challenges appear to be the same across cities:** congestion in specific locations and sites at specific moments, mobility, pressure on infrastructure and resources, decrease in 'place' authenticity and impact on social fabrics and residents daily lives.

- Among the 11 strategies, the most common measures relate to **dispersal of visitors within the city and beyond.**

- Measures to **improve the city infrastructure and facilities** are also often mentioned and linked not only to the growing number of visitors but also to the pressure placed by residents, commuters and tourists on the city's resources and services.

- Tools to regularly **monitor and measure key indicators** like carrying capacity or residents' satisfaction have already been adopted or are under development by authorities, but much is yet to be done.

" Urban tourism is multifaceted and requires a city-wide strategy with cooperation between all stakeholders and the inclusion of tourism in the urban agenda."

Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)