



Overtourism and Cities: What are the Better Options?

Dr. Chris Bottrill
Vice Chair, PATA



Not-for-profit membership association acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

Destinations

Travel Megatrends 2017: Overtourism Goes Mainstream

Jason Clampet, Skift - Jan 17, 2017 6:30 am



Skift Take

A global surge in tourism, driven by the growth of low-cost carriers and middle class families across the world who are beginning to vacation abroad, has had deep ramifications for the world's most popular destinations. Some have tried to manage tourism by limiting the ability of tourists to stay in cities or pushing less popular areas as bona fide tourist destinations. The jury is still out on whether these destinations will be able to effectively manage tourism, or will continue to struggle in the face of mounting backlash from their citizens.

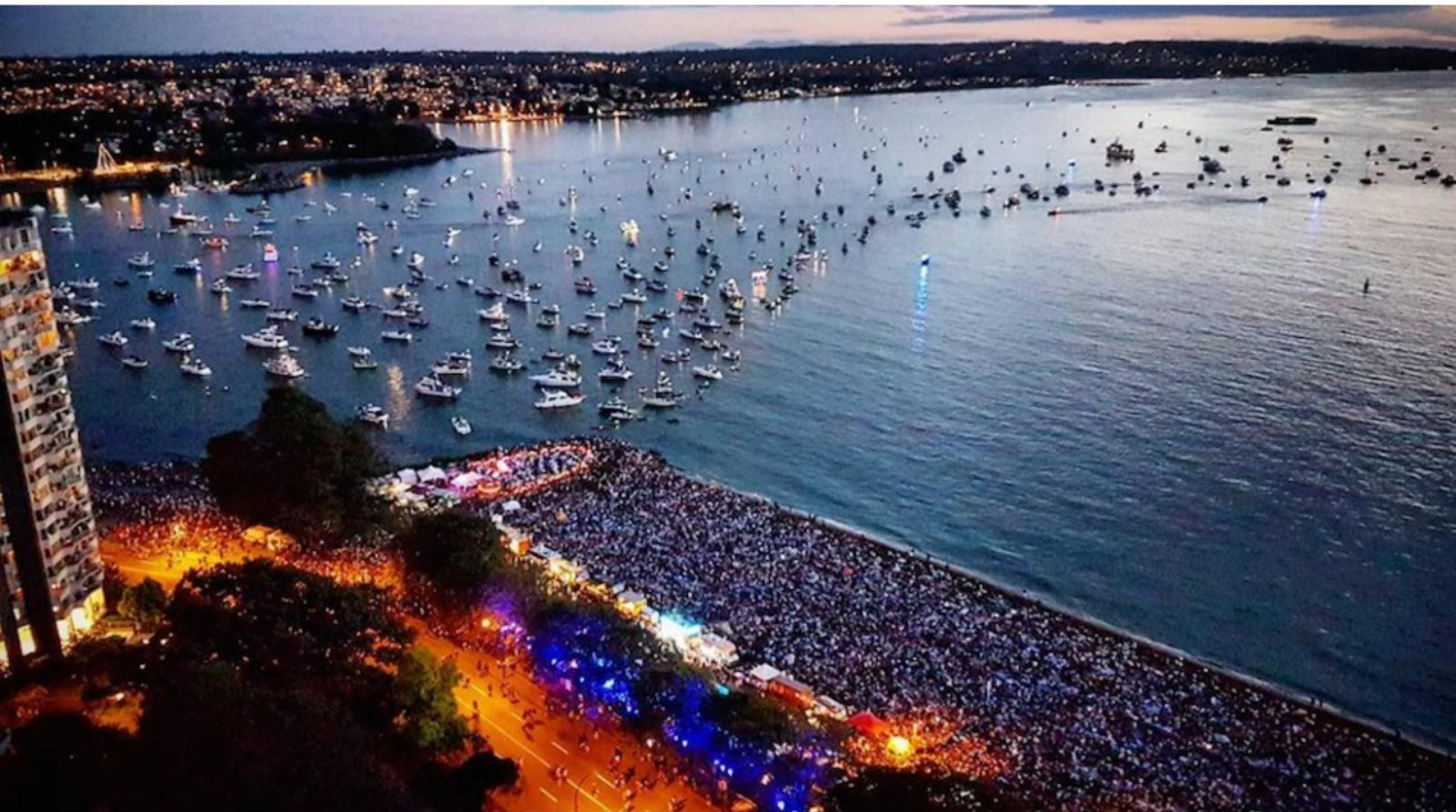
— *Jason Clampet*













INDY/GO

FROM VENICE'S CRUISE SHIPS TO TAKING FOOD OFF THE LOCALS' PLATES IN CUBA: 6 PLACES THAT ARE BEING DESTROYED BY TOURISM

A cruise ship ploughs its way into Venice / Getty

As more destinations blame tourists for bad behaviour and overcrowding, here are some of the hotspots that are being ruined by holidaymakers – and how to better visit them

JULIA BUCKLEY

Thursday 19 January 2017 10:00 GMT



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OVERTOURISM IN EUROPE IS A CRITICAL PROBLEM

William Law - May 29, 2017 0



Europeans are analyzing the ways which would help reduce the impact of overtourism on the continent's environment. Europe is visited by 500 million people per year. At the same time, the authorities are trying to ensure that whatever measures are taken, they do not negatively influence the economic benefits.



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OVERTOURISM PROTESTS SPREADING AROUND EUROPE

Richard Moor - Aug 28, 2017 0



Every year more people can afford to travel and every year the desire to travel goes up. For this reason, major tourism destinations are more and more flooded with visitors, causing a phenomenon labelled "overtourism". Dissatisfied locals now decided to go to the streets.



