

Institut für
Maritimen
Tourismus

A 'Bathtub Model' of Over-tourism: Exploring Causes, Challenges and Solutions

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Cruise Management &

E-Tourism

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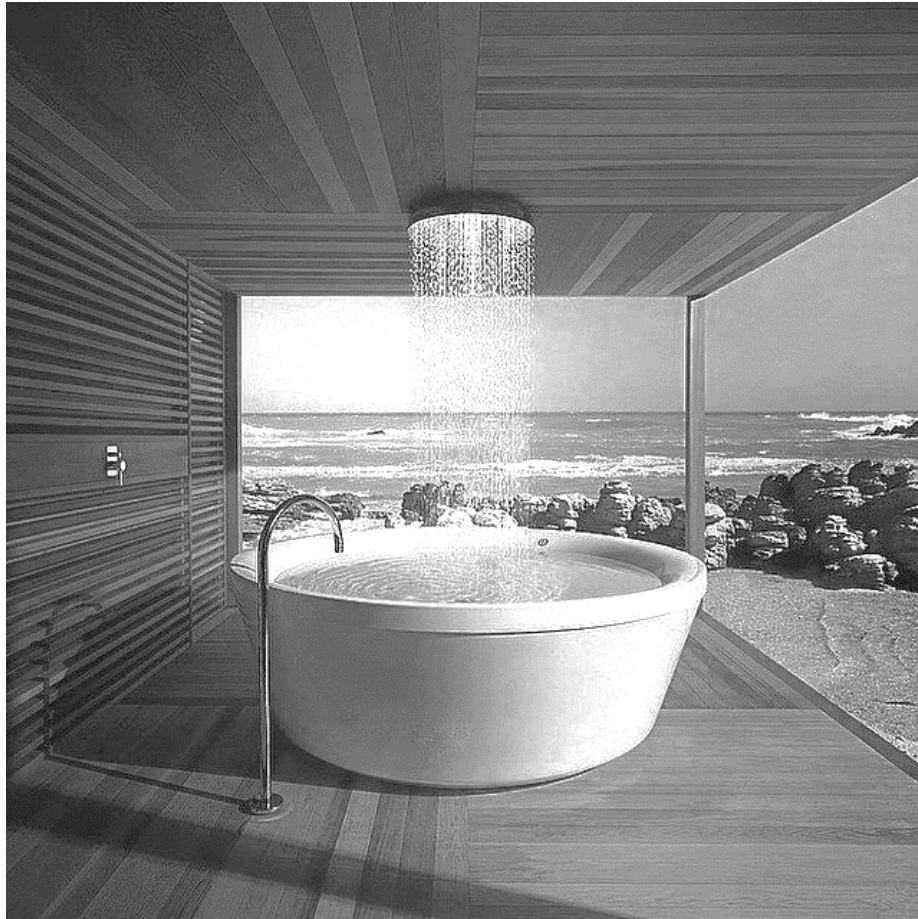
25th World Travel Monitor® Forum
Pisa (Italy) – 10th November 2017



Cruise Research Society

If Tourism was a Bathtub....

How Guests see it!



... But this often how they experience it!



If Tourism was a Bathtub....

How Tour- and Cruise-Operators see it!



If Tourism was a Bathtub....

How Destination Stakeholders see it!



If Tourism was a Bathtub.... *How Anti-Tourism Activists see it!*



If Tourism was a Bathtub....

How Tourism Academics see it!



*Alexis preparing
for this
presentation*

Anti-Tourism Sentiment across Europe's Destinations?

Barcelona, Venice, Amsterdam, Dubrovnik & Santorini

Why is it called tourist season if we can't shoot them?



Bild MENÜ

NEWSTICKER

REISE

Amsterdam erlaubt keine weiteren Touristenläden

06.10.2017 - 09:30



Im Zentrum von Amsterdam dürfen keine neuen Geschäfte eröffnet werden, die sich vor allem an Touristen richten.

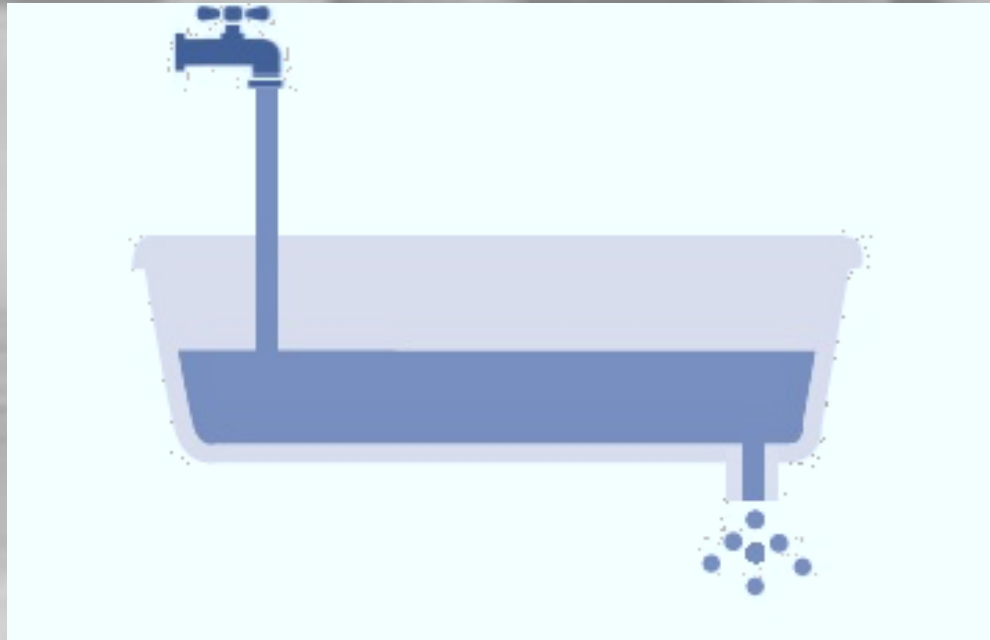
In großen Teilen der Innenstadt würden weitere Fahrradverleiher, Ticketshops

oder Besucherattraktionen nicht mehr zugelassen, teilte die Stadtverwaltung der niederländischen Metropole mit. Auch neue Fastfood-Läden oder Eissalons dürfen nicht mehr eröffnet werden.

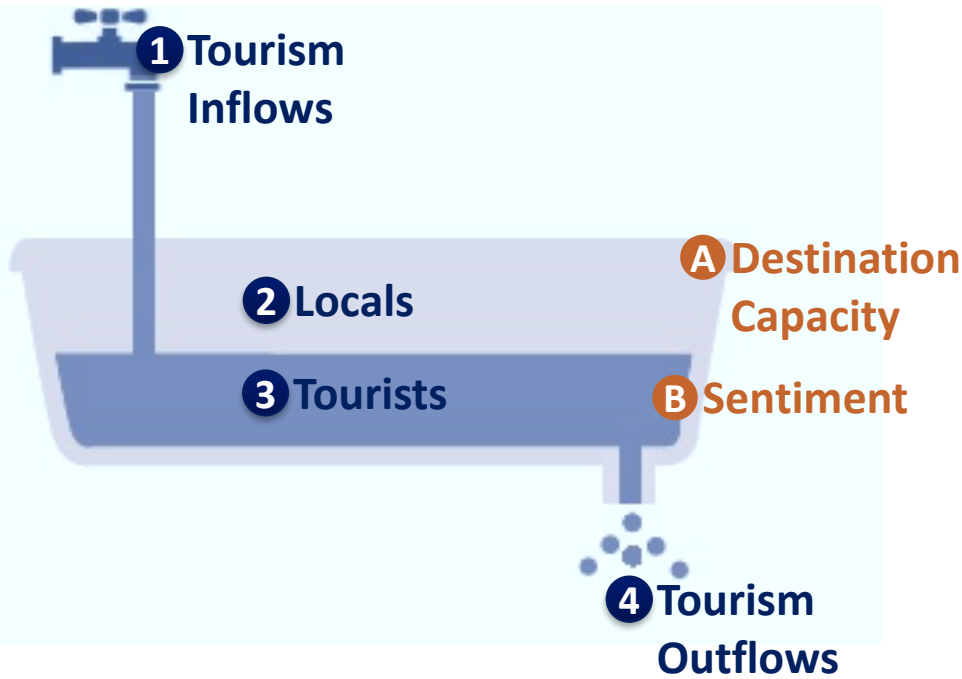


OVER-TOURISM & THE 'TOURISM BATHTUB'

'Congestion Model'



