

MEASURING OVERTOURISM

World Tourism Forum Lucerne

Dr. Fabian Weber
Institute of Tourism

T direct +41 41 228 99 33
fabian.weber@hslu.ch

Lucerne 02.05.2019

Fabian Weber, Ursina Cramerli, Jürg Stettler, Timea Lengyel Gunzinger,
Florian Egli, Martin Barth

Lucerne University of Applied Sciences and Arts, Switzerland

Content

- Introduction
- Comparison of case studies
- WTTC/McKinsey Indicators
- Relative indicators (ratios)
- General Conclusions: Challenges & recommendations

Introduction

too many tourists|



too many tourists

too many tourists **in new zealand**

too many tourists **in japan**

too many tourists **in thailand**

too many tourists **in prague**

too many tourists **in kyoto**

too many tourists **in dubrovnik**

too many tourists **in bali**

too many tourists **in new york**

overtourism in|



overtourism **instagram**

how much tourism i|



how much tourism **is too much**

how much tourism **is generated by the royal family**

overtourism in **thailand**

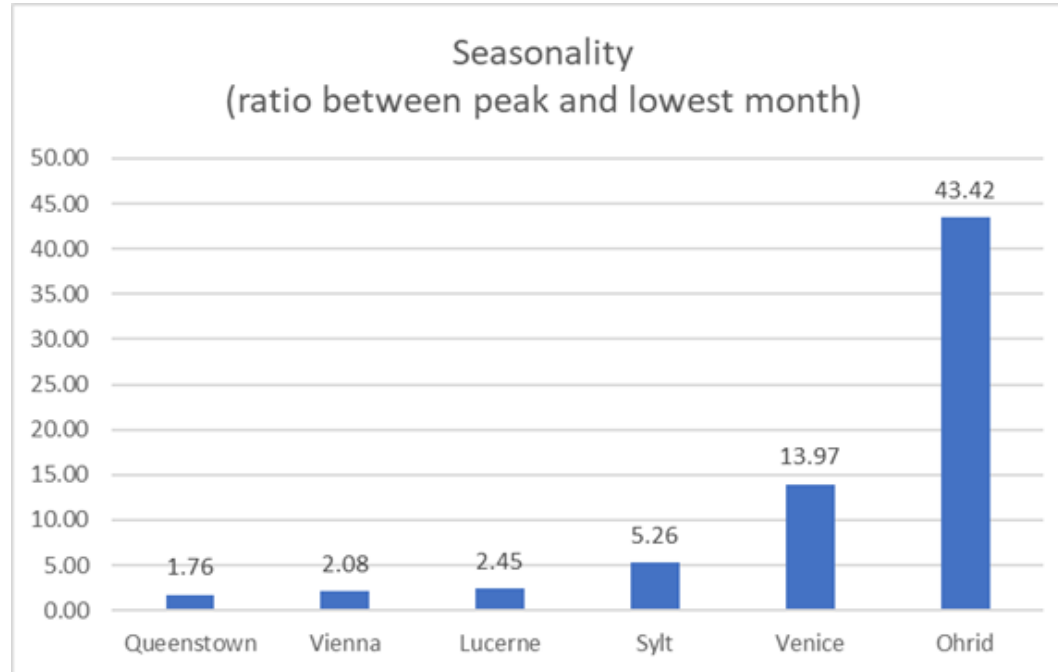
What are the challenges to consider when measuring overtourism?

1. Desk research
2. Indicator framework for analysis
3. Case studies
(WTFL university partners)
 - Selection of a case
 - Application of a set of indicators
 - Critical reflection
4. Comparative analysis
5. Conclusions:
Challenges & Recommendations