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Masked 'anti-tourist' vigilante group slash the tyres of an open-top bus filled with holidaymakers in Barcelona 'because they don't want the country turned into an amusement park'

- The masked men daubed graffiti on the bus' windows and slashed its tyres
- They daubed 'Tourism Kills Neighbourhoods' in Catalan on the windscreen
- Panicked tourists, including children, initially thought it was a terror attack
- Barcelona's recent tourist boom has angered many local residents

By [GERARD COUZENS FOR MAILONLINE](#)

PUBLISHED: 16:38 BST, 30 July 2017 | **UPDATED:** 19:33 BST, 30 July 2017



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What's behind it all?

The Backlash?

- *Rising housing prices and rental fees*
- *Reduced mobility and access within urban areas*
- *Increasing pollution*
- *Threat to traditions and cultures*
- *Memories and nostalgia*

The Cause?

- *Capacity to travel*
- *Emerging markets*
- *Expansion of the share economy*
- *Bucket-lists*
- *Intolerance?*

“Overtourism” is about community thresholds.

How do you manage tourism to provide quality of life for locals?

Or,

How do you manage quality of life for locals to provide quality tourism?

The Disproportionate Growth of Tourism

Posted on : January 21, 2015

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Floating Village in Cambodia



Mario Hardy, CEO PATA

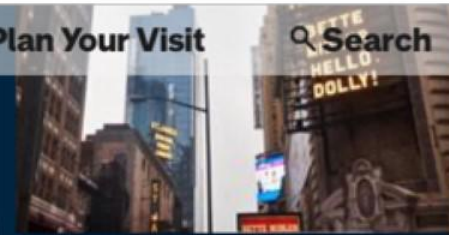
The disproportionate growth of tourism, or what I would personally call “the bucket list phenomena”, is something affecting many countries and regions around the globe. The problem is that it is not sustainable... A country's beauty should not be defined by one famous location, but by its people and diversity in what it has to offer.

#SEEYOURCITY

Now Trending in NYC

Nobody knows NYC better than a New Yorker. Scroll down to see what the locals are sharing in all five boroughs and get real-time inspiration for your visit.

