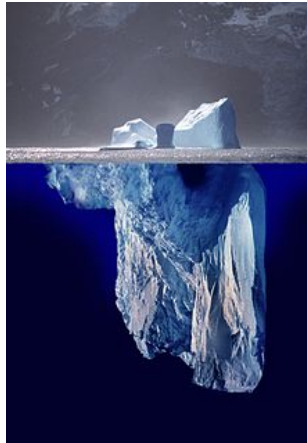


The Overtourism phenomenon

Exploring the iceberg below the water surface level



www.wikimedia.com

Between Overtourism and Undertourism

Implications and Crisis Management Strategies

June 26th – 29th 2019, Lecce, Puglia, Italy

Andreas Kagermeier & Eva Erdmenger

Agenda

- 1 Phenomenon Overtourism:
Medial discourse and discussion on carrying capacity (limits)
- 2 The case study Munich
- 3 The view of the residents & visitors
- 4 The view of tourism stakeholders
- 5 Discussion

Medial Discourse

DUBROVNIK



VENICE



BARCELONA



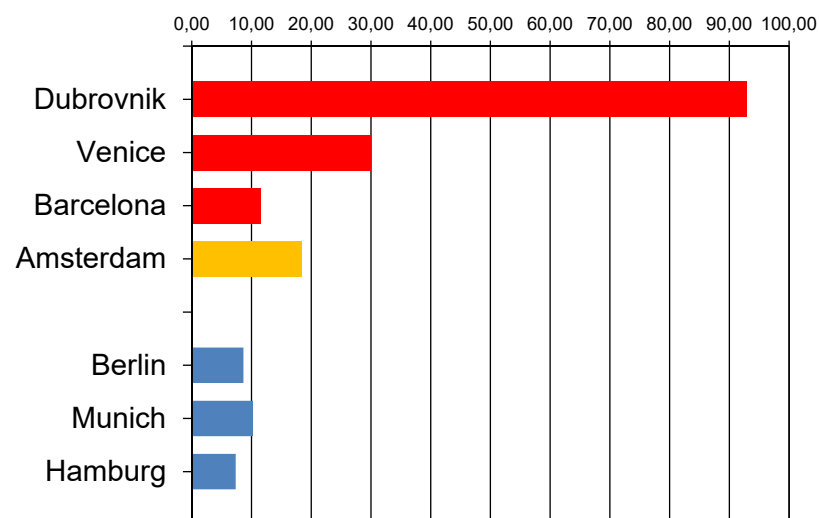
ARTE: *Tourist Go Home* (2017)

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Folie 3

Tourism Intensity (overnight stays/residents 2017)



Source: ZEDNIK 2018 & STATISTISCHES AMT FÜR HAMBURG UND SCHLESWIG-HOLSTEIN 2018

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Medial Discourse: Berlin



AUMSTADION.TUMBLR.COM 2016



STORS 2012

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WUCHOLD 2014



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SPIGEL ONLINE 2011

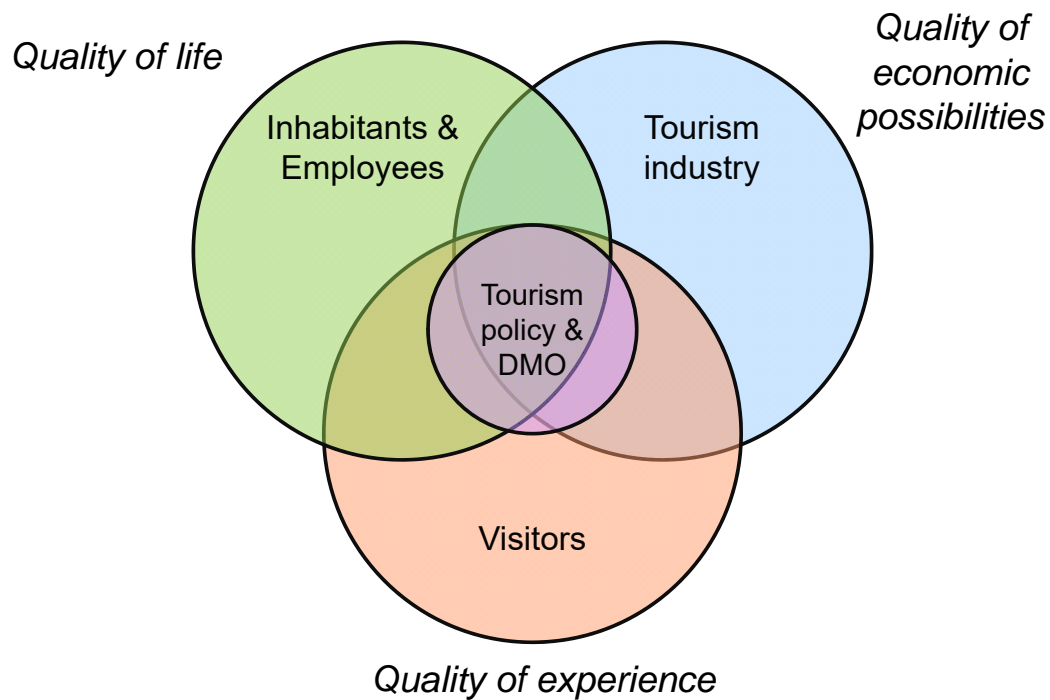
Slide 5

Overtourism

- Physical carrying capacity limit
(just too much)
- Direct negative effects of tourists
(congested infrastructure, noise, disturbance, irritation)
- Indirect effects
(structural change through tourism, competition for use)