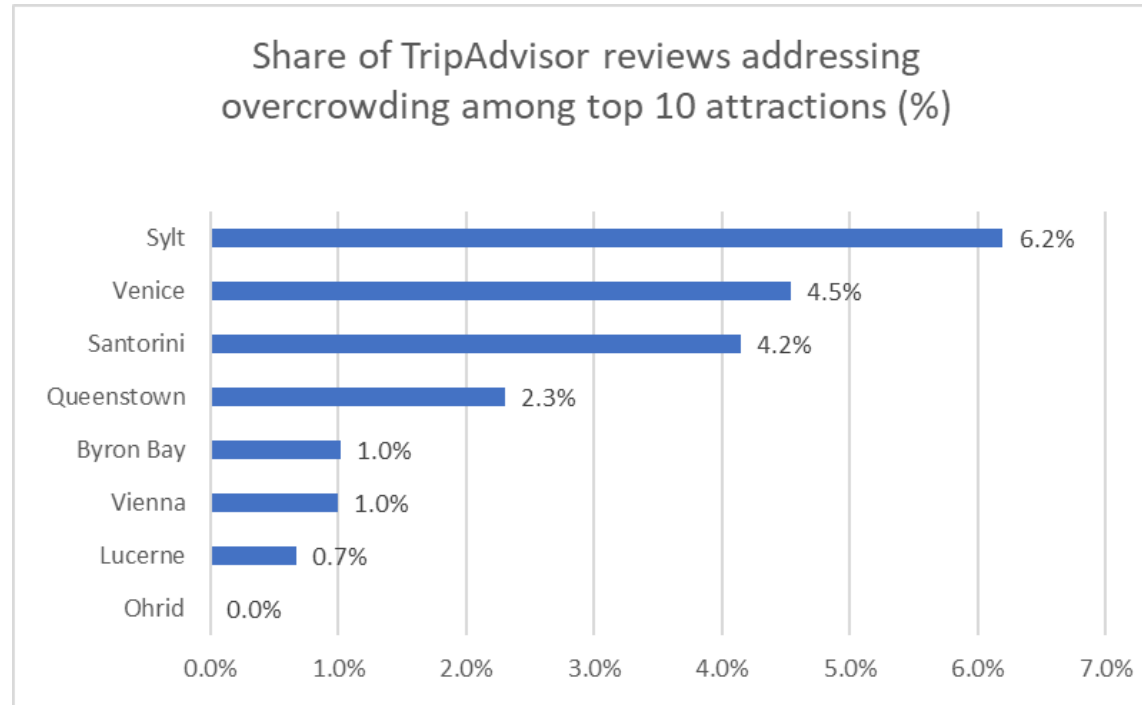


Comparison of case studies

Seasonality (ratio between peak and lowest month)