Tourism Congestion 'Bathtub Analogy': Destination Life Cycle & 'Irridex' Model

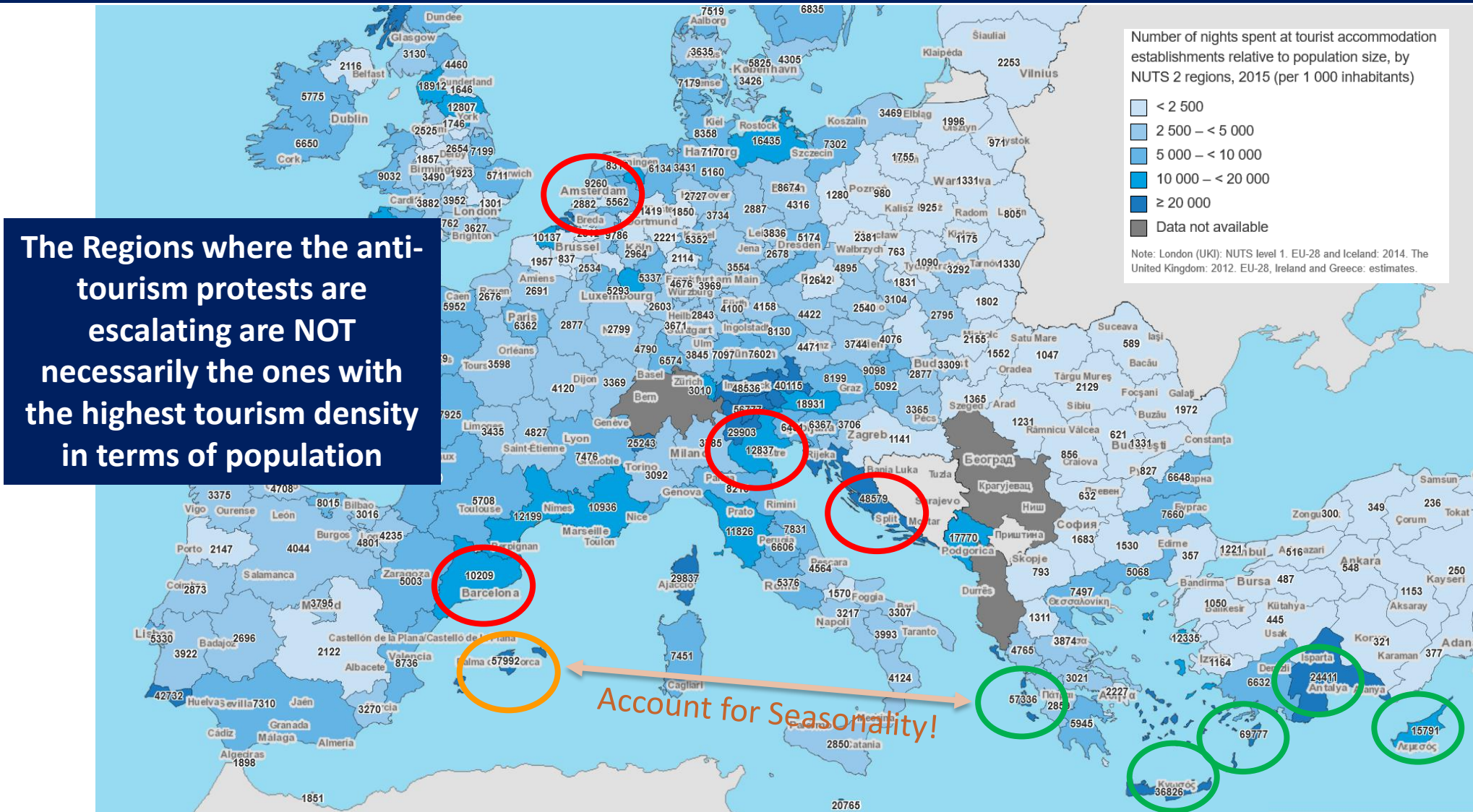


Key assumption is that 'anti-tourism sentiment is an inevitable result of **tourism development** and it is mainly due to a high '**Tourist Ratio**' (i.e. # Tourists / # Locals)

- ▶ Butler's (1980)* tourist area life-cycle (TALC) model:
 - Exploration -> Involvement -> Development -> Consolidation -> Stagnation -> Decline or Rejuvenation
- ▶ Doxey's (1975)** 'Irridex' model:
 - Communities pass through a sequence of reactions as tourism evolves and becomes visible.
 - Euphoria -> Apathy -> Irritation -> antagonism.
- ▶ Over-tourism Model:
 - Given (A) Destination Capacity
 - Ratio of [(1) Tourism Inflows / (4) Tourism Outflows] => Ratio (2) Locals / (3) Tourists
 - Affects (B) Sentiment