Following: KOENS & POSTMA 2017, p. 9

Involved Stakeholders



Source: Own design following KOENS & POSTMA 2017

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Slide 7

Vulnerability/Resilience

Vulnerability characterised by

- Exposition
- Sensitivity (tolerance) and
- Resilience
 - Capacity to response
 - Capacity to cope
 - Capacity to adapt / learn

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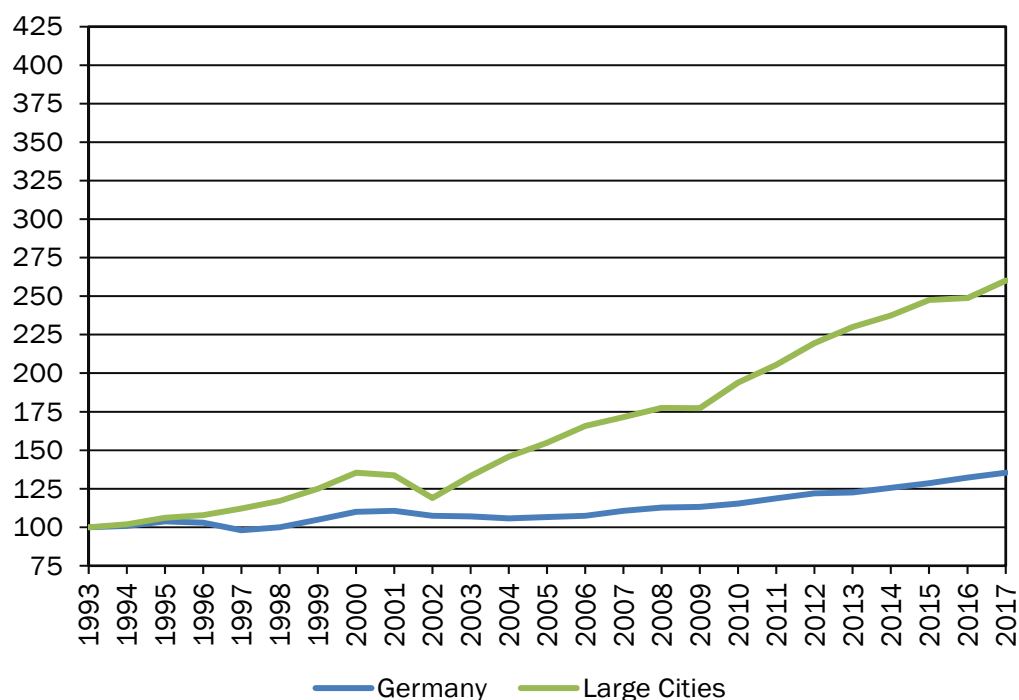
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Why Munich?

- More beds than Manhattan
- Comparable tourism intensity like Berlin (and Barcelona)
- 6 million Oktoberfest visitors (15 days)

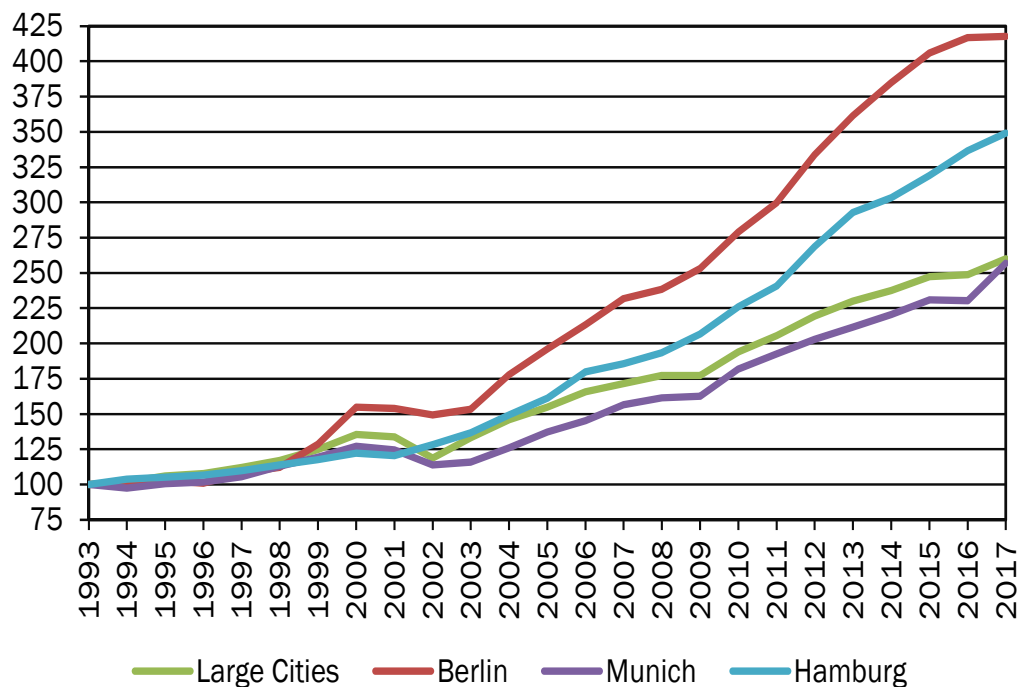
... but no problem with Overtourism?!

