



Overtourism Movements and Tourism Phobia in the Light of Media Coverage

*Ipek Itır CAN^a , Nurhayat İFLAZOĞLU^b , Betül KODAŞ^c

^a Anadolu University, Faculty of Tourism, Department of Tourism Management, Eskişehir/Turkey

^b Hatay Mustafa Kemal University, School of Tourism and Hotel Management, Hatay/Turkey

^c Mardin Artuklu University, Faculty of Tourism, Department of Tourism Management, Mardin/Turkey

Article History

Received: 24.02.2020

Accepted: 02.12.2020

Keywords

Anti-tourism movements

Media reflections

Overtourism

Tourismphobia

Abstract

Tourism, which is one of the world's largest industries, has been tending to unwittingly endanger its own existence since 2012 when the number of international tourists rose to over 1 billion. One of the top challenges facing tourism in the 21st century is tourism phobia and the upward trend of the phobia in recent years. Anti-tourism movements have been rolled out in Barcelona and Venice under the motto "this is not tourism, this is invasion", leading to a ripple effect across Europe. The momentum of anti-tourism movements has attracted the interest of academics of tourism, and it has been argued that it is of priority for further studies. Anti-tourism movements led by local people result from overcrowding, noise, infrastructural problems and similar challenges. The majority of people consider tourism not something that brings about benefits but a detrimental activity. In addition, such movements wreak their anger on tourists, the least responsible party among the stakeholders. Tourism phobia is the fear, aversion or social rejection that the local citizens feel in a destination towards tourists. One of the reasons behind tourism phobia's rise around the world is media coverage without a question. How tourism phobia is interpreted and narrated by media outlets is of capital importance as they have a direct influence on individuals, groups of people and a society as a whole. To this end, the study, which relies on a descriptive analysis, addresses 16 news reports covered by international media outlets about anti-tourism movements and tourism phobia. The analysis pointed to four main themes in advent of overtourism, effects of overtourism and tourism phobia, anti-tourism propagandas, measures and limitations, and a total of 20 thematic codes of those codes.

Article Type

Conceptual Article

* Corresponding Author

E-mail: ipekic@anadolu.edu.tr (İ. I. Can)

DOI: 10.21325/jotags.2020.714

INTRODUCTION

Tourism, one of the world's fastest-growing industries, has morphed into a line of business that whets the appetite of many developed and developing countries given the size of the international market and never-ending addition of new demands into the market. It is a fact that tourism usually offers more economic outputs as it is far more effective than other industries to create jobs and generate revenue thanks to its relatively high multiplier effect and cross-sector links (Özkök, 2006; Stephanos, & Polo, 2016). The World Travel and Tourism Council (WTTC) reports that travel and tourism industry created 10% of jobs in total and made up 10.4% of the global GDP, promoting 319 million jobs in 2018 (WTTC, 2019). The number of tourists has dramatically rose since (1960s) the advent of mass tourism. Tourism industry grew by nearly 50 folds between 1960 and 2018, and the number of tourists rose from 25 million to 1.4 billion in the said period of time. It is estimated that the figure is going to hit and even exceed 1.8 billion by 2030 (UNTWO, 2018; 2019). While the economic inputs (revenue and employment) provided by the increasing number of tourists for destinations are not disregarded, they also bring about some damages such as visual pollution caused by too many concrete buildings, distribution in eco-habitat, congestion, environmental pollution caused by excessive use of resources, pollution-induced loss of species, disruption of ecological balance, sociocultural differences and conflict of expectations (Kısa Ovalı, 2007). Such detrimental effects have led to the rise of anti-tourism movements in recent years. Anti-tourism movements are closely associated with the term overtourism, which is about carrying capacity of a destination to handle tourism. The term overtourism, which has been acknowledged in recent years, is covered by domestic and international media, and its adverse effects have been studied by academics.

