

// Carrying capacity methodology for tourism

Kick-off Meeting November 11th, 2019
Ljubljana

The Team



Lead Partner: regional development, EU policy perspective



Co-lead: tourism expertise, sustainability/ carrying capacity

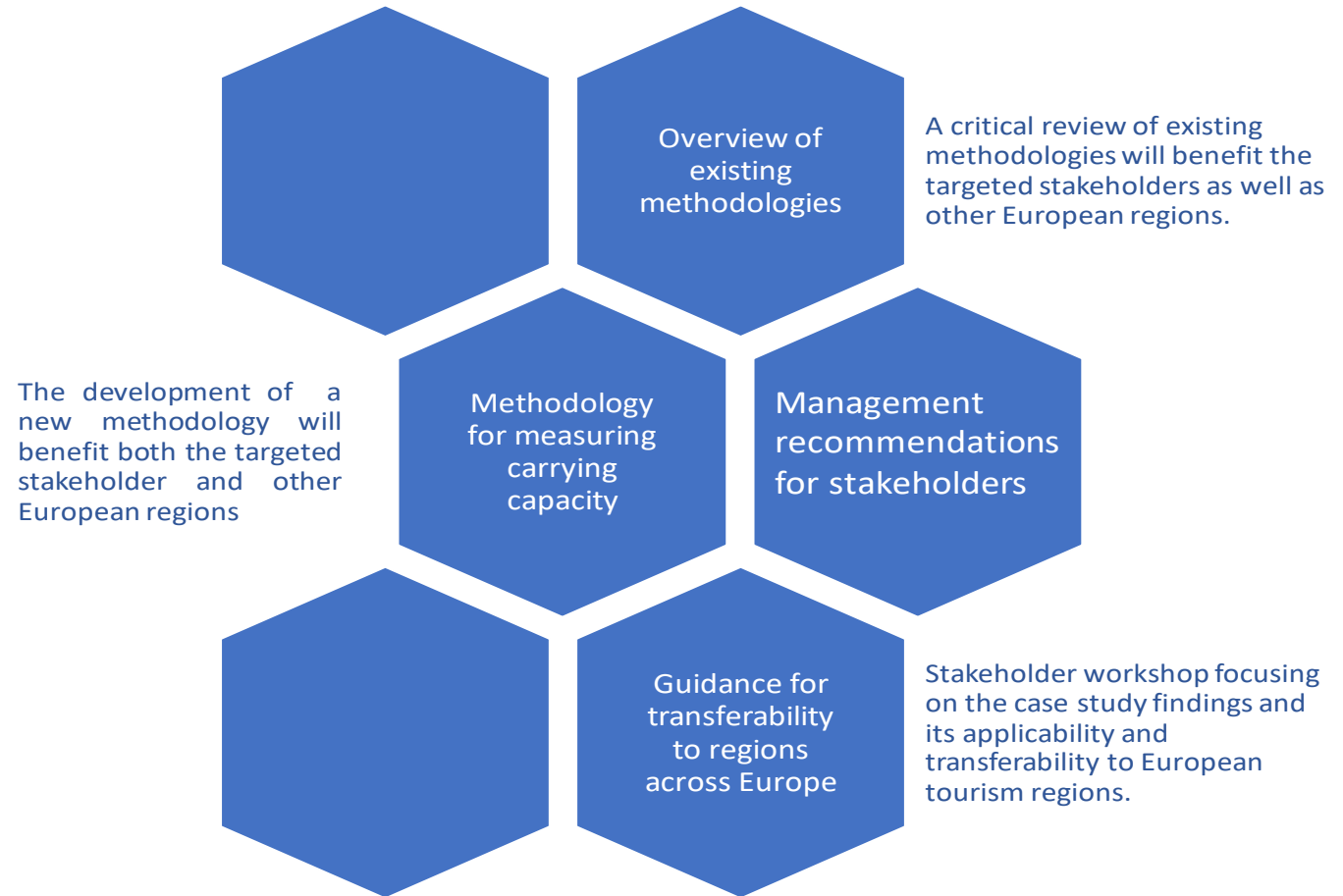


Partner: geographical expertise, tourism, local expert



Partner: local expert, information collection

Outcomes



Carrying Capacity Approaches in Tourism

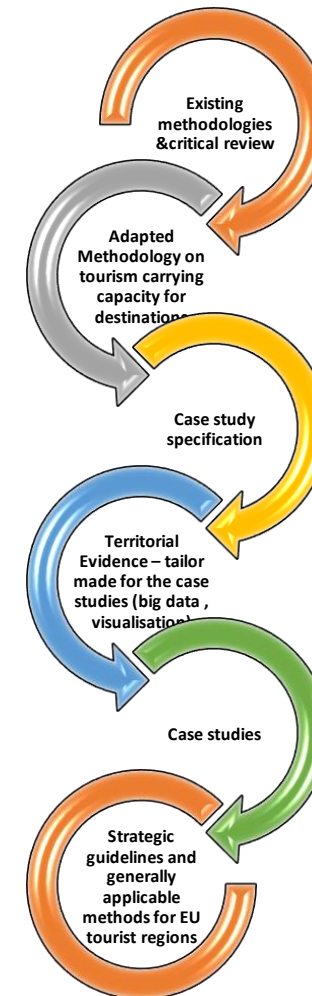
- Carrying capacity in tourist destinations is an intensively discussed topic with relevance for policy, practitioners and academia.
- Growth limits and carrying capacity of tourism destinations is not new
- Definition – UNWTO (2018, p. 3):
 - “the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitors’ satisfaction”
- Challenge of calculating the “magic number”:
 - Differences in threshold established by tourists and residents
 - Territorially determined ecological limits
 - Multitude of resources
 - Etc.

Negative Impacts

- Negative influence on satisfaction on tourist's side
- Impacts on overall socialecological systems (→ regional sustainability)
- Tourist capacity needs to be measured at the territorial level
- Overtourism as the negative impact of tourism on a destination (UNWTO 2018):
 - Quality of life of its residents
 - Quality of experiences for its visitors
 - Mechanisms to protect destinations → e.g. Roland Berger (2018): tourism density versus revenue per available room (RevPAR) → contrasting quantity and quality
 - Proactive versus reactive measures: depending on whether destinations are already experiencing a problem
 - Proposed measures: distribution of guests across city and seasons, regulation of capacities, limitation of access (Roland Berger 2018)

Objectives and Outcomes

- Provision of a carrying capacity methodology for tourism covering:
 - Conceptual aspects
 - Data collection, analysis, and visualisation
 - Policy recommendations
- Testing of the methodology in four case study destinations
- Stakeholder specific results:
 - the case study specific methodology will help the involved stakeholders to better target policies for measuring carrying capacity and for managing sustainable tourism