Development of Overnight Stays 1993-2017



Source: STATISTISCHES BUNDESAMT 2018

Development of Overnight Stays 1993-2017



Source: STATISTISCHES BUNDESAMT 2018, AMT FÜR STATISTIK BERLIN-BRANDENBURG (2018),
 STATISTISCHES AMT FÜR HAMBURG UND SCHLESWIG-HOLSTEIN (2004 & 2018), TOURISMUS MÜNCHEN (2018)
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Case Study Munich



- ≈ 7.5 million overnight guests and
- ≈ 15 million overnight stays in 2017
- ≈ half incoming tourists



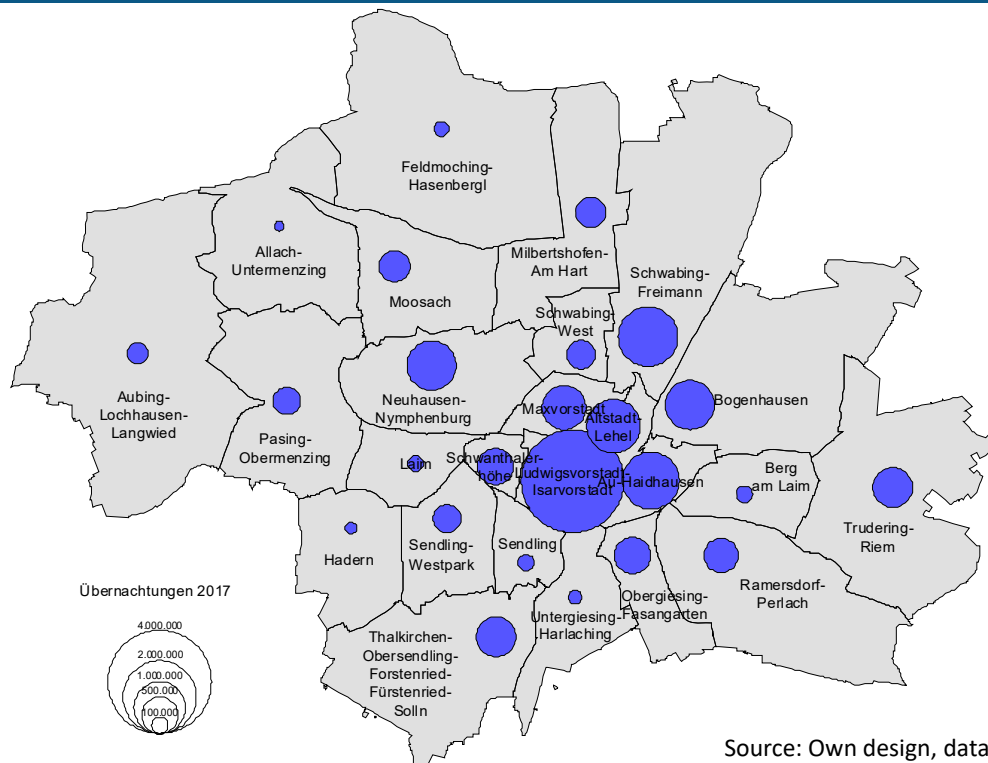
Source: LHM-RAW 2014: 17 and ZEDNIK 2018

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Slide 12

Registered Overnight Stays 2017 (by city districts)



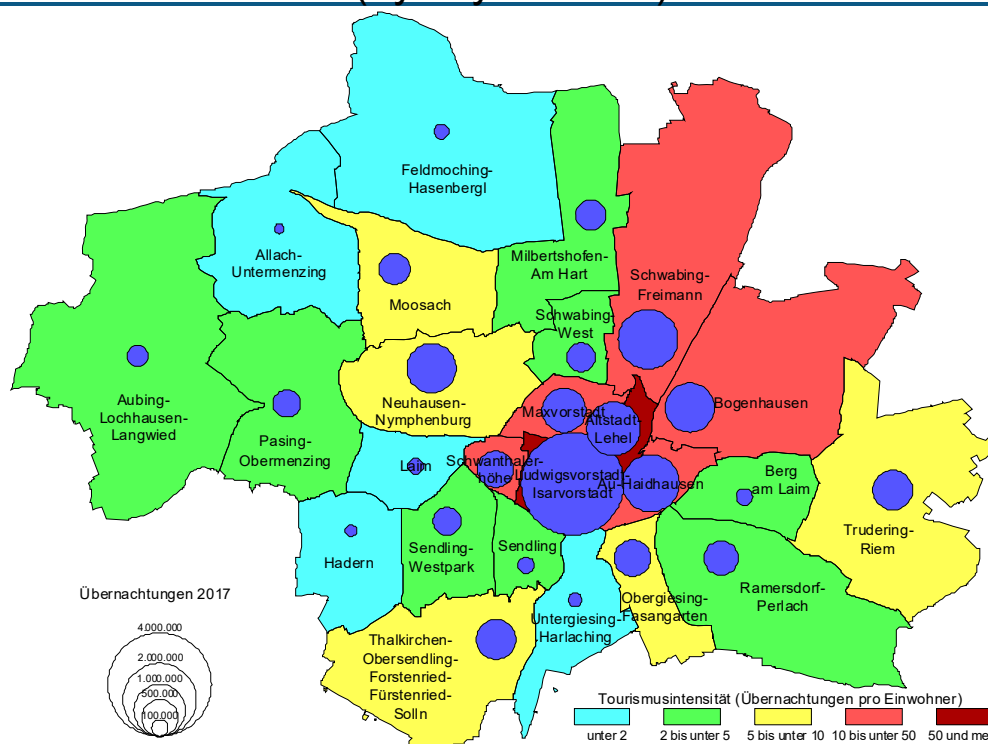
Source: Own design, data from ZEDNIK 2018

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Slide 13

Overnight Stays 2017 and Tourism Intensity (by city districts)

Source: Own design, data from ZEDNIK 2018 & STATISTISCHES AMT LH MÜNCHEN 2018
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Slide 14