Overtourism is a relatively new concept coined by press and media outlets (Seraphin et al., 2018). The academic community of tourism refers to terms such as carrying capacity and overcrowding to describe the adverse effects of tourism (European Parliament, 2018). Therefore, the concept of overtourism has become one of the top-debated issues in academic tourism literature. However, the term has yet to be clearly defined, and it is up to many interpretations. There are scores of words to describe destinations that host a great deal of tourists. They are overtourism, overcrowding, mass tourism, unsustainable tourism and extreme popularity (Eliasson, & Velasco, 2018). Popular destinations that host tourists beyond their carrying capacity are billed as "old wine in new bottles" by UNTWO. Goodwin describes overtourism as destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably (Goodwin, 2017). Peeters et al. (2018) describes overtourism as a situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds. In 2018, Oxford English Dictionary declared overtourism one of the words of the year and described it as an excessive number of visitors heading to famous locations, damaging the environment and having a detrimental impact on resident's lives (Minihane, 2019). Based on the definitions of overtourism, it is safe to say that negative consequences of overtourism are extensively influential on local people, destinations and tourists. The perspective of local people on tourists in particular tends to be negative in case the carrying capacity of a destination is exceeded. Such anti-tourism movements are frequently organized in some popular destinations and covered by media outlets. The media coverage about adverse effects of overtourism in destinations, propagandas, limitations and measures taken against overtourism is a token of how the adverse effects of overtourism have reached a critical level for destinations. Based on the aforementioned standpoint, this study is intended to offer a descriptive

analysis of how the concept of overtourism is covered by international media outlets. The findings point to the importance of overtourism for destinations at risk in line with the themes set out in this study.

Methodology

The study addresses how the concept of overtourism is covered by media outlets and what themes they highlight in their international coverage. To this end, some searches were performed about the keywords "overtourism" and "tourism phobia" on online search engines, and 16 news reports covered by international media outlets were included in the study. The media outlets covered by the study are The Guardian, BBC News, Al Jazeera, Daily Sabah, The Independent, CNN, Diario Sur, Catalan News, Tourism Review, Travel Weekly and Reuters. The news reports were subjected to the data reduction, one of the conventional qualitative data analyses, and then to a descriptive analysis.

A qualitative data analysis is focused on meanings that people attribute to things and how they describe them (Dey, 1993). In other words, a qualitative data analysis is intended to explore the depths of social systems (Özdemir, 2010, s. 326). A descriptive analysis (Wolcott, 1994) is about providing readers with data along with direct references by staying true to the original form. Yıldırım and Şimşek (2011) defines descriptive analysis as processing of qualitative data by sticking to a framework established by a researcher, a description of findings and interpretation of findings described. A descriptive analysis can be described as explaining a subject through direct references in primary and/or secondary data analyzed in accordance with designated codes and sub-themes, linking any documents and observation notes taken to themes to improve the internal validity of a study, and putting forth the relations between the themes. The study compiles 4 categories out of 16 news reports analyzed from a descriptive perspective. These categories shed light on the questions raised by the study, and they are described as (1) advent of overtourism, (2) effects of overtourism and tourism phobia, (3) anti-tourism propagandas and (4) measures and limitations.

Findings

The study is intended to identify the current state in countries and cities under heavy pressure of overtourism and prospective solutions if any, and analyze how the concept of overtourism and its practices are covered by international media outlets. The descriptive analyses of 16 news reports are presented in Table 1 as follows:

Table 1. Descriptive analyses of news

News No.	Means of News Coverage	Date of News Coverage
News 1	The Guardian	10.08.2017
News 2	Daily Sabah	22.09.2018
News 3	SUR	11.08.2017
News 4	BBC News	19.06.2019
News 5	Independent	09.08.2017
News 6	The Guardian	25.09.2018
News 7	Al Jazeera	10.10.2019
News 8	BBC News	05.08.2017
News 9	Catalan News	09.08.2017
News 10	CNN	03.10.2018
News 11	Travel Weekly	28.09.2018
News 12	Tourism Review	28.08.2017
News 13	CNN	23.01.2020
News 14	The Guardian	25.01.2020
News 15	Tourism Review	27.01.2020
News 16	Reuters	16.05.2018

As displayed in Table 1, the media has been covering the concept overtourism since August 2017. Prior to that date, it had not been covered by international media outlets. The news reports, which are provided with a descriptive analysis, are divided into themes and then out of themes, those to be gathered under a shared title are identified, and some main codes are created.