Share of reviews addressing overcrowding among top 10 attractions

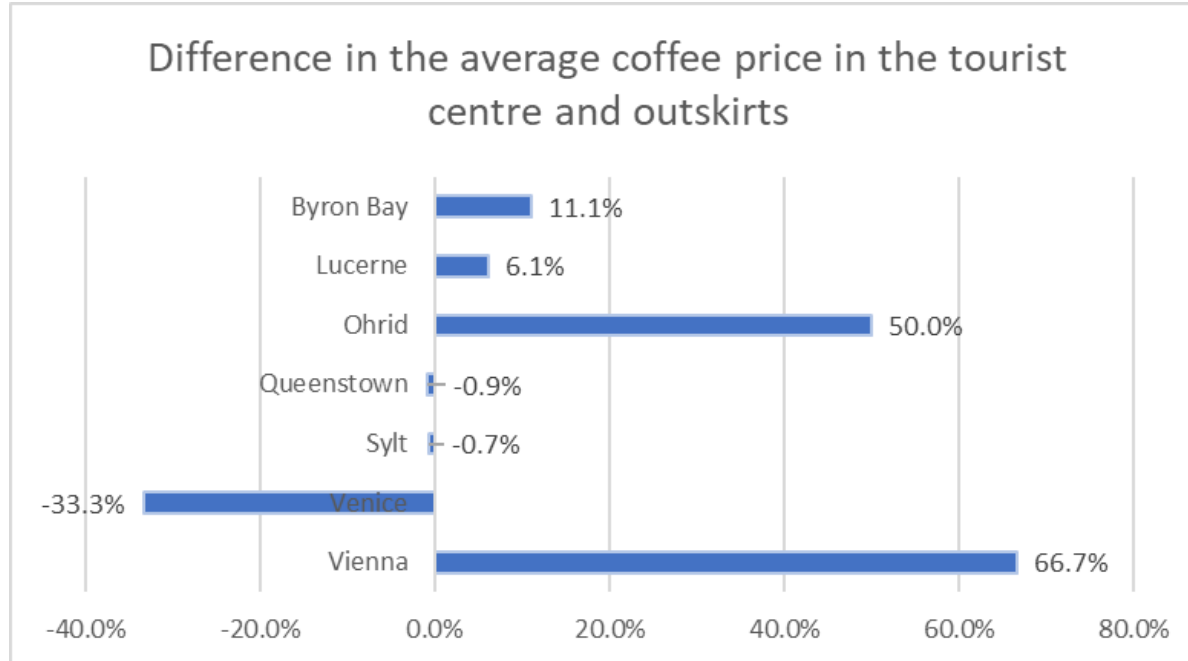


Number of Airbnb listings in the destination indicated on the platform

Byron Bay (Byron Shire)	Lucerne	Ohrid	Queenstown	Santorini	Sylt	Vienna
233	306	306	300+	306	306	306