Main Tourist Attractions in the City Center

simply 
MUNICH



Source: WWW.MUENCHEN.DE

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Slide 15

Tourist Attractions in the Surrounding

simply 
MUNICH



Source: WWW.MUENCHEN.DE

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Slide 16

Discontinuous Tourist Attractions



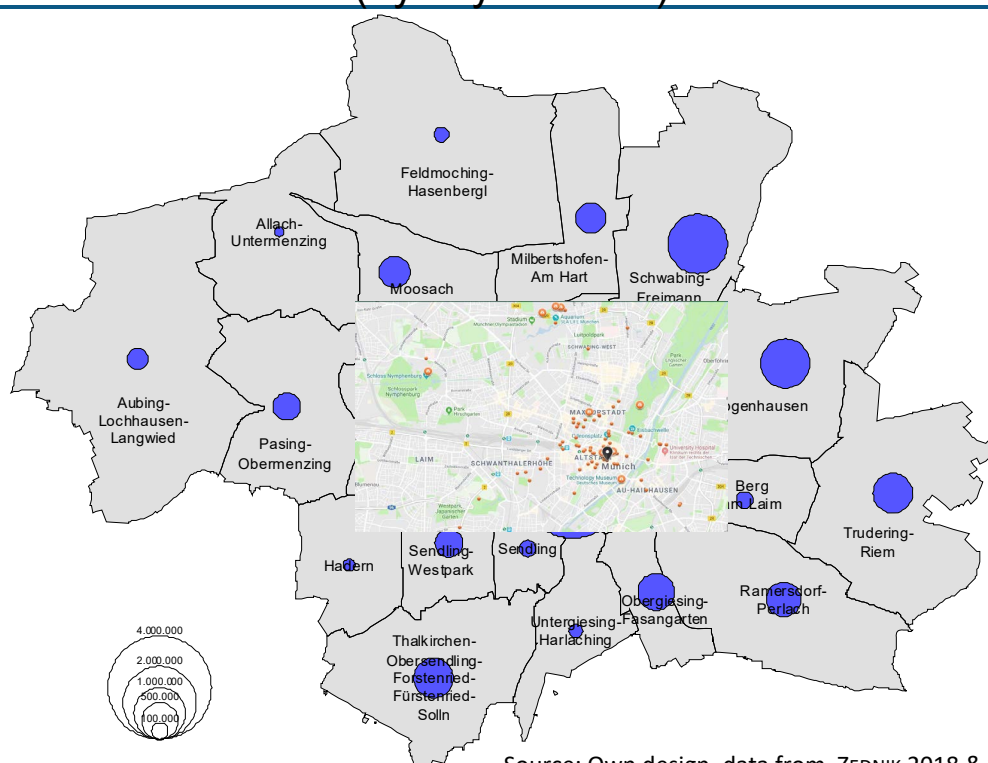
Source: WWW.MUENCHEN.DE

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Slide 17

Overnight Stays 2017 & Tripadvisor (by city districts)



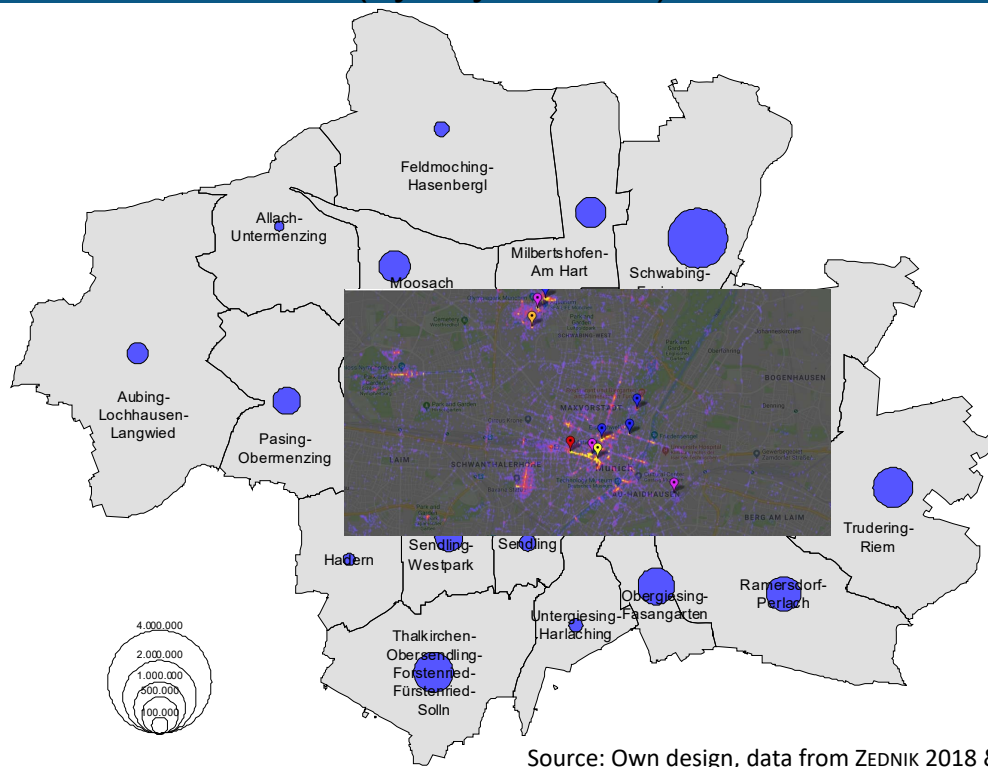
Source: Own design, data from ZEDNIK 2018 & TRIPADVISOR.COM