Table 2. Descriptive information about codes and sub-themes designated as a result of the analysis (News 1-8)

CODIFICATION OF THE ANALYSIS		THE NEWS							
Categories	Themes	News1	News 2	News 3	News 4	News 5	News 6	News 7	News 8
Advent of Overtourism	Cruise Ships	+			+		+		+
	Airbnb (home-sharing platforms)	+	+			+			+
	Mass tourism		+			+		+	+
	Social media effect					+		+	
	Low-cost airlines				+	+		+	
	Day trippers	+							
Effects of overtourism (Advent of tourism phobia)	Over crowding		+		+	+			
	Expensiveness	+	+		+	+	+		+
	Changing social dynamics		+	+	+	+	+		+
	Rowdy behaviours	+			+	+	+		
	Environmental problems	+	+		+		+	+	
Anti-tourism movements	Graffiti and mottoes		+		+	+	+		+
	Social media				+				+
	Physical assaults				+			+	+
Measures and limitations	Sustainable tourism	+							
	Regulated tourism								+
	Responsible tourism								
	Alternative tourism	+		+					
	Taxes / Bans	+	+		+	+			
	Limitations	+	+		+	+			
Advent of Overtourism	Cruise Ships	+				+		+	
	Airbnb (home-sharing platforms)	+	+			+	+	+	+
	Mass tourism					+	+	+	
	Social media effect		+					+	
	Low-cost airlines						+	+	
	Day trippers					+	+		
Effects of overtourism (Advent of tourism phobia)	Over crowding		+	+	+	+	+		
	Expensiveness		+	+			+	+	
	Changing social dynamics				+				
	Rowdy behaviours				+	+	+	+	+
	Environmental problems			+			+	+	
Anti-tourism movements	Graffiti and mottoes	+			+				
	Social media								
	Physical assaults								
Measures and limitations	Sustainable tourism	+		+		+		+	
	Regulated tourism	+	+	+		+	+	+	
	Responsible tourism		+	+		+		+	
	Alternative tourism	+	+			+	+	+	
	Taxes / Bans	+				+	+	+	+
	Limitations		+		+	+	+	+	+

The news reports analyzed had 20 sub-themes and 4 main themes in common in their coverage. There are 6 sub-themes under the main code of "advent of overtourism", 5 sub-themes under the main code of

"effects of overtourism (advent of tourism phobia), 3 sub-themes under the main code of "anti-tourism movements", and 6 sub-themes under the main code of "measures and limitations".

Advent of Overtourism

More and more people are involved in tourism activities thanks to improved means of accommodation and transportation. Transportation has become more affordable for tourists as airline transport is now cheaper and airlines offer services with cost-effective options. The adoption of policies to promote the spread of airline transport and incentives offered for marketing initiatives have boosted the demand in tourism, too (Seetanah et al., 2019). The growth of cruise tourism has enabled people to buy package deals, get to see multiple countries in a short while and stay at cruise ships. 27 million people went on a cruise trip in 2018 (NTV, 2018). Therefore, cruise ships, which take far more visitors to destinations, cause overcrowding and human overpopulation in tourism destinations (Klein, 2011). The reason why there are more options for accommodation and transport is easier access to internet around the world, and the increase in the number of middle-income people. Middle-income people led to the emergence of the concept sharing economy. The concept of sharing economy is based on a set of technological developments that facilitate the shared use of physical and non-physical goods and services through various online information systems. Technological developments have transformed the way people travel. Through online booking sites, people now enjoy accommodation options that are cheaper than hotels such as P2P platforms including but not limited to Airbnb, Home Away and Couchsurfing (World Travel & Tourism Council, 2017). In a similar vein, people use online applications that offer share-based alternative means of road transport such as Uber and Zipcar, and meet their transportation needs at a cheaper price compared to other means of road transport (Somervill, 2019). Another reason behind the advent of overtourism is media coverage without a question. Media outlets not only promote destinations and facilities to a great extent but also spread their presence at a larger scale. Fueled by media attention, conventional promotional efforts have led to the emergence of unprecedented local and global consequences (rapid and large-scale increase in number of tourists) on various levels (Dodds & Butler, 2019). So much so that it is now a well-acknowledged fact that people have an insatiable desire to visit destinations that are highly popular and promoted by social media networks.

Based on the findings of the analysis over news reports, Airbnb (home-sharing platforms) is the most popular theme covered in 10 out of 16 news reports as a reason behind the advent of overtourism. It is followed by the themes "mass tourism" and "cruise ships" covered by 7 news reports. "Low-cost airlines, social media and day-trippers" ensue respectively. Some of the news coverage that corroborates the literature are as follows:

"For Duncan McCann, researcher at the New Economics Foundation, there are a number of factors underlying the recent tensions, including the rise of Airbnb, an increasing number of tourists making short

city breaks, and the burden of cruise ships. Both city breakers and cruise ship passengers are far more likely to remain in a city centre rather than explore further afield” (News 1).