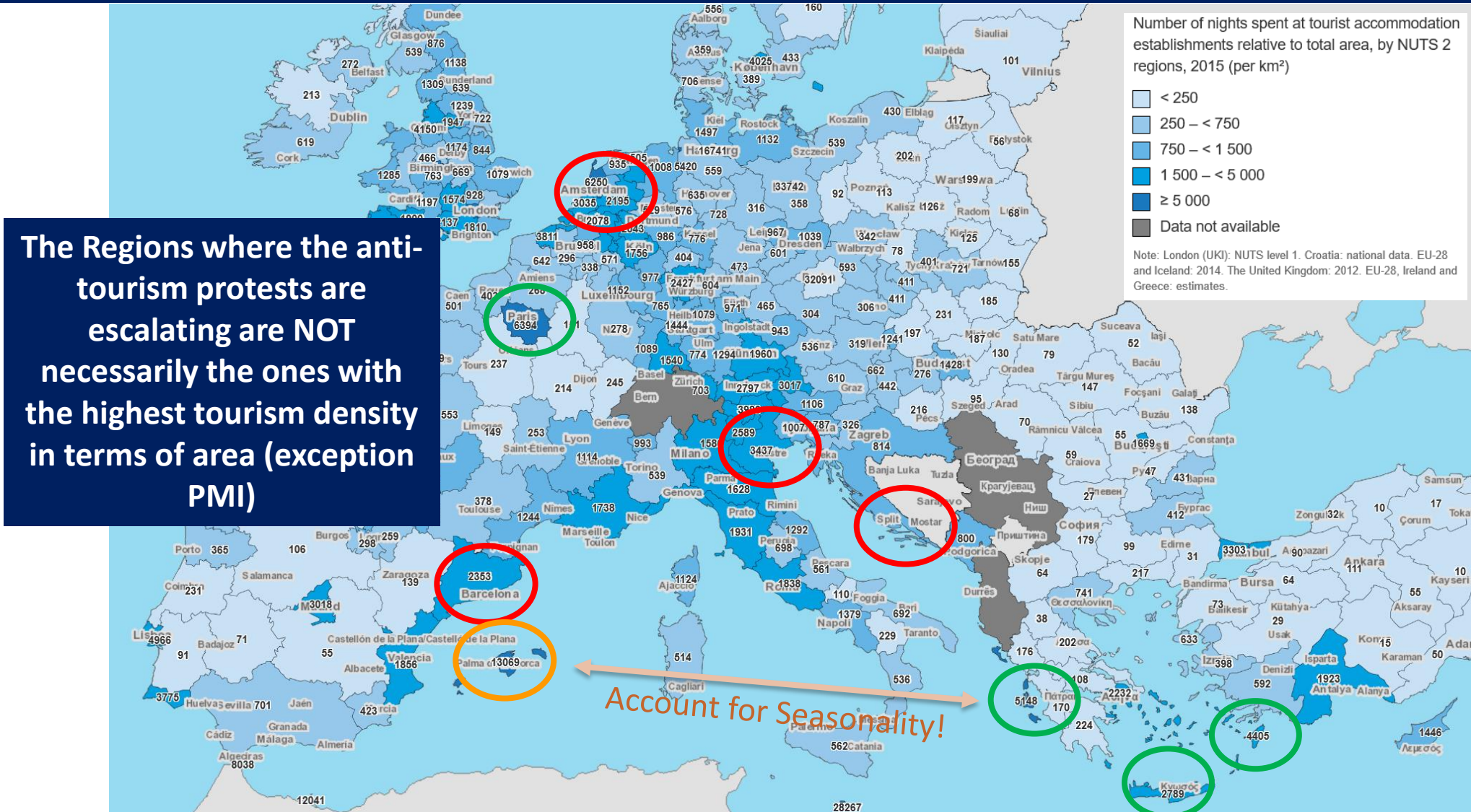
Tourism Density Metrics: Population

Total Bed-Nights / 1000 Inhabitants

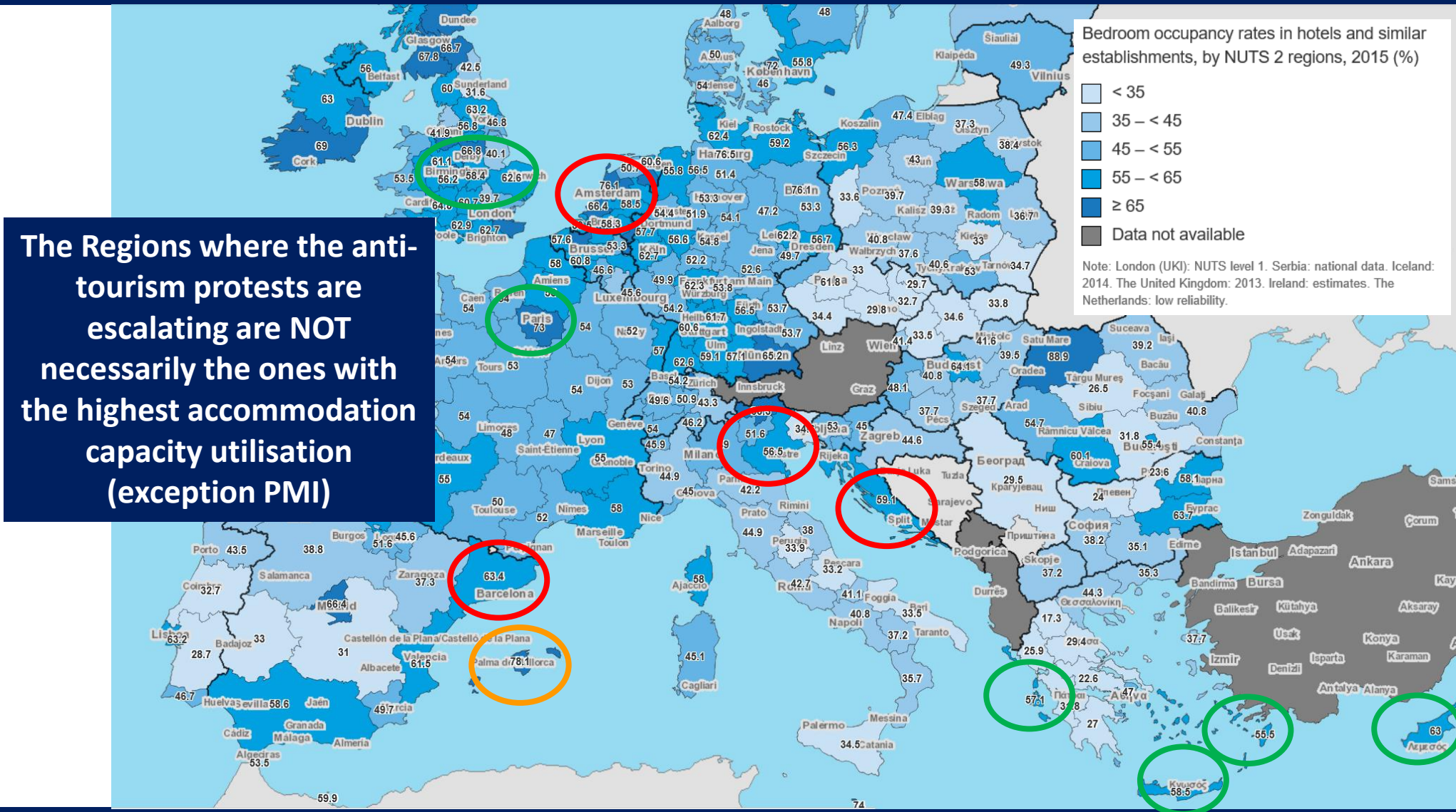


Tourism Density Metrics: Area

Total Bed-Nights / KM²

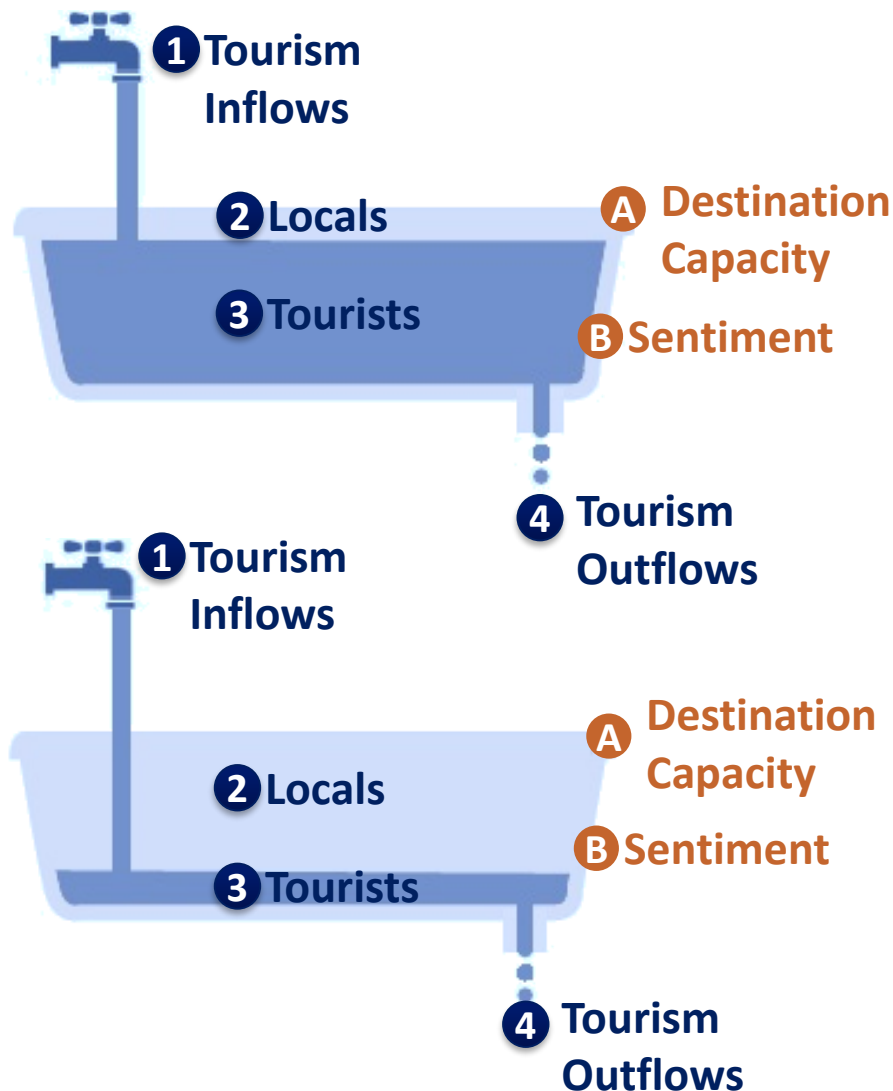


Tourism Density Metrics: Capacity Bedroom Occupancy (%)



The 'Bathtub Analogy' revisited...

Let's Avoid Generalisations, Simplistic Explanations and Misplaced Measures!



B Sentiment

Anti-tourism protests are neither a global, nor a regional phenomenon in Europe... It is a **time-dependent, localised phenomenon!**

A Destination Capacity

Reducing hotel capacities (e.g. licencing) is effectively dealing with a **capacity-restriction** by restricting it further.

2 Locals

Over-tourism is cannot be readily objectified and measured... The '**tourist-ratio**' as an indicator is not sufficient

3 Tourists

1 Tourism Inflows

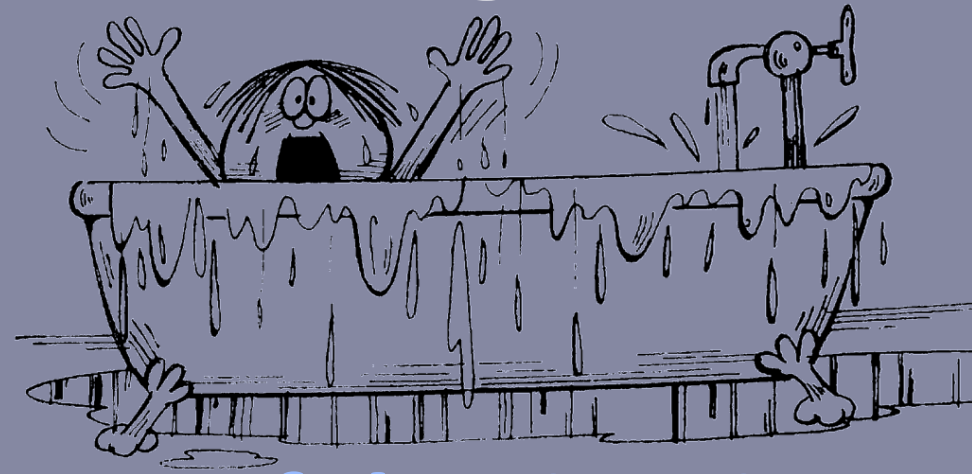
Regulating tourist inflows (e.g. tourist tax) deals with a **supply-problem** by attempting to reduce demand!

1 Tourism Inflows B Sentiment

Research identifies additional factors to be considered:

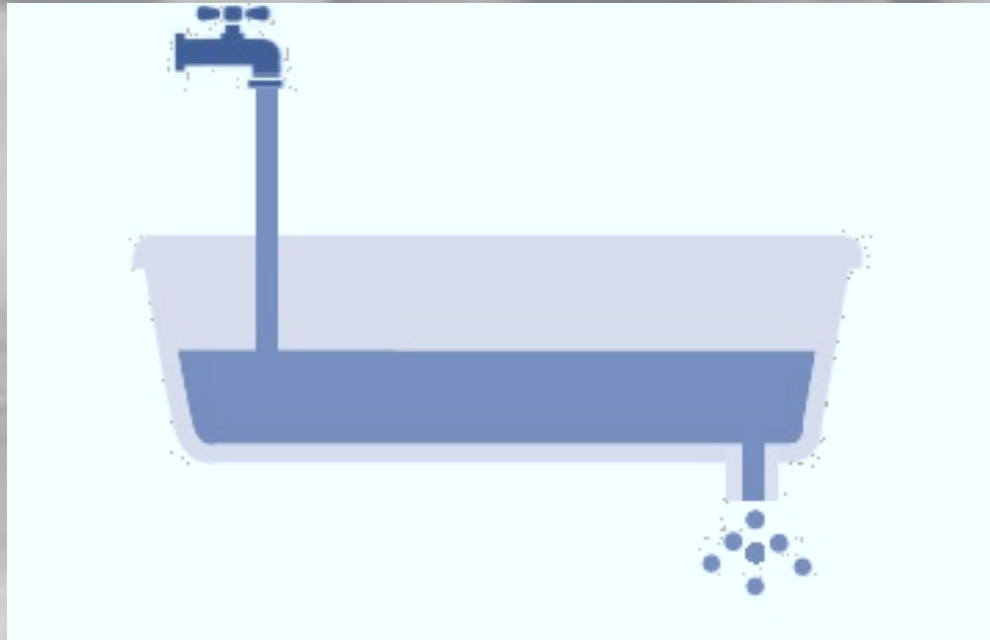
- Seasonality*
- Geographical proximity (between tourists and locals)**
- Cultural proximity / Compatibility **
- Coping Typologies ***

Restricting tourism to deal with **over-tourism** is like **washing less** to deal with an overflowing bathtub'... And anti-tourist protests is like **blaming the water** for the mess! 'Over'-tourism it is 'Under'-management of destinations.

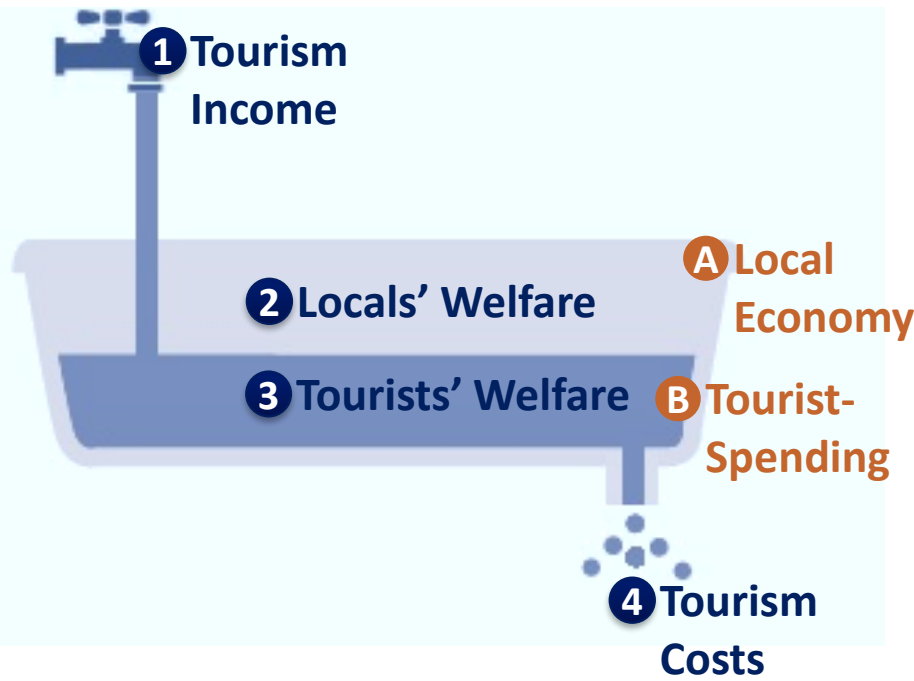


OVER-TOURISM & THE 'TOURISM BATHTUB'

'Experience Economy Model'