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Slide 18

Overnight Stays 2017 & Sightmap (by city districts)



Source: Own design, data from ZEDNIK 2018 & SIGHTMAP.COM

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Slide 19

Characteristics Case Study Munich

- Already a long-established urban tourist destination
- Relatively continuous but not too fast growth
- Clear concentration of tourists in the central area
- But this also more extensive than in many other historic city centers

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Slide 20

Survey Design Visitor and Resident Survey

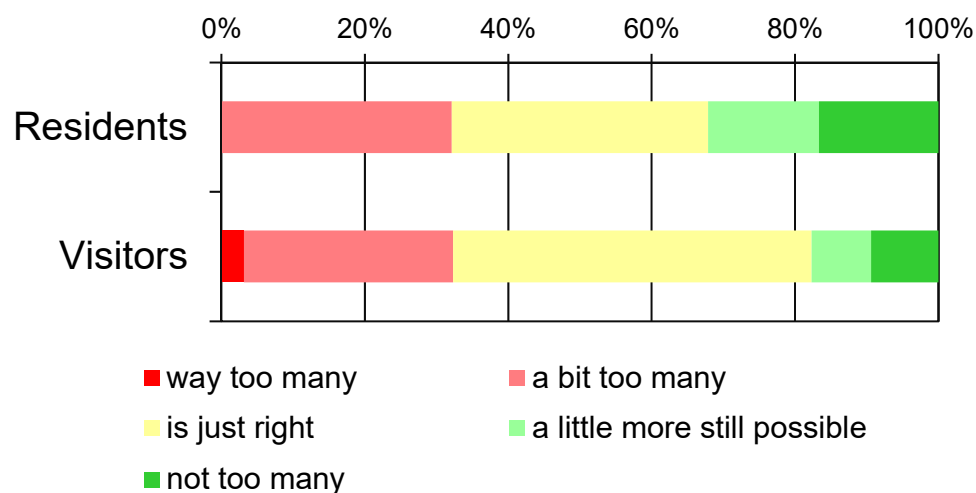
- Face-to-face interview
- In the inner city area of Munich
- Visitors and residents
- By Master students of Trier University
- 17th to 21st of July 2018
- N = 180 (84 residents, 96 visitors)

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Slide 21

Assessment of the Number of Tourists in the City



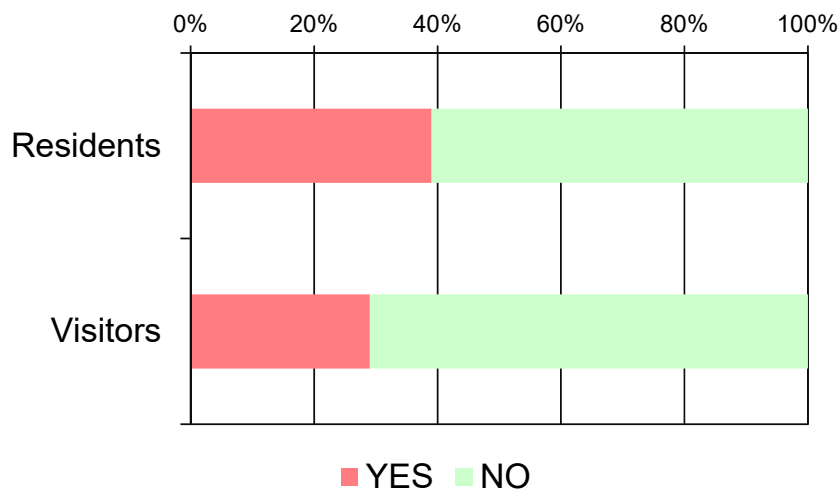
Source: Own survey 2018; N = 180

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Slide 22

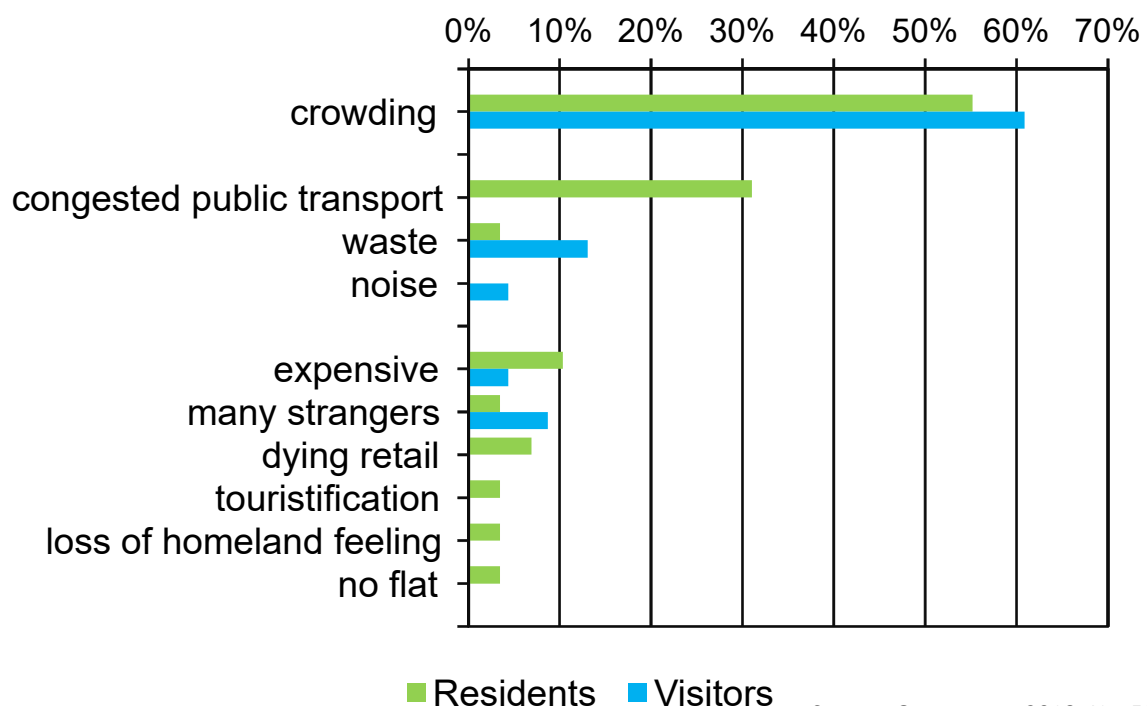
Are There Problems in Munich Caused by Tourism?