START EXPLORING BELOW



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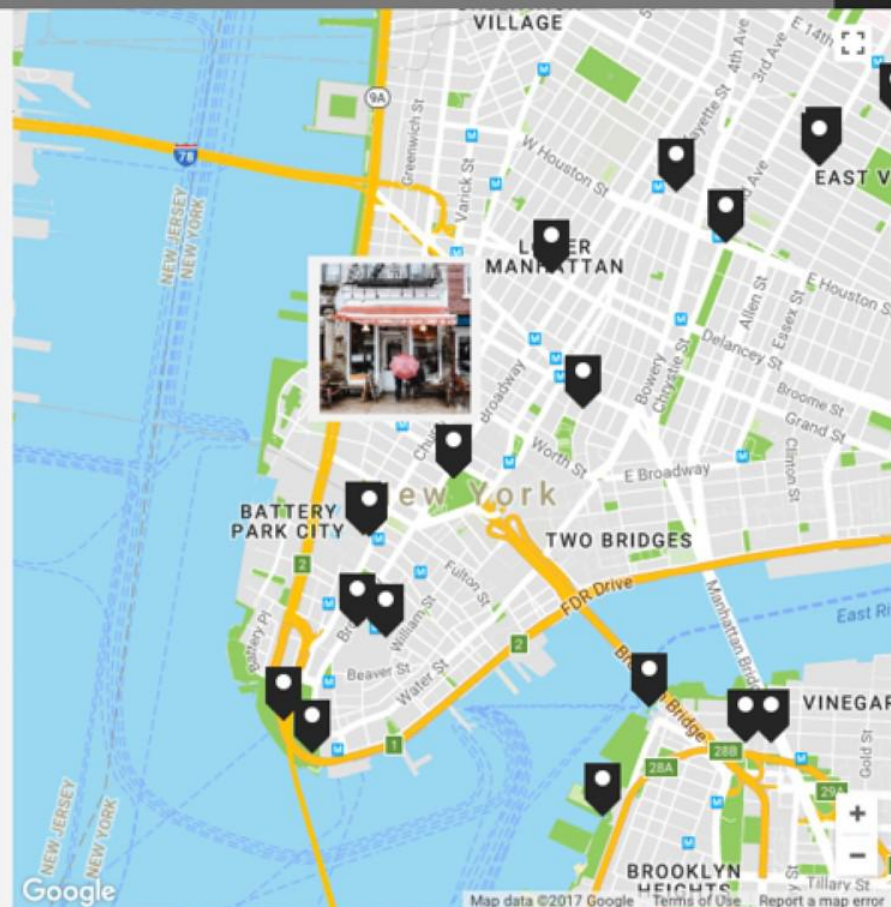
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What to Give?

Murray's Cheese

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PIAVE
Emilia-Romagna, Italy
Sweet, crystalline cheese with a light, nutty flavor that melts and stretches like a ribbon. Best served over a salad of bitter greens, or enjoyed with a glass of wine.

FRUITY | SWEET | SALTY

\$17.99
lb

PROVOLONE
Italy
Much more sharp and full of flavor than your average deli provolone. This Italian offering adds a satisfying kick to any selection of antipasti, or well-constructed sandwiches.

SPICY | NUTTY | STRETCHY

\$14
lb

SAVOR
DISC
BUTT
Complex
RIPE
PO
Herb
DEL



Old Town Central

Hong Kong Tourism Board



香 HONG KONG 港

OLD TOWN CENTRAL

— 舊城中環 —

HERITAGE ART CULTURE CUISINE

WHERE WORLDS COLLIDE

Embrace the uniqueness of Central evolving over the decades.
Explore the diversity of heritage, art, culture and cuisine
— all in Old Town Central.

Come discover Hong Kong like a local.