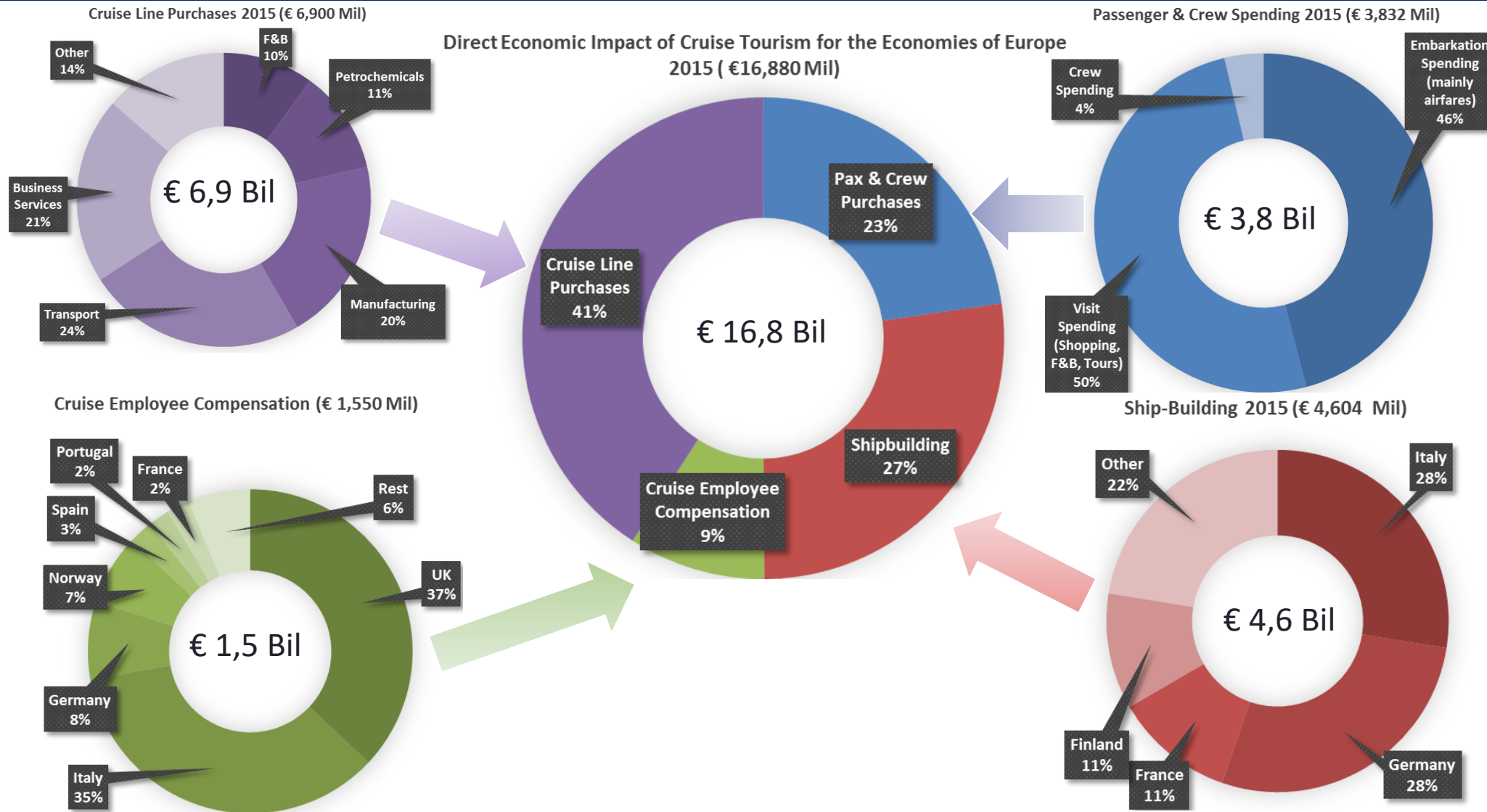
Tourism Sustainability 'Bathtub Analogy': *Economic Impacts & Leakages*



Key assumption is that 'anti-tourism sentiment is a result of **competition for limited resources** and it is mainly due to an imbalance between **the economic benefits** and **externalities** of tourism.

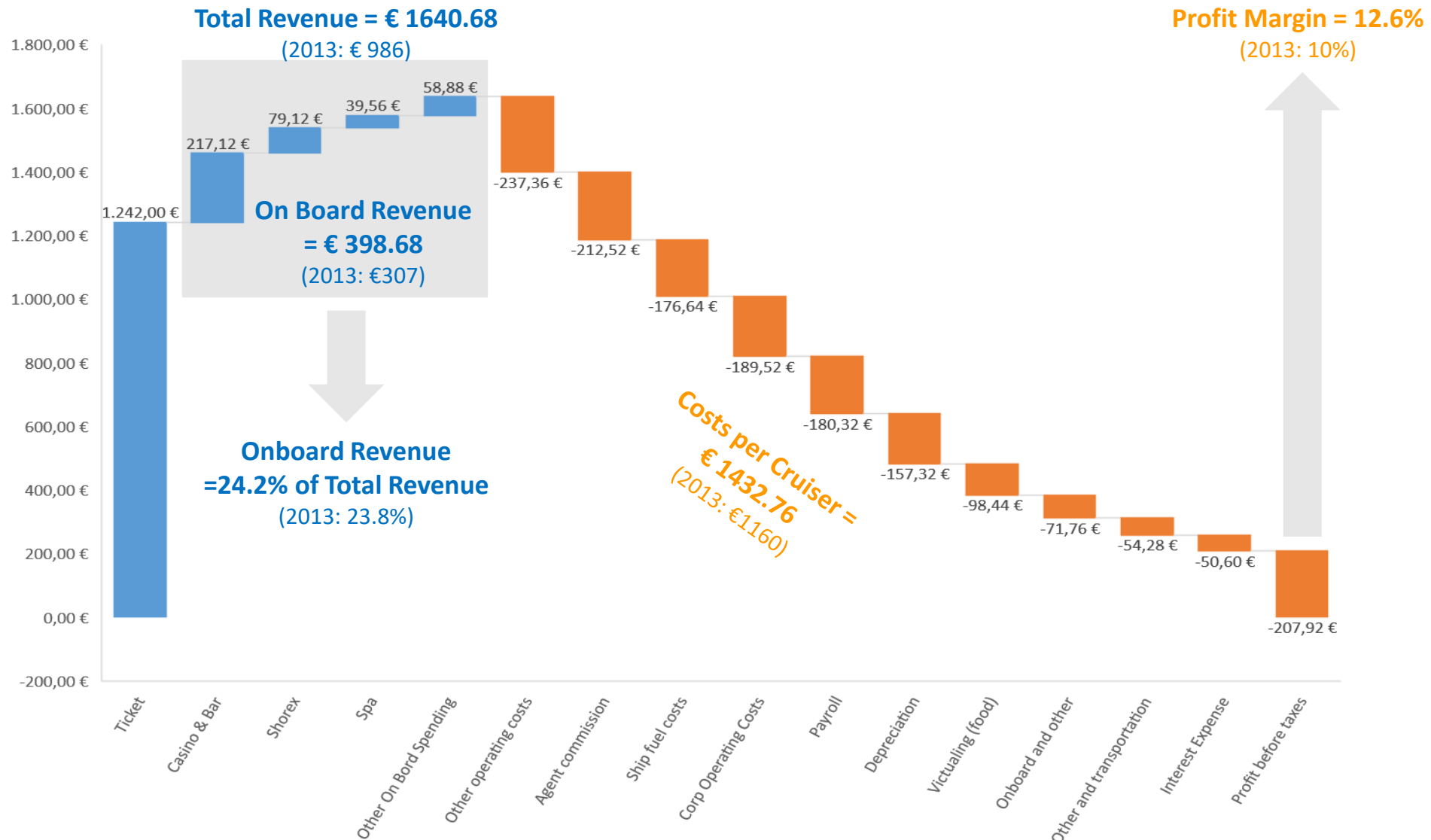
- ▶ (Cruise-)Tourism Economic Impact Studies:
 - Published by Industry Associations (e.g. CLIA) and Public Authorities (e.g. UNWTO)
 - Main message is that: (Cruise-)Tourism is a growing economic sector and offers significant direct, indirect and induced benefits
- ▶ (Cruise-)Tourism Academics / Critics:
 - Methodological concerns of economic impact studies and statistics and questioning motives/impartiality of their sources
 - CSR and extended sustainability perspective (i.e. beyond environmental) and qualitative research
 - Moral / Ethical business practice aspects
- ▶ Over-tourism Model:
 - When (1) Tourism Income < (4) Tourism Costs (incl. Leakages)
 - When (2) Locals' Welfare < (3) Tourists' Welfare

Direct Economic Impact of Cruise Tourism for the Economies of Europe 2015



Average Cruiser 2015

Financial Breakdown*



'Tourism Fake News'

*Cruise Critics... 'Belly Full, Purse Closed'**

“Results indicate that cruise passengers **spend** significantly **less** at their destinations than **other tourists**. In addition, the data indicate that cruise tourists **overestimate** their expenditure to a higher degree than other tourists” (Larsen, 2013)*

“**Camping tourists** spend twice as much as cruise tourists”**

“The most obvious question is whether passengers have any money left for spending onshore given the range of **spending options onboard**” (Klein, 2009)***

An even larger problem...is the **uncritical acceptance** of the assumption that cruise passengers on average spend US\$100 in each and every port of call. (Klein, 2009)***

* Larsen, S. , Wolff, K. , Marnburg, E. & Øgaard, T. (2013). Belly full, purse closed: Cruise line passengers' expenditures, Tourism Management Perspectives, 6: 142-148

© Alexis Papathanassis ** <http://www.uib.no/en/news/36477/cruise-tourists-spend-less>

*** Klein; R. 2009). Keeping the Cruise Tourism Responsible: The Challenge for Ports to Maintain High Self Esteem. Online: <http://www.cruisejunkie.com/icrt2.pdf>

Tourism and Cruise Tourism Growth and Economic Significance!

... *Expectations!?*

WORLD
TRAVEL &
TOURISM
COUNCIL

TRAVEL & TOURISM: ECONOMIC IMPACT 2017

This is the sixth year in a row that Travel & Tourism has outpaced the global economy, showing the sector's resilience, and the eagerness of people to continue to travel and discover new places, despite economic and political challenges across the world.