→ Slightly rising trend compared to NAMBERGER 2014: 27,5 %

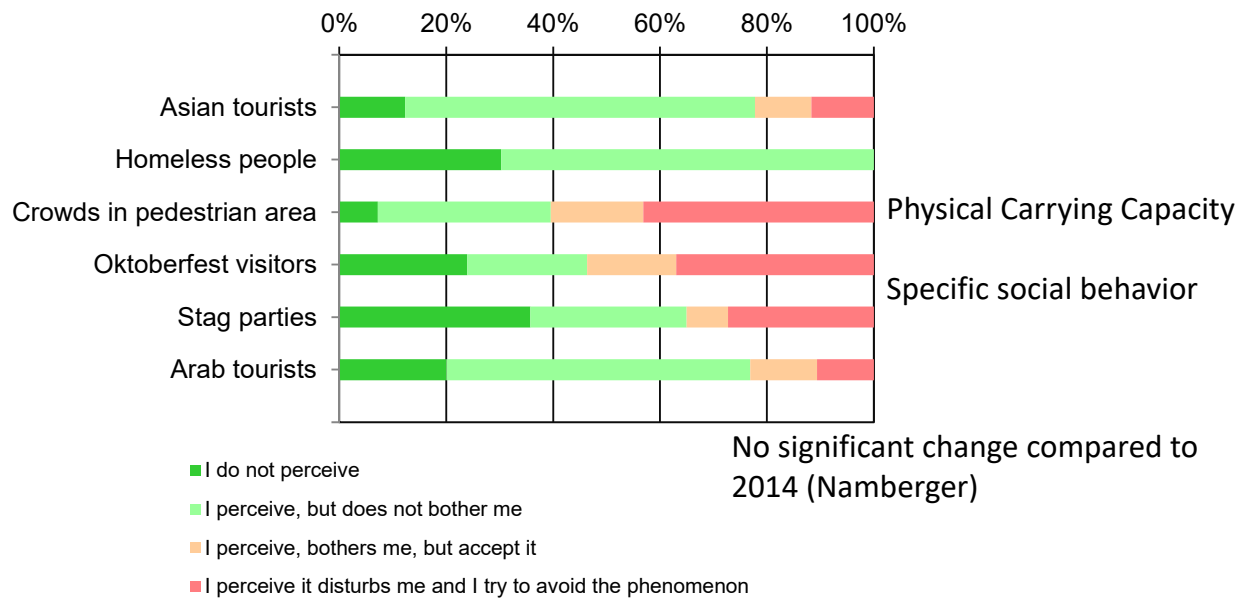
Source: Own survey 2018; N = 175

Problems Caused by Tourism



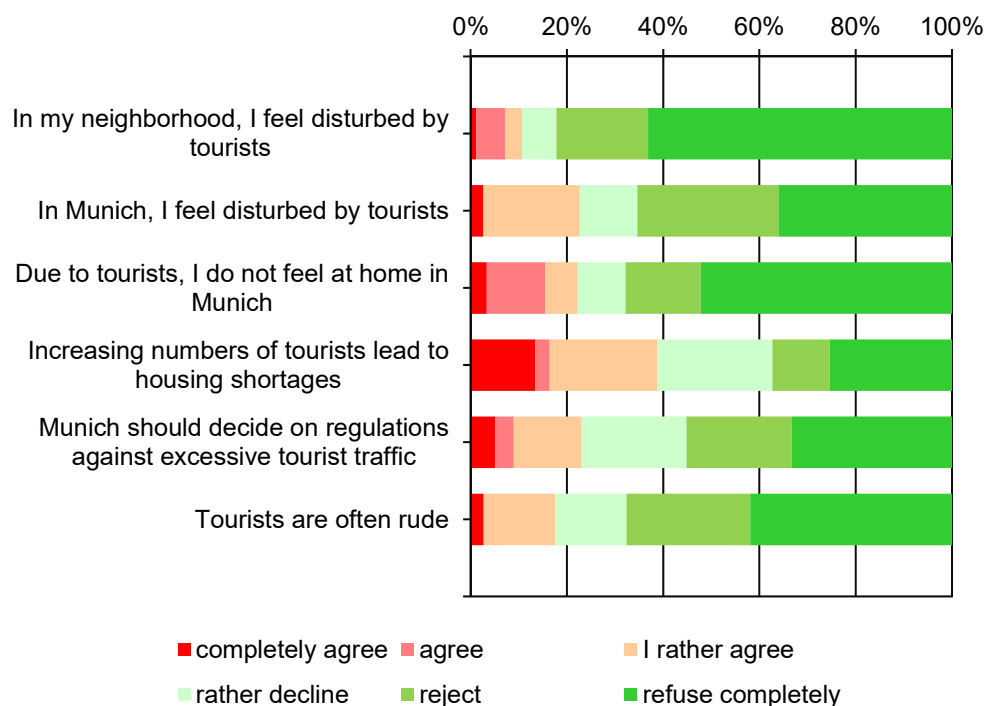
Source: Own survey 2018; N = 52

Perception of/Disturbance by/Avoiding Phenomena



Source: Own survey 2018; N = 171

Statements on the Effects of Tourism (Residents)