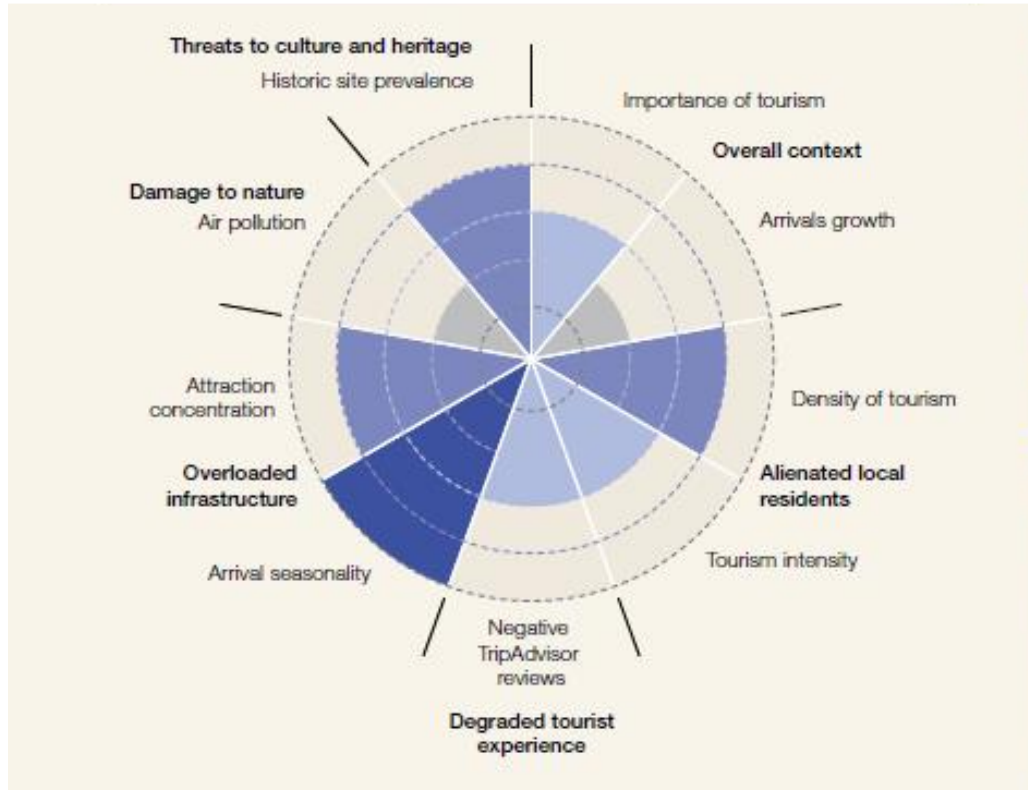


Difference in the average coffee price in the tourist centres and outskirts



WTTC/McKinsey Indicators

Coping with Success



COPING WITH SUCCESS

MANAGING OVERCROWDING IN TOURISM DESTINATIONS

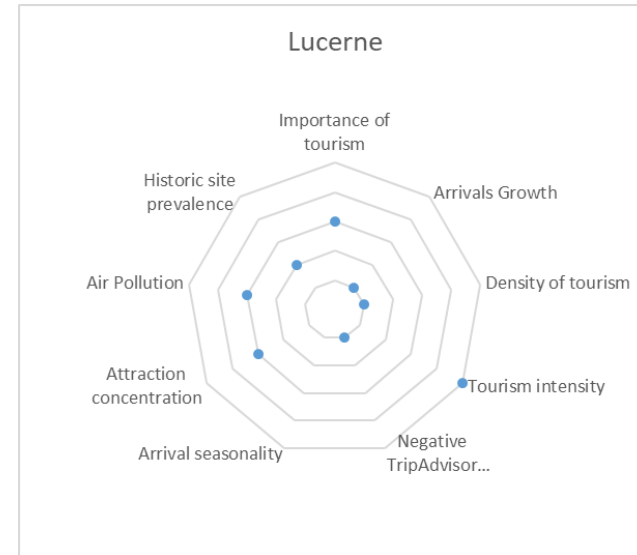


McKinsey & Company

Mc Kinsey & Company / WTTC, 2017

WTTC/McKinsey Indicators: Findings

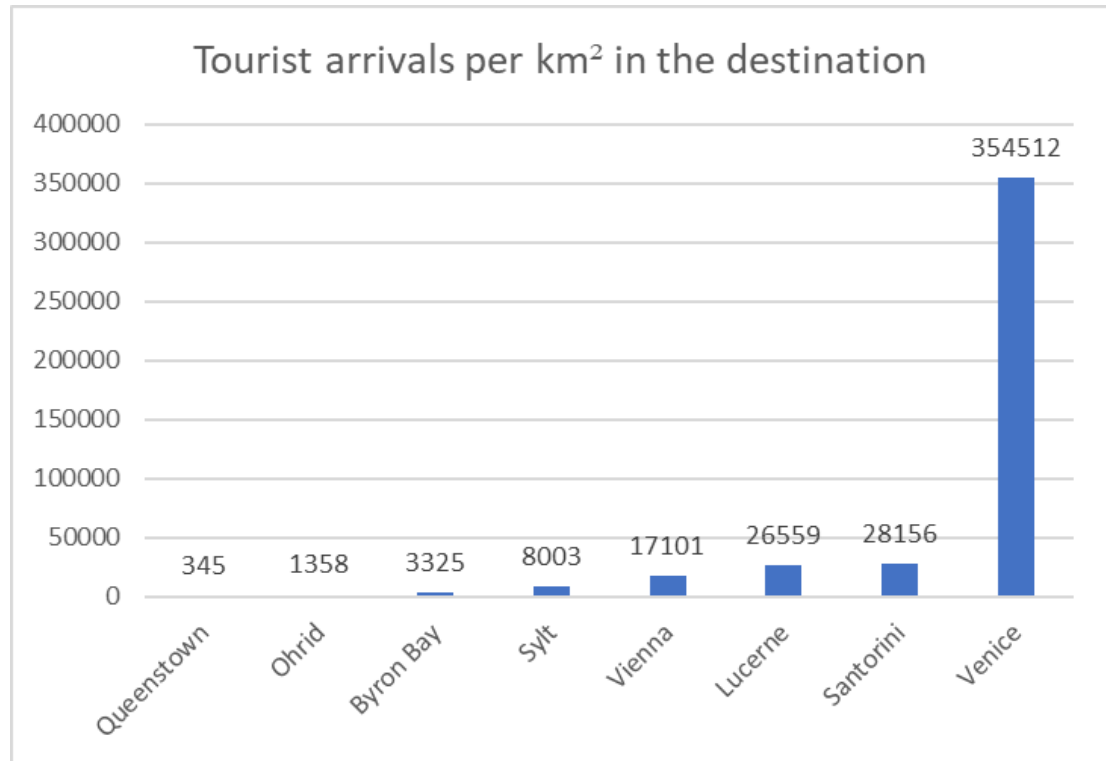
- Interesting study that allows an easy comparison without conducting extra surveys.
- Destination-specific problems are not covered.
- Data availability was difficult even for these general indicators.
- The informative value of the indicators with regard to potential impact is questionable.
- Tourism density and tourism intensity must be looked at in a more disaggregated way and the perception of the residents must be included.



Relative Indicators (ratios)

Relative indicators (ratios)

- Hotels per km²
- Tourist arrivals per km²
- Tourist arrivals per inhabitant
- Overnights per km²
- Overnights per inhabitant
- Etc.