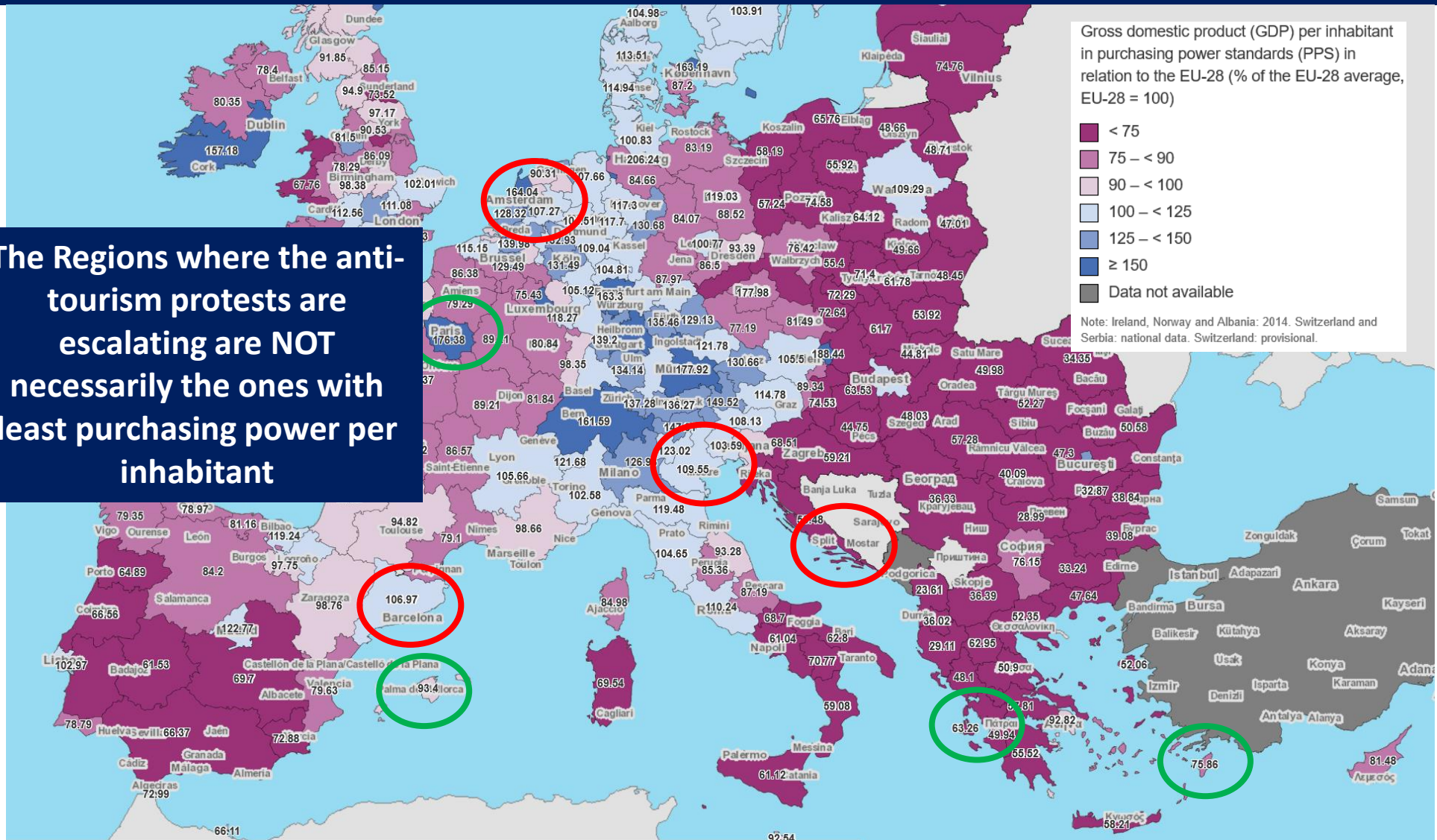
Booming economy!
What's in it for me?
Does my life get better?



Economic Indicators: Purchasing Power Standards

GDP per Inhabitant in PPS

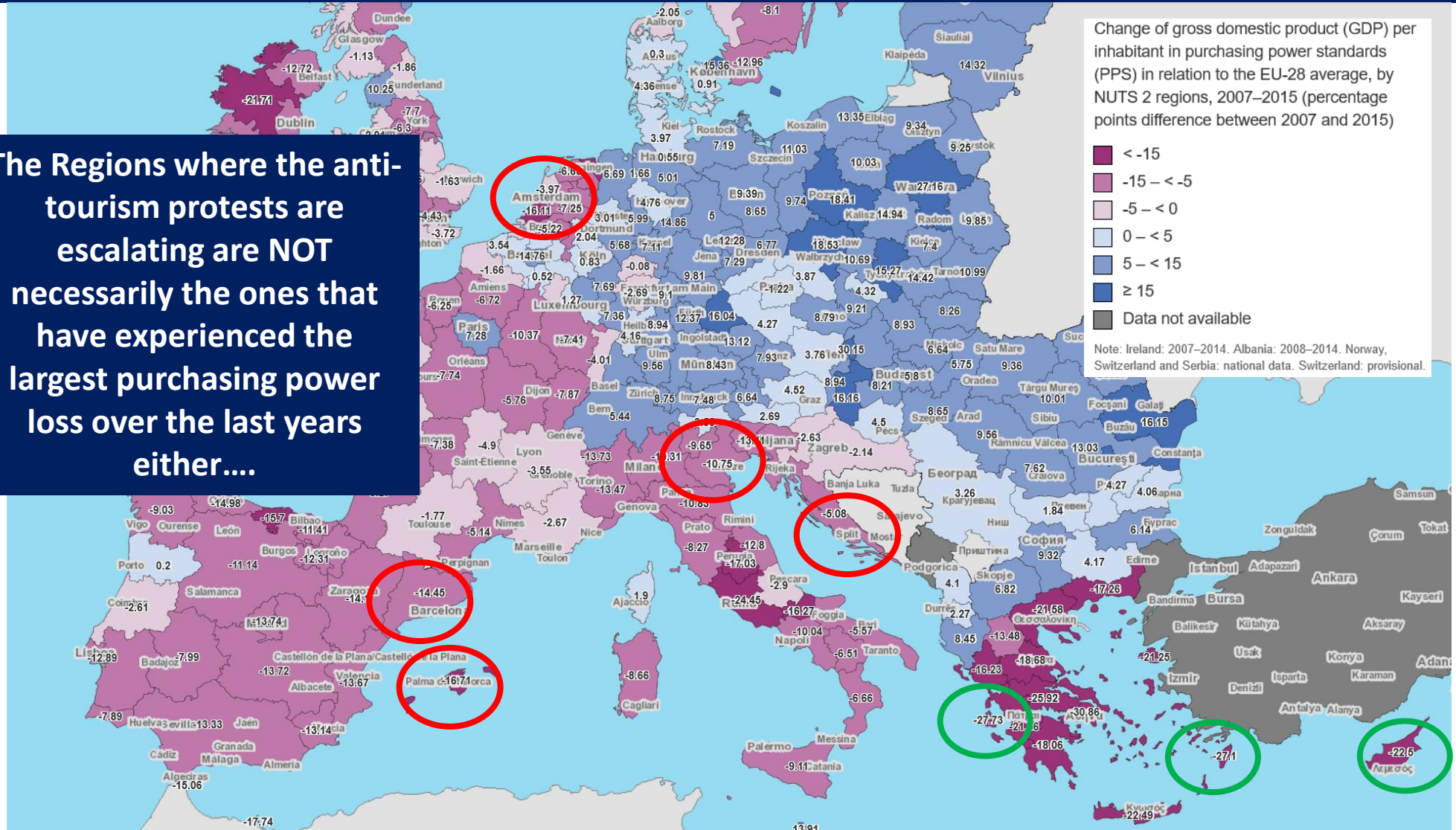
The Regions where the anti-tourism protests are escalating are NOT necessarily the ones with least purchasing power per inhabitant



Economic Indicators: Purchasing Power Standards Change

Change of PPS per Inhabitant

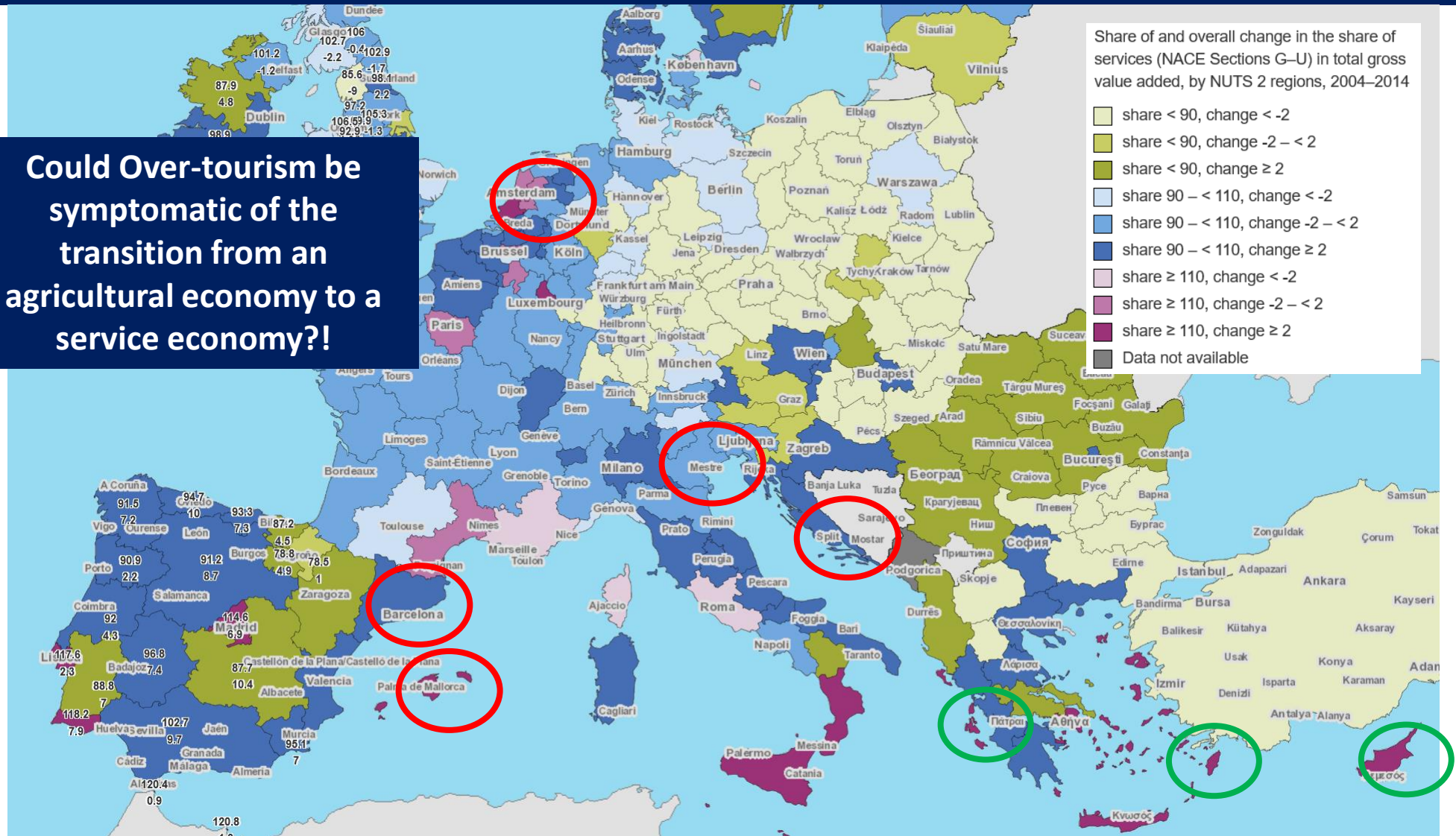
The Regions where the anti-tourism protests are escalating are NOT necessarily the ones that have experienced the largest purchasing power loss over the last years either....



Economic Indicators: Sector Contribution to GVA

Services

Could Over-tourism be symptomatic of the transition from an agricultural economy to a service economy?!