Source: Own survey 2018; N = 80

Visitor and Resident Survey

- Physical carrying capacity limit
 - Pedestrian zone & partial Oktoberfest
- Direct negative effects of tourists
 - public transport
 - stag parties
- Indirect effects
 - Partial usage competition with housing market
- ▶ No clear tightening since 2014 (before intensive media discourse), but first signs of emerging social carrying capacity limits

Talks with Experts (Qualitative)

- Economy
 - Chamber of Commerce and Industry
 - City marketing
- Politics / DMO
 - Tourismus München (DMO)
 - Bündnis 90 / Grüne (Political Party)
- Science
 - Overtourismus
 - Crowding

Capacity: When Becomes Just Right Too Much?

| Economy | Politics / DMO | Science |
|--|--|--|
| <ul style="list-style-type: none"> City Marketing: <i>"The pain limit or tipping point are not yet reached"</i> City Marketing: <i>"We have an incredible hotel investment boom"</i> Chamber of Commerce: <i>"Hotels want to continue to have many tourists"</i> | <ul style="list-style-type: none"> Politics: <i>"So I see no limit"</i> Politics: <i>"Some say we can not walk in the pedestrian zone anymore ... but that's ... not just tourists"</i> DMO: <i>"We have no Overtourism effect in Munich or hardly any problems with it"</i> | <ul style="list-style-type: none"> No "magic number" for saturation limit In sum, Munich is not overused We need capacity limit analyzes |
| ... but there is no living space! | | |

Perception

| Economy | Politics / DMO | Science |
|---|--|---|
| City marketing: <i>"Enjoy safety, cleanliness and order"</i> | Politics: Mood is not against tourism | no general overtourism effect yet |
| Chamber of Commerce: Awareness that the retail trade benefits from tourism exists | Politics: Growth is a problem not associated with tourism | <i>"So Munich is in my view not completely overused or not overused"</i> |
| | Politics: Tourist space versus private space | <i>"... but you have to look closer. At certain times, to certain spaces"</i> |
| | DMO: <i>"We keep our eyes open and see where it could possibly become more critical"</i> | |

Overuse Only as a Punctual Phenomenon

*"There are just some spots. For example, the Allianz Arena, ... where **at certain times, on certain days**, a lot of tourists get lost."* (Science)

*"**High number** of population, high number of overnight stays, it could be bubbling."* (DMO)

*"One aspect is also that some say in the pedestrian zone we cannot walk anymore ... because it is already so crowded, but that's ... **not only tourists**."* (Politics)

→ What influences the local resilience and tolerance?

Sensitivity & „Beer Garden" Tolerance

- *"learned by the **Oktoberfest**"* (city marketing)
- *"the people of Munich are used to having **guests from abroad**"* (DMO)
- *"... even if the resident of Munich is called grumpy sometimes, in the beer gardens **everyone from all social layers** sits there and everything is good"* (City Marketing)
- *"Maybe there is ... a certain understanding and as long as you **still get a seat** in the beer garden"* (Politics)
- *"... so **many cool little beer gardens** and take the people a bit **away from the Hofbräuhaus**"* (Science)
- *"If those **last little beer gardens**, where the people from Munich actually sit and comfortably drink their beer or half beer after work, if then there are more and **more tourists coming in**. Then we are in a discussion that started with Airbnb..."* (Science)

Summary of the Case of Munich

- No clear overtourism perception
- Only partial and local problem dimensions

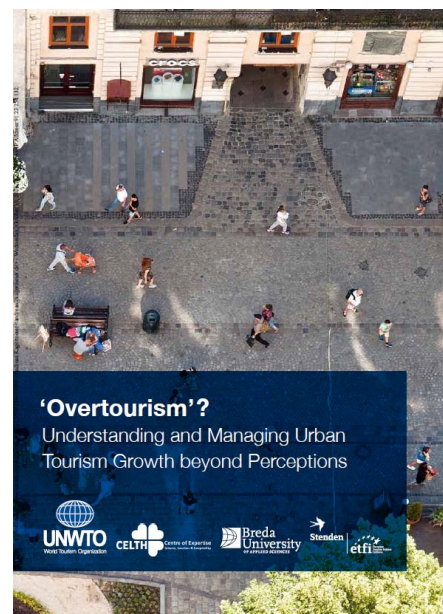
Explanations:

- Long tourist **tradition**
- **Organic growth** and no disruptive development
- Compact hot spots, but relatively **large core** area
- **High-capacity** infrastructure
- Only **small lifestyle gaps** between local population and visitors

UNWTO-Management Approaches

- To **improve the resilience** of overtourism risk destinations
- To **stabilize** the perceptual and social **carrying capacity**

→ 11 overtourism management strategies



UNWTO 2018

UNWTO-Management Approaches

- 1) Dispersal of visitors within the city and beyond
- 2) Time-based dispersal of visitors
- 3) Stimulate new itineraries and attractions
- 4) Review and adapt regulation
- 5) Enhance visitor's segmentation
- 6) Ensure local communities benefit from tourism
- 7) Create city experiences for both residents and visitors
- 8) Improve city infrastructure and facilities
- 9) Communicate with and engage local stakeholders
- 10) Communicate with and engage visitors
- 11) Set monitoring and response measures