“The citizens of the Spanish city started feeling threatened by the presence of the strangers who insert themselves into their daily lives, photographing every detail, acting like it was something unique. The culture in these touristic cities soon became a product, an attraction to meet the demands of strangers” (News 2).

“There are many factors for this boom: a growing global middle class, cheaper airfares, ambitious tourism targets set by governments and FOMO-inducing social media” (News 4).

“Low-cost flights, as well as the popularisation of home-sharing platforms such as AirBnB and Homeaway, which tend to be cheaper and more convenient than hotels, have contributed to the growing number of sightseers” (News 5).

“All three experts (Albert Arias Sans, María Reynisdóttir, Sarah Miginiac) agree social media directly correlates with overtourism -- platforms such as Instagram act as double-edged swords” (News 10).

“Mass tourism, encouraged by cash-hungry councils after the 2008 crash and fuelled by the explosion of cheap flights and online room rentals, has become a monster ... popular short-break destinations such as Barcelona and Amsterdam are hosting 20 or more visitors for each inhabitant...” (News 14).

“The causes of this phenomenon are clear. In addition to the increase in global travel, the ease of travel also benefits mass tourism. The greater number of air connections between destinations, the increase in maritime tourism, the lower costs with solutions such as Airbnb and low-cost airlines, are some of the cogs of this machine.” (News 15).

“The influence of social networks may also be responsible for excess tourism. Instagram, for instance, has caused several destinations to experience a tourist boom in recent years. Humorous profiles in this social network satirize the problem, creating videos and images of famous tourist spots with overcrowding and without any sort of glamour” (News 15).

Effects of Overtourism (Advent of Tourism Phobia)

Overtourism is widespread in destinations with urban, rural, coastal and insular tourism assets. Among some negative consequences of overtourism are overcrowding, pressure on infrastructure, increase in demand for energy and water, pollution, reckless behaviors of visitors, environmental degradation, damage to historical sites and monuments, loss of identity and authenticity, and hike in cost of living for local people (Jordan, Pastras, & Psarros, 2018). Sheivachman argues (2016) that the dynamics that promote overtourism as a new phenomenon that calls for a look at potential risks facing popular destinations around the world will inevitably cause negative consequences unless they are managed in a sustainable fashion. The adverse

effects are divided into three main categories: Environmental effects, economic effects and sociocultural effects. They are presented in Table 3 (Peeters et al., 2018).

Table 3. Negative impacts of overtourism

Environmental impacts	Economic impacts	Sociocultural impacts
Pollution: Water, soil, air, noise and solid waste pollution	Economic Dependency on Tourism: Economic reliance on tourism including seasonality	Disruption of Infrastructure: Disruption of infrastructure, facilities and commercial operations
Infrastructure: Adverse effect of tourism investments on infrastructure investments that local people are in need of.	Infrastructure Cost Deterioration in quality of infrastructure, facilities and commercial operations, and rise in maintenance cost	Tourists Flocking into Settlements Settlements that lose their local characteristics
Visuality: Aesthetic pollution in natural or cultural landscape	Image as a Destination: Adversely affected image	Marginalization of Residents Marginalization of local population
Congestion: Overcrowding in infrastructure, facilities, and commercial operations		Hostility: Hostilities/conflicts between hosts and tourists
Overcrowding: Overcrowding in natural, historical and architectural sites		Crime: Disruption of perceived security
Damage: Destruction of natural, historical and architectural sites		Degradation of Recreational Sites: Degradation of natural and historical sites for commercial purposes
		Loss of Cultural Identity: Deterioration in cultural customs, values and ethical standards

Source: Peeters, P.M., Gössling, S., Klijs, J., Milano, C., Novelli, M., Dijkmans, C., Eijgelaar, E., Hartman, S., Heslinga, J., Isaac, R. & Mitas, O. (2018). Overtourism: Impact and possible policy responses. Research for TRAN Committee. Retrieved February, 23, 19.