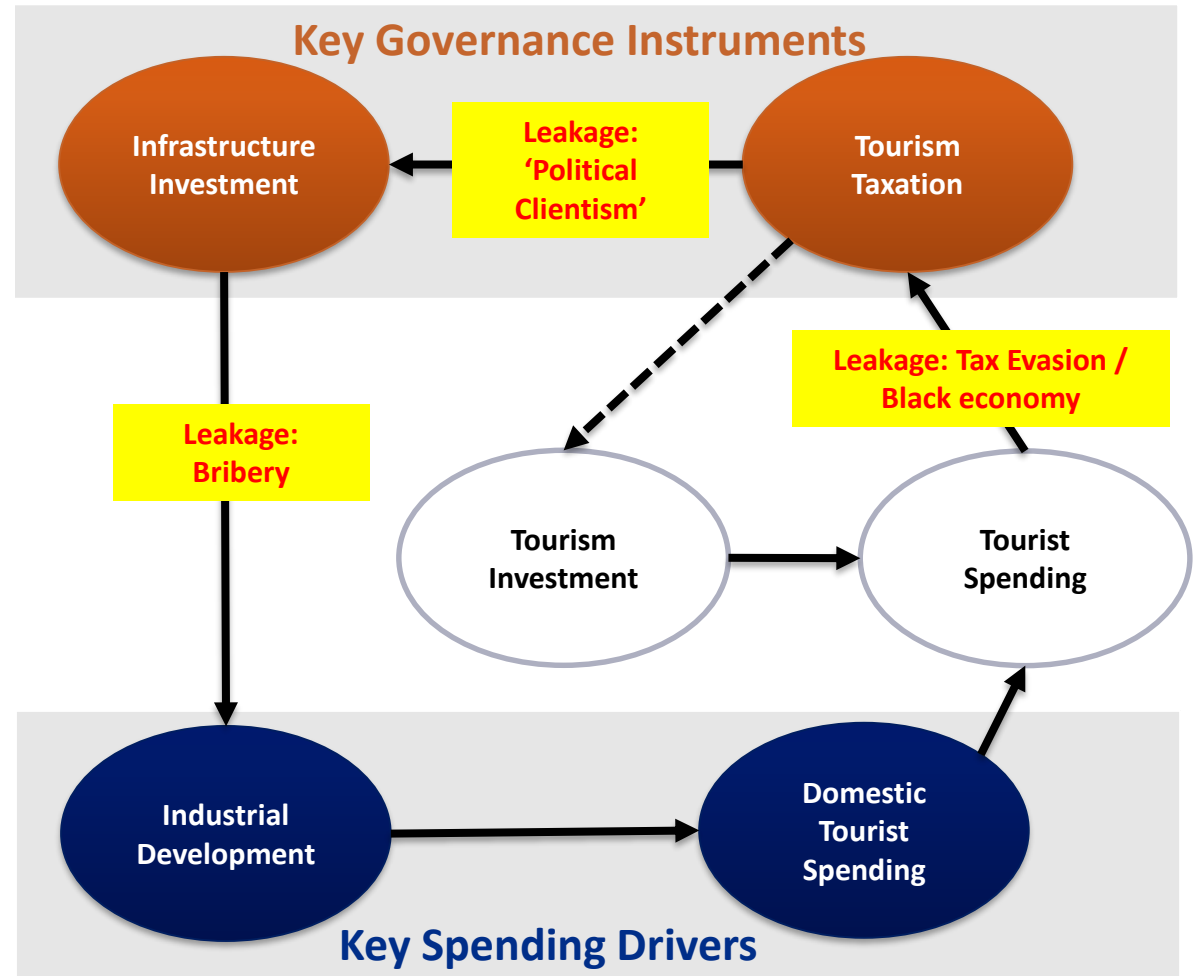
'Beach Disease' and Corruption

Tourism Investment 'Leakages'

'Beach Disease':

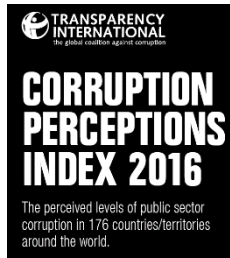
Despite the potential and resilience of tourism-led economic development, expected benefits often fail to materialise and there is variability in the tourism competitiveness

To what extent is tourism-generated income invested appropriately?

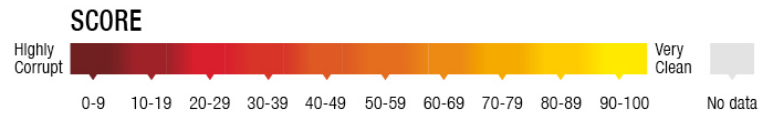


Tourism Benefits Distribution

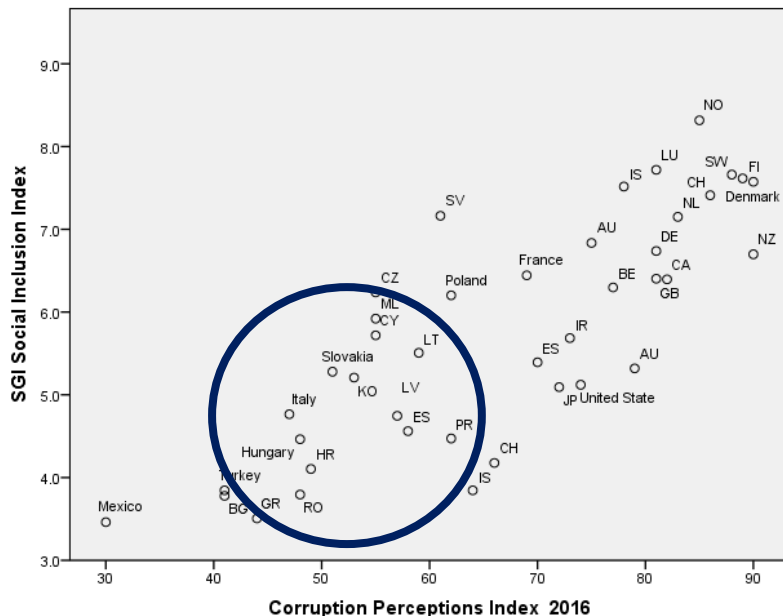
Only the few benefit...



- CPI Score increased since 2012
- CPI Score decreased since 2012
- CPI Score constant since 2012



Corruption and Social Exclusion in OECD countries



RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE
1	Denmark	90	21	Uruguay	71	60	Italy	47
1	New Zealand	90	22	Estonia	70	62	Sao Tome and Principe	46
3	Finland	89	23	France	69	41	Costa Rica	58
4	Sweden	88	24	Bahamas	66	41	Spain	58
5	Switzerland	86	24	Chile	66	44	Georgia	57
6	Norway	85	24	United Arab Emirates	66	44	Latvia	57
7	Singapore	84	27	Bhutan	65	46	Grenada	56
8	Netherlands	83	28	Israel	64	47	Cyprus	55
9	Canada	82	29	Poland	62	47	Czech Republic	55
10	Germany	81	29	Portugal	62	47	Malta	55
10	Luxembourg	81	31	Barbados	61	50	Mauritius	54
10	United Kingdom	81	31	Qatar	61	50	Rwanda	54
13	Australia	79	31	Slovenia	61	52	Korea (South)	53
14	Iceland	78	31	Taiwan	61	53	Namibia	52
15	Belgium	77	35	Botswana	60	54	Slovakia	51
15	Hong Kong	77	35	Saint Lucia	60	55	Croatia	49
17	Austria	75	35	Saint Vincent and The Grenadines	60	55	Malaysia	49
18	United States	74	38	Cape Verde	59	57	Hungary	48
19	Ireland	73	38	Dominica	59	57	Jordan	48
20	Japan	72	38	Lithuania	59	57	Romania	48
						60	Cuba	47
						79	Belarus	40
						79	Brazil	40

'Tourism Performance and Corruption' Hypothesis Testing

		Tourism Contribution to GDP	Domestic Tourism Spending	International Tourism Spending
Corruption Perception Index Score	Pearson Correlation	,207*	,225*	,217*
	Sig. (2-tailed)	,031	,019	,023
	N	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

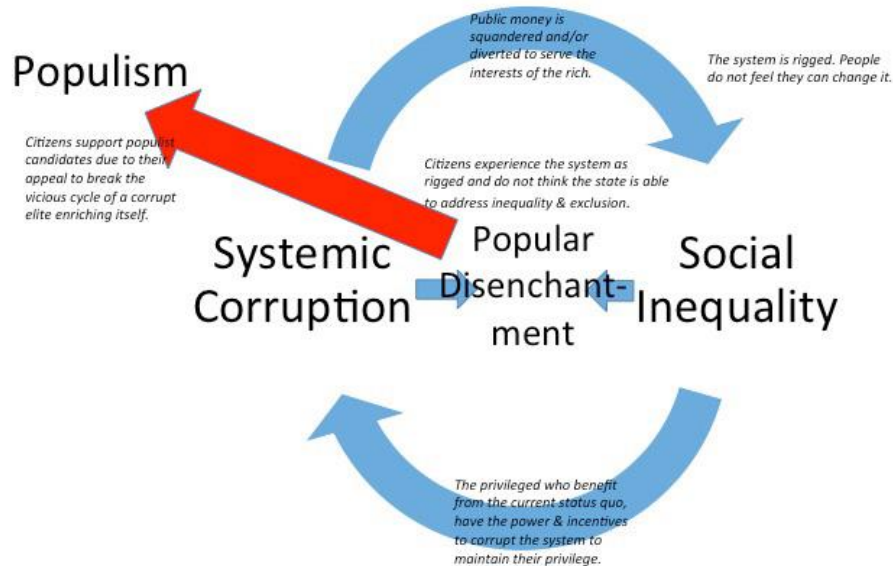
*. Correlation is significant at the 0.05 level (2-tailed).