KOENS & POSTMA 2017, p. 33 f.; POSTMA & SCHMÜCKER 2017, p. 152 f., UNWTO 2018, p. 48 f.
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UNWTO-Management Approaches

- 1) Dispersal of visitors within the city and beyond**
 - 2) Time-based dispersal of visitors
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 - 6) Ensure local communities benefit from tourism**
 - 7) Create city experiences for both residents and visitors
 - 8) Improve city infrastructure and facilities
 - 9) Communicate with and engage local stakeholders
 - 10) Communicate with and engage visitors
 - 11) Set monitoring and response measures
- **not constructive / productive**

KOENS & POSTMA 2017, p. 33 f.; POSTMA & SCHMÜCKER 2017, p. 152 f., UNWTO 2018, p. 48 f.
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UNWTO-Management Approaches

- 1) **Dispersal of visitors within the city and beyond**
 - 2) Time-based dispersal of visitors
 - 3) **Stimulate new itineraries and attractions**
 - 4) Review and adapt regulation
 - 5) **Enhance visitor's segmentation**
 - 6) **Ensure local communities benefit from tourism**
 - 7) **Create city experiences for both residents and visitors**
 - 8) Improve city infrastructure and facilities
 - 9) Communicate with and engage local stakeholders
 - 10) Communicate with and engage visitors
 - 11) Set monitoring and response measures
- **not constructive / productive**
- **implemented**

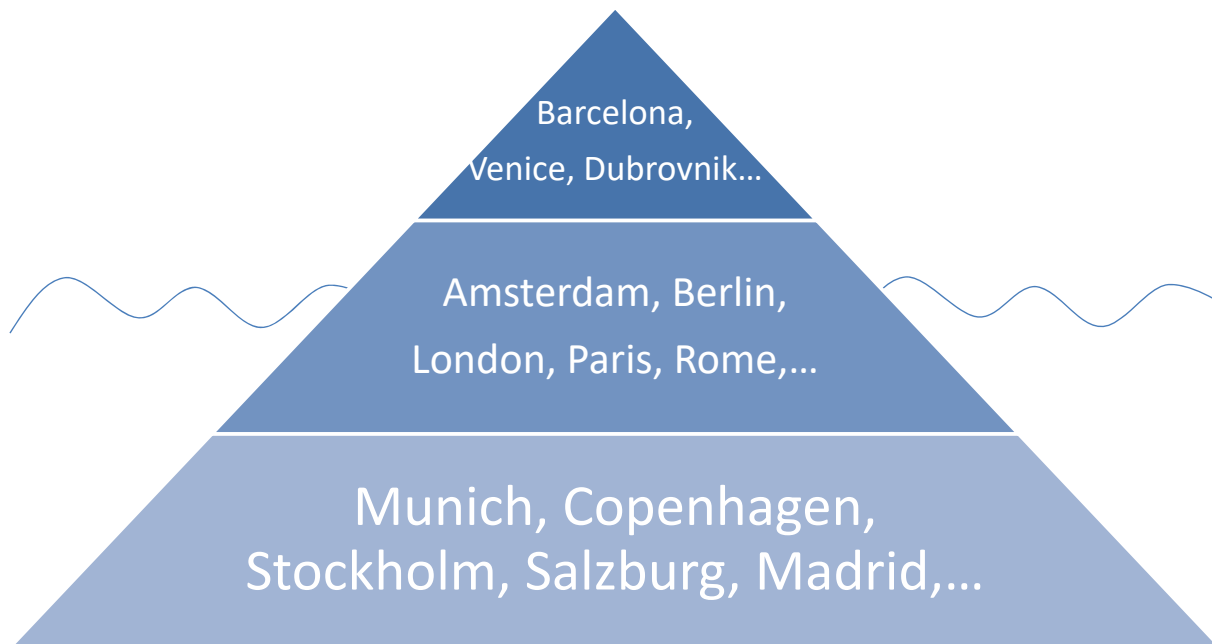
KOENS & POSTMA 2017, p. 33 f.; POSTMA & SCHMÜCKER 2017, p. 152 f., UNWTO 2018, p. 48 f.
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UNWTO-Management Approaches

- 1) **Dispersal of visitors within the city and beyond**
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 - 8) **Improve city infrastructure and facilities**
 - 9) **Communicate with and engage local stakeholders**
 - 10) Communicate with and engage visitors
 - 11) **Set monitoring and response measures**
- **not constructive / productive**
- **implemented**
- **desirable**

KOENS & POSTMA 2017, p. 33 f.; POSTMA & SCHMÜCKER 2017, p. 152 f., UNWTO 2018, p. 48 f.
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The Ice Berg Below Water Surface Level



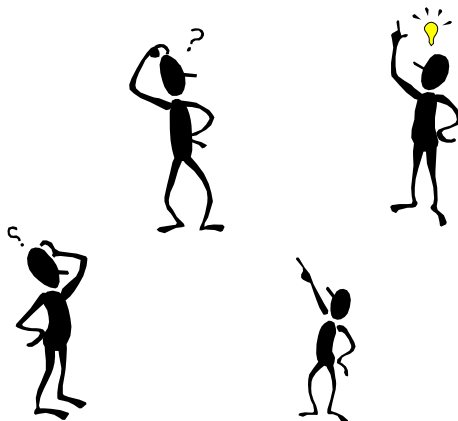
Source: Own design

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Slide 39

Thank you for your attention ...



... and we look forward
to a lively discussion