DiscoverHongKong.com

香港 BEST OF ALL IT'S IN HONG KONG

Tasting Hong Kong

Take your taste buds on a tour of Central, a paradise for food lovers, offering a world of choices that are steps away from each other. From traditional dim sum to local *dai pai* dong to street food, from fusion cuisines to international fine wine, there's something that appeals to everyone's taste buds.

1. Lin Heung Tea House
2. Sing Heung Yuen
3. Lan Fong Yuen
4. Yik Yip Dimsums
5. Tai Cheong Bakery
6. Chan Yee Jai
7. Graham Market
8. Kung Lee Herbal Tea Shop
9. Tynesons Tavern
10. Lee Fok & Monson
11. Morris Librarians
12. Little Buns
13. Chien Chien
14. Water
15. Nevada Bar
16. OF LA W
17. Chik-Sing

Time Traveller

The Central and Sheung Wan area was where the story of modern Hong Kong began. From Possession Point, where the British flag was first officially raised, to the Tai Ping Shan area, which was where many Chinese first settled in the 1840s, this journey leads you through some of the city's oldest streets. The walk takes in Chinese temples, the city's first bacteriology laboratory, the haunts of a famous revolutionary, Hong Kong's earliest judicial and police buildings as well as many little shops that still offer glimpses of what life was like when a world city was still in the making.

Crazy for Art

Take a stroll down the old streets of Central and you will see a dazzling fusion of quirky artistic landmarks. Rows of galleries invite you into different realms where the works of Western and Asian masters are featured alongside those of up-and-comers, whilst culture hubs combine traditional craftsmanship with modern aesthetics. From art and music to food, in Central, you will always find something to inspire you.

Treasure Hunt

The warren of streets and always packed full of stores and markets in Central make it a great area for treasure hunters. Start off on Upper Lascar Row, where you will see a fascinating mix of antiques and Chinese calligraphy dealers. Walk uphill to reach Tai Ping Shan Street and the PoHo area – a young and vibrant community of businesses formed by creative minds and the style-savvy. Wrap up your stroll around the Bridges Street area – a melting pot of old and new, with second-hand books and knickknacks that feed your imagination about the city's past.

1. Possession Street
2. Tai Ping Shan Street
3. Hong Kong Museum of Medical Sciences
4. Chinese YMCA of Hong Kong
5. Bridges Street Centre
6. Wan Wo Temple
7. Pak Hoi Lane Park
8. Tai Kwan
9. Poling Street
10. Linco Tailor

1. Upper Lascar Row
2. Wapiti St
3. Chinese Zoolomedia
4. Chinese Visual Art
5. Lichuan
6. Impression du Temps
7. Impression
8. World's Room by Wapiti
9. Wapiti
10. Wan Wo Temple - Jk. Top
11. Street 10



Highlights Trip

Possession Street is the best point to start a one-day or afternoon trip in Central. You can discover heritage sites, explore art, sample local food and hunt for hidden treasures in a warren of narrow streets and alleys. End your trip at Pottinger Street in the vibrant heart of the neighbourhood.