The adverse effects of overtourism cause local people to regard tourism as a bad phenomenon rather than a good one in destinations of overtourism, oppose tourism activities, display negative attitudes and behaviors toward tourists, and pave the way for anti-tourism movements to sum up. The advent of anti-tourism movements has to do with factors that adversely affect the quality of life for local people who reside in an overtourism destination. These factors are pollution, noise, rise in housing prices and traffic jam etc. Anti-tourism movements, which are triggered by the aforementioned factors, are cited as "tourism phobia". In other words, the protests staged by local people who would not like tourists to visit destinations they reside in because of negative social and economic consequences that they suffer as a great deal of tourists visit them have led to the advent of the term tourism phobia (Seraphin, Sheeran & Pilato, 2018; Bal, 2018). The findings of the analysis over news reports seem to be in line with the conclusions of theoretical and empirical studies in literature. Of themes concerning the question what the consequences of overtourism (factors that cause tourism phobia) are, expensiveness (in the house/public transport/restaurant and cafe/shop/taxi prices etc.) has been covered in 10 news reports. It is followed by sub-themes of rowdy behaviours (drunken visitors, partying, beer bikes) in 9 news reports, and overcrowding (massive queues, traffic) and environmental problems in 8 news reports. Then changing social dynamics (asserting national identity) ensues with 7 news reports. Some of the news coverage that corroborates the literature are as follows:

"The massive crowds cause issues, from traffic jams to longer wait times at doctor offices and restaurants; all of which lead to headaches for the locals. Every day, grocery stores frequented by locals suddenly became more expensive with owners hoping to cash in on the huge influx of deep-pocketed outsiders. The increased number of dwellings used for tourists is yet another issue" (News 2).

“Visitors are overcrowding, littering, acting drunk and lewd, causing environmental damage, failing to respect local culture, inappropriately touching or taking things and driving up rents” (News 4).

“Now imagine you live in Barcelona – and life is becoming more expensive all the time. On Friday morning, like every week for years, you go to buy some groceries at the typical market in your neighbourhood, La Boqueria. But lately it is so crowded with tourists that it’s hard to navigate the aisles; a trip that used to take you 20 minutes now takes over an hour. At the meat stand you run into your neighbour from the building opposite, an old lady who’s lived there for decades. She looks upset: it turns out the owners are selling the whole building to an investor who is planning to turn the historic building into luxury apartments for wealthy foreigners, and the tenants have six months to leave. Where will this lady go? She was paying “old rental” prices and she can’t afford the new exorbitant market rates” (News 5).

“Alfama is dying,” Bernardo says. “The neighbourhood’s social dynamic has changed ... People in Lisbon are very worried about the possibility that our city and our identity might become like Barcelona – a parody and a theme park” (News 6).

“If you worry just a little about the environment, it can't be good. This is the worst type of travelling’ says Anders Fretheim, a local farmer and activist” (News 7).

“It found residents perceived tourism as to blame for “increase in house prices; increase in taxi prices, increase in shop prices, increase in restaurant and café prices, and increase in the public transport cost” (News 11).

“This year protests are getting louder and Italians are complaining about rude tourists. This is what angers the locals most at the moment. Tourists dive from bridges to the lagoon, shower in public fountains, walk half-naked in churches and much more” (News 12).

Anti-tourism Movements

Overtourism, tourism phobia and anti-tourism movements are of spiral quality. It is beyond any doubt that one's presence will pave the way for the emergence of others. The pressure of overtourism on local people has grown into tourism phobia, and it has led to anti-tourism movements. Anti-tourism movements argue that tourism significantly makes things difficult in people's daily life and does damage to their city. Having originated in Barcelona, Venice and Amsterdam, and gaining momentum across Europe since 2017, anti-tourism movements are called vandalism by some governments and/or tourism operators while they are considered to be self-defence by local people who join the movements. Anti-tourism actions are covered on social media and walls all over towns under various rallying cries while they have turned into mass protests and even physical assaults of protesters at tourists over time. Therefore, the study analyzes the coverage of anti-tourism movements by media outlets under three main themes: *“Graffiti and mottoes, social media, and physical assaults”*. The below-cited news reports prove that anti-tourism movements have reached a critical level in some tourism destinations.

“You’re in a good mood because you’re on holiday; the sun seems to shine brighter than usual and life feels good. But then you turn a corner and stumble upon a piece of graffiti that reads: ‘Tourist you are the terrorist’. You ignore it, attributing it to some angry guy with a sad life who probably doesn’t get out all that much. But a few metres ahead you see another troubling line: ‘All tourists are bastards’. A few steps further on: ‘Stop destroying our lives!’ And

after that: *"Why call it tourist season if we can't shoot them?". Now it seems more than just an isolated incident. You keep walking, but the spring is gone from your step. Perhaps the sun isn't that bright today, after all"* (News 5).