Populism as a result of *Public Sector Incompetence & Corruption...*

CORRUPTION PERCEPTIONS INDEX 2016: VICIOUS CIRCLE OF CORRUPTION AND INEQUALITY MUST BE TACKLED

Rise of populist politicians in many countries is a warning signal

Issued by [Transparency International Secretariat](#)

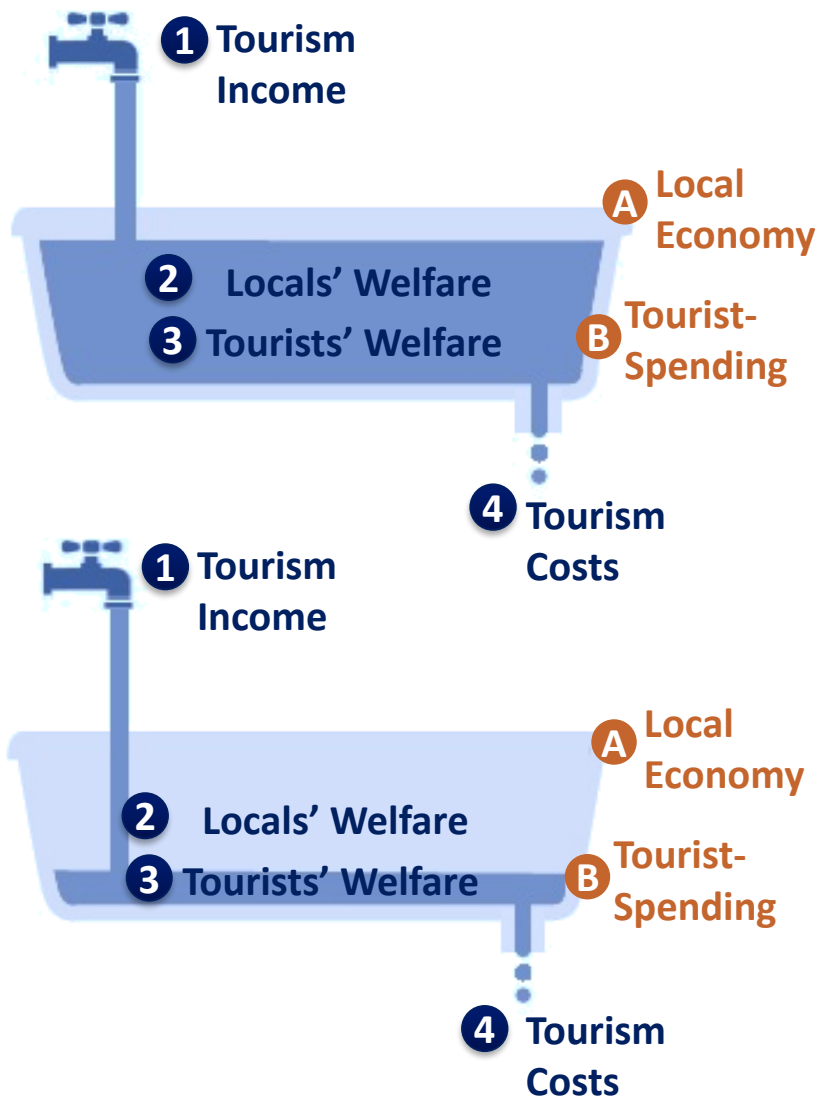


Could Anti-tourism protests be symptomatic of a wider problem?

Or even... Could it be that tourism 'inherits' the properties of the wider economy, resulting to similar reactions?

The 'Bathtub Analogy' revisited...

Let's be more honest and transparent about tourism!



B Tourist-Spending

Exaggerating the economic-contribution and spending of tourists, generates **unrealistic expectations** and competitive / **service complacency**... equals less spending!

A Local Economy

Public-sector **corruption and ineffectiveness** results to **tourism income leakages**, reducing the potential of tourism income and exaggerating the tourism-related costs.

1 Tourism Income

Destinations need to purposively **tax and invest tourism-generated income** for a region's overall economic development.

4 Tourism Costs

Sustainability cannot be seen as a 'transaction'. Ultimately, the welfare of both locals and tourists depend on it.

2 3 Locals' and Tourists' Welfare

Social inequality*:

- Creates tension between locals (in-group) and tourists (out-group), contributing to 'questionable service practices and diminishing tourism competitiveness
- The degree of Industrialisation affects the economic welfare of the locals and is reflected by domestic tourism

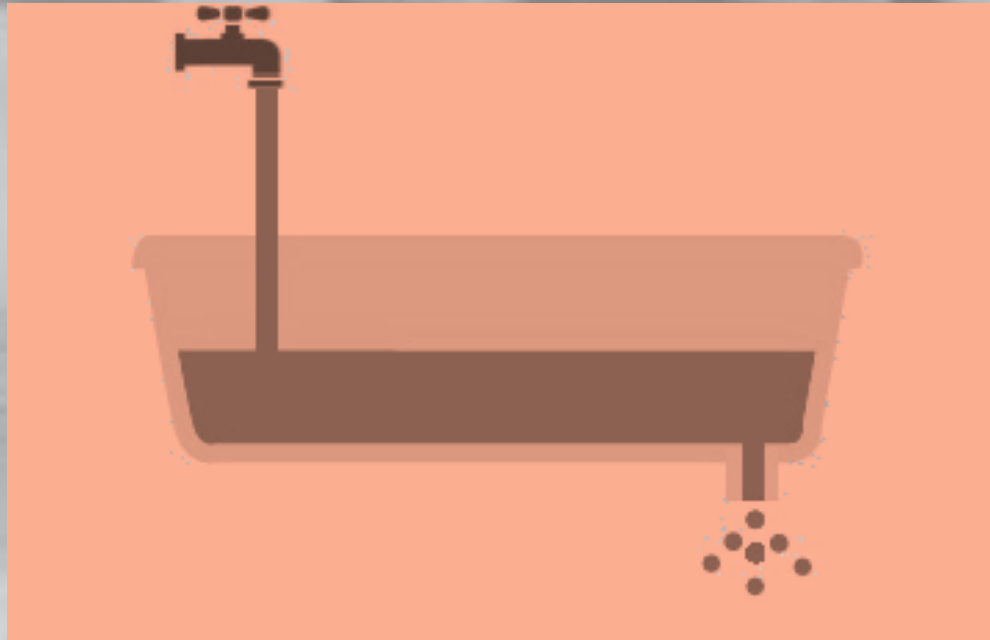
A great bathtub does not necessarily make a **great bathroom**... But it can contribute to it! **Tourism Policy** should be integrated in an **overall economic development strategy** and foster **social equality**.



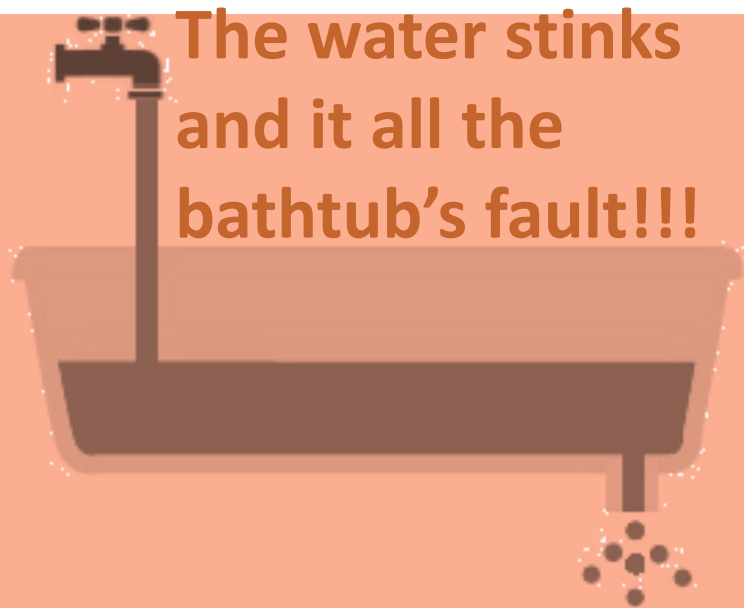
Over-tourism is the effect of over-promising and under-delivering in these areas!

OVER-TOURISM & THE 'TOURISM BATHTUB'

'Victimisation Model'



Tourism Sustainability 'Bathtub Analogy': *Media Attention and 'Scape-goating'*



Key assumption is that 'anti-tourism sentiment is a result of **media-driven sensationalism** and **political instrumentalism** to divert from the failures of the political system.

► Current socio-political trends:

- Globalisation-induced uncertainty and rise of populism and racism-sentiments in Europe
- Political instrumentalism and public opinion diversion tactics
- 'Scape-goating' of under-represented or weaker groups in the public domain

► Media-sensationalism:

- Social media as information source – misleading journalism
- Generalisation and sensationalism of isolated events – competition for attention
- Moral / Ethical business practice aspects

► Over-tourism Model:

- Tourism is an 'ideal target' because of its (promoted) success and visibility / media coverage
- Individual tourists are 'ideal victims' due to their inherent hedonistic-orientation, cultural ignorance and lack of political representation

Isolated Incidents and Sensationalism...

The Telegraph

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 France Francois Hollande Germany Angela Merkel Russia Vladimir Putin Greece Spain



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IN 100%
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Auschwitz museum hit by thefts as visitors remove 'souvenirs' from Nazi death camp

Visitors scratching messages onto bed bunks and removing "souvenirs" from Auschwitz, the Nazi death camp where more than a million people died during Second World War



Photographs of prisoners along the main corridor of Block 11 in the Auschwitz-Birkenau Museum, Oswiecim, Poland Photo: Maurice Savage/ Alamy

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'Ding Jihao was here': Chinese tourist, 15, defaces 3,500-year-old Egyptian temple and his family issue national apology

- Chinese visitors to the 3,500-year-old Luxor Temple spotted the graffiti
- They tweeted a picture of the scrawl alongside their outraged comments
- Chinese government claims tourists are giving China a bad name abroad
- Parents of 15-year-old schoolboy have issued grovelling national apology

INDEPENDENT

News World Europe

Chapel on Greek island Rhodes bans foreign weddings after British couple's 'sex' photo goes viral

'We cannot allow this disgusting behaviour to prevail'

Will Worley | @willworley | 6 days ago

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News Front Page

Finland held over Easter Island ear

The authorities on Easter Island have detained a Finnish tourist on suspicion of trying to steal an earlobe of one of the world-famous moai stone statues.

Police on the Pacific island, which is an overseas territory of Chile, said a woman had seen him rip off the earlobe, which then fell and broke into pieces.

The Telegraph

Travel Destinations

Russian tourist fined £15,800 for carving initial on the Colosseum

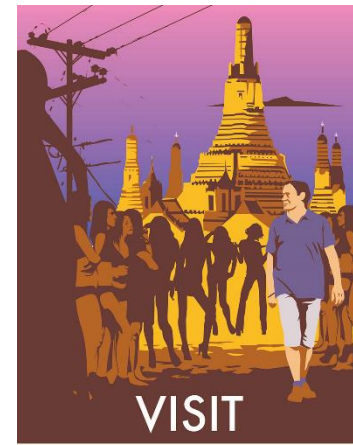
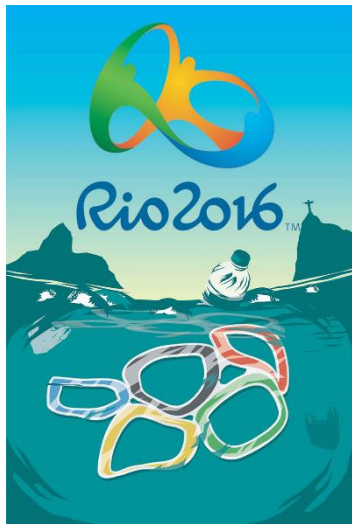
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The massive arena 34" officially called the Amphitheatrum Flavium 34" was inaugurated in 80 AD