HONG KONG
TOURISM BOARD
香港旅遊發展局

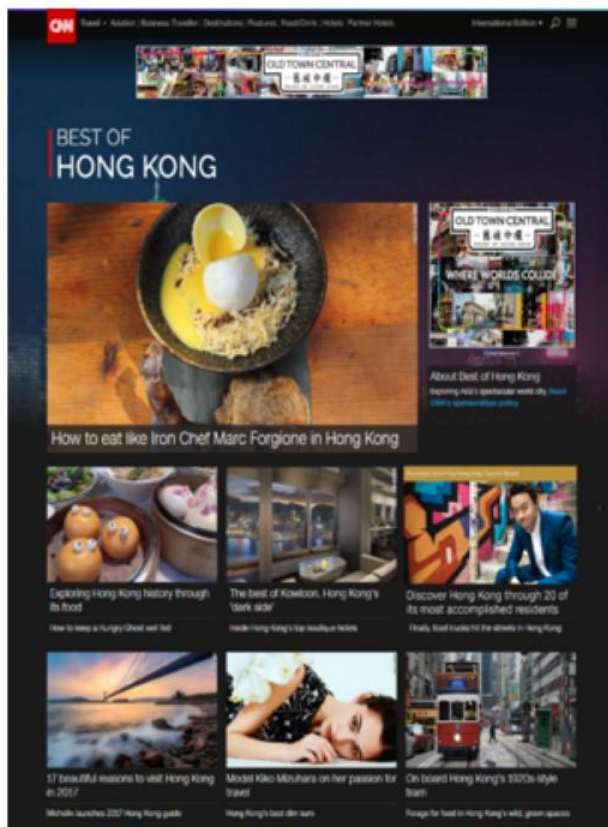


PR Promotion / Media Publicity



PR Promotion

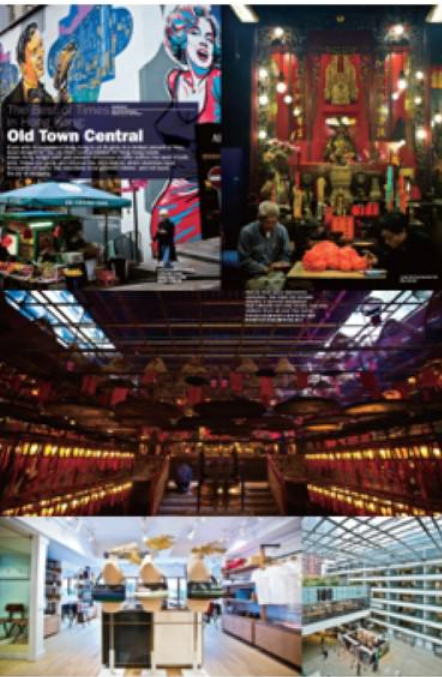
- Engaged 20 personalities to share their Central stories and personal recommendations
- Partnership with CNN
- Global press release & social viral by personalities
- In Markets launch e.g. Taiwan, Australia
- Regional TV Programme: Discovery Channel





Overseas Media to Experience OTC

- Overseas Media Fam Visits:
 - Since the launch in end April, arranged 45 media groups from Japan, Korea, The Philippines, Thailand, Australia, New Zealand, Canada, the US, France, Germany & the UK to experience the OTC





Social Content – 360 Video

A series of 360 videos featuring 4 'habitants' in OTC neighborhoods walking us through their favorite routes for amazing discoveries.



A Taste of the Community – Nana Chan

Owner of tea shop teakha located in Tai Ping Shan Street.

<https://youtu.be/0z3esvxCKPQ>



History through the Eyes of a Local – Chu Yiu Cheong

Owner of local traditional homeware store Chu Wing Kee located in Possession Street.

<https://youtu.be/BRHAqg1Sp7I>



Treasure Hunt Ideas for Hipsters – Alexis Holm

Owner of fashion accessory store "squarestreet" located in Square Street.

<https://youtu.be/iDS9fIYIshs>



Explore Hidden Art Scene – Ray Chan

Famous hairdresser and owner of the creative studio "Zhan" located in Po Hing Fong.

<https://youtu.be/GDNkD0psUPk>



Social Media Platforms – Preliminary Results




Reach:
17,505,082
Engagement:
784,371
Video views:
2,595,259



Impression:
3,131,984
Likes:
145,684
Comments:
539




Impression:
2,345,781
Engagement:
6,302



Video Views:
604,720



Addressing Overtourism

- Educate
- Manage congestion
- Manage behavior
- Keep track on the share economy
- Appeal to travelers sense of curiosity and adventure
- Encourage off-peak visitation
- Public/Private partnerships on infrastructure
- Collaboration with local authorities and interest groups
- Disperse with local input and technology
- Spread the wealth
- Identify and protect authenticity



Thank you



Dr. Chris Bottrill
Vice Chair, PATA
Dean, Global and Community Studies
Capilano University, Vancouver
cbottrill@capilanou.ca