Example Lucerne: Tourism Intensity

Arrivals per resident
9.5

Arrivals incl. day
visitors per resident
108

Arrivals per resident
in tourist centre
337

Arrivals incl. day
visitors per resident
in tourist centre
3'828

- **Data: hotel arrivals vs. arrivals incl. day visitors**
- **Spatial distribution**

Arrivals per resident
(lowest month)
0.33

Arrivals per resident
(average month)
0.79

Arrivals per resident
(peak month)
1

Arrivals (including day
visitors) per resident
(lowest month)
4

Arrivals (including day
visitors) per resident
(average month)
9

Arrivals (including day
visitors) per resident
(peak month)
13

Arrivals per resident
in tourist centre
(lowest month)
12

Arrivals per resident
in tourist centre
(average month)
28

Arrivals per resident
in tourist centre
(peak month)
36

Arrivals (including day
visitors) per resident
in tourist centre
(lowest month)
149

Arrivals (including day
visitors) per resident
in tourist centre
(average month)
319

Arrivals (including day
visitors) per resident
in tourist centre
(peak month)
458

Example Lucerne: Tourism Intensity (per month)

- **Data (incl. day visitors)**
- **Spatial distribution**
- **Temporal distribution**

Relative indicators: Findings

In order to receive a better picture and to plan the right measures at the right places, disaggregated data is needed that includes the:

1. spatial distribution of visitors
2. temporal distribution of visitors
3. all tourists including day visitors

Furthermore, the indicators have to be put into relation to the actual problems occurring and the perception of the residents.

Conclusions

Challenges

- 1. Aggregation**
- 2. Data availability**
- 3. Data reliability**
- 4. Static approach**
- 5. Residents neglected**
- 6. Day visitors not included**
- 7. Isolated indicators**

Recommendations

Identify key problems!

Make use of new tools and data sources!

Choose data sources carefully!

Follow a dynamic approach!

Focus on the residents perspective!

Include day visitors!

Choose the right set of indicators!

thank you f



thank you for your attention

thank you for your understanding

thank you for smoking

thank you for your consideration

thank you for your prompt reply

thank you for your patience

thank you for your time

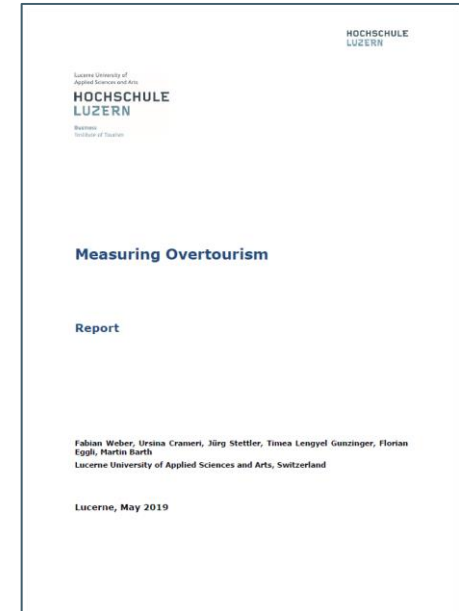
thank you for your support

thank you for your service

thank you for watching

Authors of case studies

- **Csilla Demeter, Gabby Walters**
University of Queensland, Australia
- **Florian Eggli, Timea Lengyel Gunzinger, Fabian Weber**
Lucerne University of Applied Sciences and Arts, Switzerland
- **Ivanka Nestoroska**
University of Ohrid, Macedonia
- **Julia N. Albrecht, Susan Mackenzie, Hannah Parsons**
University of Otago, New Zealand
- **Theodore Benetatos, Ioannis Evagelou**, International Management Institute, Switzerland
Dimitrios Stergiou, Hellenic Open University, Greece, Maria Manousou, Santorini, Greece
- **Mariana Aldrigui**
University of Sao Paolo
- **Louisa Klemmer, Sven Gross**
Harz University of Applied Sciences, Germany
- **Peter Varga, Aline Terrier, Yong Chen, Cindy-Yoonjoung Heo**
Ecole Hôtelière Lausanne, HES-SO University of Applied Sciences and Arts, Western Switzerland
- **Lidija Lalivic, Mubeen Thaha**
Modul University Vienna, Austria



Fabian Weber, Ursina Cramer, Jürg Stettler, Timea Lengyel Gunzinger, Florian Eggli, Martin Barth
Lucerne University of Applied Sciences and Arts, Switzerland

fabian.weber@hslu.ch