"On its Facebook site, Arran has posted anti-tourism videos. One shows activists in Majorca holding a big banner next to yachts in a marina, letting off smoke bombs and throwing confetti inside a restaurant where customers are eating ... The anti-tourism campaign has also sparked a heated debate on Twitter, under the hashtag #touristgohome" (News 8).

"In one dramatic incident, several masked assailants attacked a tourist bus in Barcelona, near the football stadium. The slogan "tourism is killing neighbourhoods" was daubed on the bus and one of its tyres was punctured. None of the passengers were injured" (News 8).

Measures and Limitations

It is a fact that overtourism is enabled in many destinations as local governments or authorities tend to ignore potentially negative consequences of exceeding the carrying capacity of a destination or to be reluctant to assume any responsibility about it (Gössling & Peeters, 2015; WTTC, 2017; Baker, 2018; Epler Wood et al., 2019). However, overtourism has been addressed as a serious matter by governments since 2017 as a result of anti-tourism movements led by local people, and thus the governments and authorities in many destinations particularly those in Amsterdam, Barcelona, Venice, Santorini, Dubrovnik, Mallorca, Galápagos and Machu Picchu have sought to take a variety of measures in an effort to offer a solution. It turns out that the measures have been usually taken with a view to changing the form of promotional efforts, extending the tourism season, gravitating toward alternative tourism, and evolving into a type of tourism that is more harmonious with local people while limitations have been imposed to raise tourism taxes, shorten the length of stay, and introduce bans on certain tourism activities or destinations. However, the number of visitors to destinations with high tourism popularity seems to keep rising despite all the measures or limitations/bans imposed. Therefore, it is safe to say that the factors that lead to a rise in the number of tourists in such destinations are more influential than powers to restrict or reduce the number of visitors.

"In Venice, the mayor's office has also been attempting to tackle the problem. In June it said it would introduce a ban on new tourist accommodation in the city centre ... In Rome, this means a ban on people eating or paddling in the city's fountains and drinking on the street at night. Similar measures have been put into place in Milan" (News 1).

"The tourist tax applied to accommodation for spending the night in the city (Barcelona), the licensing and building of new accommodation (hotels, hostels and apartments) has been paralysed" (News 5).

"Temporary mayor Gerardo Pisarello dismissed talk of touristophobia: 'I don't believe that Barcelona's residents reject tourism - rather they want it regulated' he said" (News 8).

"Last year, the city council's plenary passed a law to curtail the number of visitors arriving in the city by limiting the number of occupancies available in hotels and freezing the construction of new ones" (News 9).

"Barcelona is pursuing an active new social media marketing strategy" (News 10).

"With increasing tourist numbers, tourism must be developed and managed in a sustainable manner for visitors and local communities" (News 11)

“Mayor of Dubrovnik Mato Franković has cast himself as a crusader against mass tourism, shutting down 80% of souvenir stalls, and restricting cruise ships to two per day” (News 13).

“Pending a possible outright ban in some neighbourhoods, Airbnb-style lets must sleep no more than four and cannot be let for more than 30 days a year. A tourist tax has been launched: €3 per person per night, on top of a 7% levy on each hotel room (10% on accommodation booked person-to-person online). Some of the worst excesses, such as beer bikes – a pedal-powered mobile bar groups of drinkers – have been outlawed in the city centre. Tours of the red light district’s windows, running once every couple of minutes, are to be banned from 1 April, when all guided tours of the old centre will also require permits” (News 14).

“Other alternatives adopted by the affected destinations is to divert the flow by promoting other regions. France has invested heavily in marketing destinations that are barely known, in order to decrease the flow of tourists to the capital Paris. And this measure works ... The demand for experience tourism and sustainable tourism has grown in recent years. This is the ideal time for the tourism industry to act” (News 15).

The descriptive analysis over the aforementioned news reports pointed to 6 sub-themes under the code of "measures and limitations". They are *“sustainable tourism, regulated tourism, responsible tourism, alternative tourism, taxes/bans, and limitations”*. The thematic codes with the highest frequency are limitations covered in 10 news reports, and taxes/bans covered in 9 news reports. The theme of limitations stands for limitation on how long cruise ships are allowed to stay at a port, the maximum number of days to stay in house-sharing platforms such as Airbnb, and the number of visitors in a given destination while the theme of taxes/bans includes tourism-based city taxes, accommodation taxes, businesses that are shut down, and popular sites forbidden to enter. These two themes offer short-term solutions to reduce the number of tourists visiting a given destination. However, other themes (sustainable tourism, regulated tourism, responsible tourism, alternative tourism) include solutions that require longer-term and thorough planning to eliminate negative consequences of mass tourism.