Anti-Tourism Symbolism & Ethics

*Artist's 'I Made Honest Travelling Posters'... Viral Social Media!**

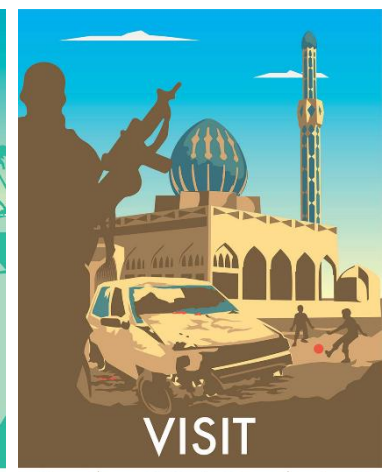
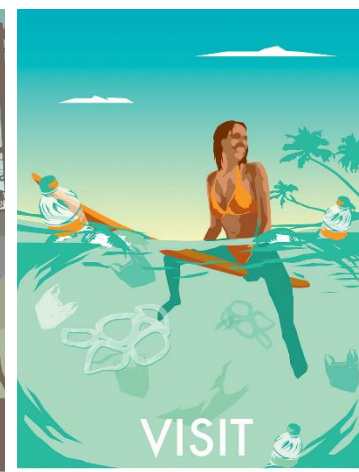
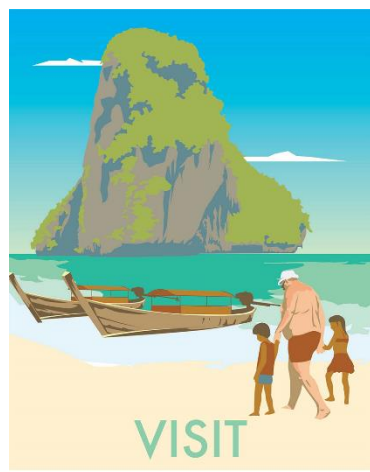
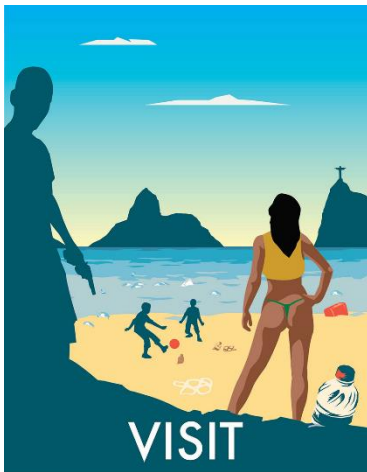


BORNEO

FAROE

BANGKOK

LESBOS



RIO

PHUKET

KOLKATA

MALE

BAGDAD

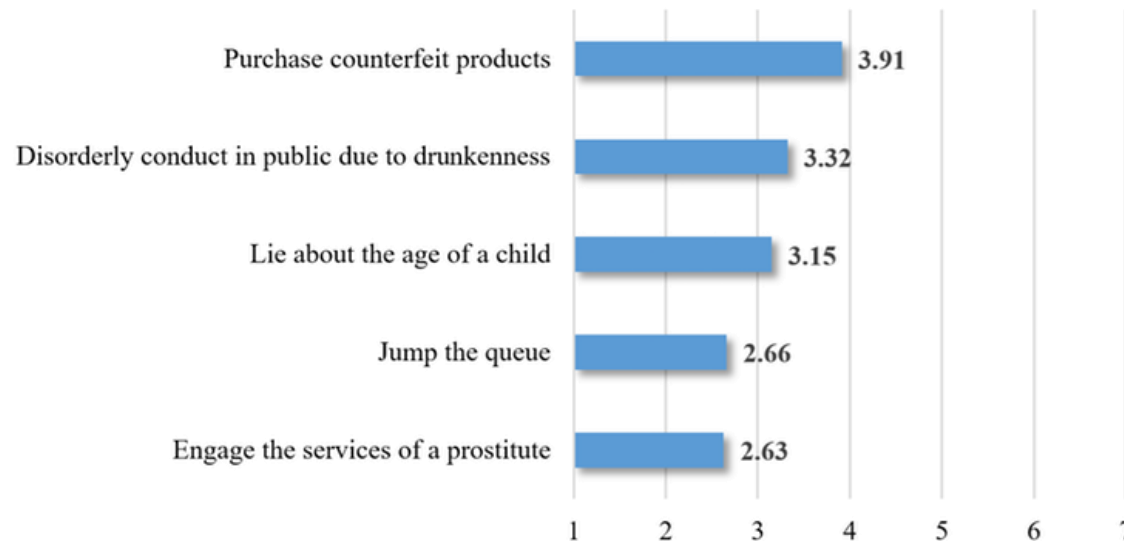
Research on Tourist Behaviour & Ethics

Hedonism and Behaviour...

Aim of Study:
Understanding tourists'
ethical judgments

Methodology:
Multidimensional
ethics scale (home vs.
vacation behaviour).

Sample: 1827
questionnaires
domestic and western
tourists in Hong-Kong



Results:

- Western tourists are more likely to engage in unethical behaviour on holidays than at home
- For Domestic visitors, the opposite is true
- Morality varies from culture to culture
- Both punishing and educating tourists may be the best strategies for reducing unethical behaviour

The **dirty water** of a bathtub reflects the cleanliness of those who use it and take care of it! **Isolated incidents** and **misbehaviour** of tourists are neither novel, nor exclusive to tourists! Failure to **manage and maintain attractions** is the main issue ('Broken Windows' theory).

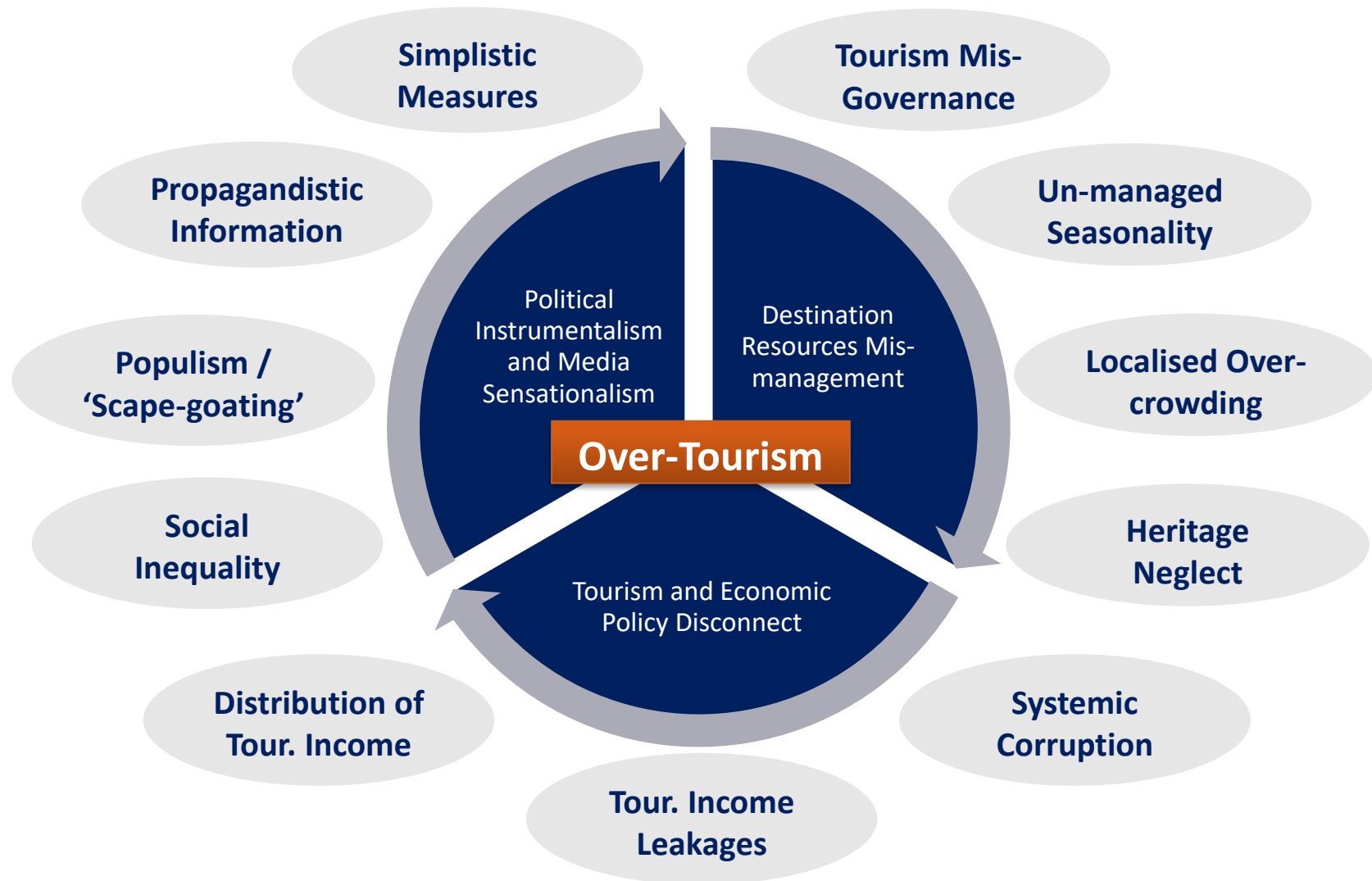
OVER-TOURISM & THE 'TOURISM BATHTUB'

Summing it all up!



Over-Tourism and Anti-Tourism Sentiments Explained...

An Expression of Multi-Level Failure Aggregation!



In a Nutshell...

‘Many diseases, one Symptom’:

- The problem is not Over-Tourism, it is Under-Management of Tourism
- Inheritance of (and impact on) the wider economic and social environment

‘Respond vs. React’:

- Attempting to control tourism development with simplistic, reactive measures is likely to be ineffective and even destructive (e.g. limiting hotel licences).
- Each destination case is different! There is no one-size fits all solution / counter-measure

‘Less Promotion, more Information’:

- More rigour and transparency of tourism reporting
- Utilisation of and support for tourism academia and research

‘Political Representation’:

- Individual tourists and their interests/concerns are not represented as a group
- Organised representation (non-profit) could counter-balance populism and ‘scape-goating’

‘Manage Destinations – Educate Tourists’... not vice versa!!!

Food for Thought!

Is over-tourism the result of the communisation of tourism?

Could 'Tourism Enclaves' be the answer to over-tourism?

- Tourism-enclaves ('tourist-ghettos') have been extensively criticised as 'tourism mono-cultures' and as 'neo-colonialism', because of their extensive control over hotel capacities and visitors' consumption
- Despite their popularity by guests, all-inclusive resorts have been regarded as problematic for the local economy as they prevent tourist-spending in local small businesses
- ... Yet 'all-inclusive' and 'tourism-enclaves' epitomise the proposed measures for addressing over-tourism (i.e. tourism demand-, capacity- and 'share-of-wallet'-control)

(Tour-operator) independent-travel effectively hands-over tourism governance to the destinations' public authorities...

Tourism Privatisation vs. Communisation:

To what extent can the public sector manage tourism?

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THANK YOU