Conclusion

This study, which is focused on how overtourism is covered by international media outlets, is intended to analyze and interpret the concept on the part of media outlets in a holistic perspective. A descriptive analysis established four main themes and their sub-themes along with an interpretation for them. The themes are called "advent of overtourism, effects of overtourism and tourism phobia, anti-tourism movement, measures and limitations". Adverse effects of overtourism in some popular tourism destinations and anti-tourism attitudes of local people toward tourists are often highlighted. Such adverse effects manifest themselves in anti-tourism attitudes of local people, and it is inevitable that the quality of tourist experience deteriorates and that causes lack of satisfaction with the quality and image of destinations. While the limitations and measures about overtourism covered by international news outlets are deemed to be important, the study underlines the fact that efforts to boost tourism demand need to be addressed from the perspective of sustainable tourism. While doing so, being mindful of and responding to local people's demands and expectations is of importance to improve the satisfaction of local people with their lifestyle and achieve better quality for the destination as desired.

This study plays a pioneering role for destinations that may be at risk in the future to show how overtourism is covered by media, effects of overtourism, how anti-tourism movements originate, and limitations imposed to

eliminate or alleviate adverse effects of overtourism. Further scientific studies can involve far-reaching and comprehensive interviews with stakeholders of destinations covered by the aforementioned news reports, and point to potential strategies (demarketing, alternative tourism, technological developments (Tourism 4.0) etc.) to handle overtourism.

REFERENCES

- Agence France-Presse (2019), "In search of the perfect Hong Kong picture, Instagram tourists test locals' patience". Retrieved from: www.scmp.com/lifestyle/travel-leisure/article/2186115/search-perfect-hong-kongpicture-instagram-tourists-test, 12.01.2020.
- Baker, V. (2018) "Tourism pressures: Five places tackling too many visitors." BBC News, 16 April 2018. Retrieved from: <http://www.bbc.com/news/world-43700833>, 10.01.2020.
- Bal, A. B. (2018). Tourism-Phobia Spreading Across Europe. Daily Sabah. Retrieved from: <https://www.dailysabah.com/op-ed/2018/09/22/tourism-phobia-spreading-across-europe/>, 10.01.2010.
- Corsano, E. (2017). 20 trips you have to take in your lifetime. CNBC. Retrieved from: <https://www.cnbc.com/2017/11/17/20-bucket-list-trips-you-have-to-take-in-your-lifetime.html>, 19.01.2020.
- Dey, I. (1993). *Qualitative Data Analysis: A User-Friendly Guide for Social Scientists*. London: Routledge Publications.
- Dodds, R., & Butler, R. (2019). The phenomena of overtourism: a review. *International Journal of Tourism Cities*.
- Eliasson, E., & Velasco, K. (2018). *Coping with Overtourism*. Master Degree Project in Marketing and Consumption. School of Business, Economics and Law. Gothenburg.
- Epler Wood, M., Milstein, M., & Ahamed-Broadhurst, K. (2019). Destinations at Risk: The Invisible Burden of Tourism. *Travel Found: Bristol, UK*.
- European Parliament (2018), "Overtourism: Impact and Possible Policy Responses, Directorate-General for Internal Policies, Brussels.
- Goodwin, H. (2016). Managing Tourism in Barcelona. *Progress in Responsible Tourism*, 5(1), 28-48.
- Goodwin, H. (2017). The Challenge of Overtourism. Responsible Tourism Partnership (Working Paper). Retrieved from: <http://haroldgoodwin.info/pubs/RTP'WP4Overtourism01'2017.pdf>, 09.01.2020.
- Gössling, S., & Peeters, P. (2015). Assessing tourism's global environmental impact 1900–2050. *Journal of Sustainable Tourism*, 23(5), 639-659.
- Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology*, 67(9), 2047-2059.
- Jordan, P., Pastras, P., & Psarros, M. (2018). Managing Tourism Growth in Europe. The ECM Toolbox. Dijonkeep.eu. (2018). Search by Countries & Regions. Retrieved from: <https://www.keep.eu/keep/nuts/searchByRegion#null>. 15.02.2020.

- Kharas, H. (2017). The unprecedented expansion of the global middle class: An update. https://www.brookings.edu/wp-content/uploads/2017/02/global_20170228_global-middle-class.pdf
- Kısa Ovalı, P. (2007). A comparison of mass tourism and ecologic tourism with regard to conceptual, architectural, and environmental impacts. *MEGARON/Yıldız Teknik Üniversitesi, Mimarlık Fakültesi E-Dergisi*, 2(2), 64-79.
- Klein, R. A. (2011). Responsible cruise tourism: Issues of cruise tourism and sustainability. *Journal of Hospitality and Tourism Management*, 18(1), 107-116.
- Minihane, J. (2019). Destination trouble: Can overtourism be stopped in its tracks? Retrieved from: <https://edition.cnn.com/travel/article/how-to-stop-overtourism/index.html>, 09.01.2020.
- NTV (2018). 35 milyar dolarlık kruvaziyer pazarından Türkiye payını almalı. Retrieved from https://www.ntv.com.tr/seyahat/35-milyar-dolarlik-kruvaziyer-pazarindan-turkiye-payini-almali,FP6ZeoT_ok-sJg-KN-bO_g?_ref=infinite.%20, 19.01.2020.
- Özdemir, M. (2010). Nitel Veri Analizi: Sosyal Bilimlerde Yöntembilim Sorunsalı Üzerine Bir Çalışma. *Eskişehir Osmangazi Üniversitesi Sosyal Bilimler Dergisi*, 11(1), 323-343.
- Özkök, F. (2006). Tourism - does it decrease poverty? *Elektronik Sosyal Bilimler Dergisi*, 5(15), 85-98.
- Peeters, P.M., Gössling, S., Klijs, J., Milano, C., Novelli, M., Dijkmans, C., Eijgelaar, E., Hartman, S., Heslinga, J., Isaac, R. & Mitas, O. (2018). Overtourism: Impact and possible policy responses. Research for TRAN Committee. Retrieved February, 23, 19.
- Postma, A. (2018). Research for TRAN Committee - Overtourism: impact and possible policy responses. Brussels: European Parliament, Directorate General for Internal Policies, Policy Department B: Structural and Cohesion Policies, Transport and Tourism. <https://doi.org/10.2861/919195>.
- Seetanah, B., Sannasee, R. V., Teeroovengadum, V., & Nunkoo, R. (2019). Air access liberalization, marketing promotion and tourism development. *International Journal of Tourism Research*, 21(1), 76-86.
- Seraphin, H., Sheeran, P. & Pilato, M. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374-376.
- Sheivachman, A. (2016). Iceland and The Trials of 21st Century Tourism. Skift. Retrieved from: <https://skift.com/iceland-tourism/> 09.01.2020.
- Somerville, H. (2019). Airbnb Buys HotelTonight In Deeper Expansion Into Hotel-Booking Business. Reuters. Retrieved from: <https://www.reuters.com/article/us-airbnb-m-a-hoteltonight/airbnb-buys-hoteltonight-in-deeper-expansion-into-hotel-booking-business-idUSKCN1QO2B4/>, 15.01.2020.
- Stephanos, K., & Polo, A. (2016). The Multiplier of Tourism and its Beneficial Properties for the National and Local Economy. *Journal of Regional & Socio-Economic Issues*, 6(1):49-61.
- UNWTO (2019). World Tourism Barometer, Excerpt. 17(1). World Tourism Organisation. Retrieved from: http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barom19_01_january_excerpt.pdf, 15.01.2020.
- UNWTO. (2018). 'Over tourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions. Retrieved from: <https://www.e-unwto.org/doi/pdf/10.18111/9789284420070>, 11.01.2020.

- Wolcott, H. (1994). *Transforming Qualitative Data, Description, Analysis, and Interpretation*. Thousand Oaks, California: Sage .
- Weber, F., Stettler, J., Priskin, J., Rosenberg-Taufer, B., Ponnappureddy, S., Fux, S., & Barth, M. (2017). Tourism destinations under pressure: *Challenges and innovative solutions*. *Lucerne University of Applied Sciences and Arts Institute of Tourism ITW, Roesslimatte*, 48, 6002.
- World Travel & Tourism Council (2017). Coping with success: Managing overcrowding in tourism destinations. <https://www.wttc.org/-/media/files/reports/policy-research/coping-with-success---managing-overcrowding-in-tourism-destinations-2017.pdf>.
- World Travel & Tourism Council (WTTC). (2019). Travel & Tourism Economic Impact 2019–World. London, UK: WTTC. <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2019/world2019.pdf>.