Approaches and Methods

- **Task 1:** Identification and critical review of existing methodologies for measuring the carrying capacity of tourist destinations and models for management of visitors
- **Task 2:** Development of a methodology for measuring tourist capacity for each different type of stakeholders' territory
- **Task 3:** Territorial evidence, including interactive visualisation based on the methodology developed on the carrying capacity of territories and tourist flows
- **Task 4:** Case studies and interactive visualisation of tourist flows
- **Task 5:** Preparation of strategic guidelines and policy recommendations



Task 1: Existing Methodologies

- Overview of existing methodologies on the basis of literature review
- Coordination effort with stakeholders:
 - Alignment and harmonisation with stakeholders' political objectives and policy needs (Needs analysis)
- Critical review of existing methodologies (Deficit analysis):
 - Weaknesses of existing methodologies
 - What is needed for the involved stakeholders?
 - Identification of deficits in the involved case study destinations: general data availability, lack of resources (human resources, time, etc.), lack of comprehensiveness of data, no time series data available, etc.

Task 2: New Methodology

- Measuring sustainability in tourist destinations:
 - Matrix of sustainability indicators relevant for measuring tourist capacity for each type of stakeholders' territory
- Development of new methodology:
 - Analytical framework and handbook draft: → step-by-step process including feedback loops based on stakeholders' needs
 - Consolidated handbook: wrapping up of results and checking for clarity and comprehensiveness
 - Revised handbook: case study (task 4) feedback
 - The methodology needs to be designed in a way that it can be easily adapted for the envisaged four case studies!
 - The case study destinations differ in terms of their characteristics and type of tourists visiting: → different results are expected for their individual environmental carrying capacity levels and different policy measures will be needed

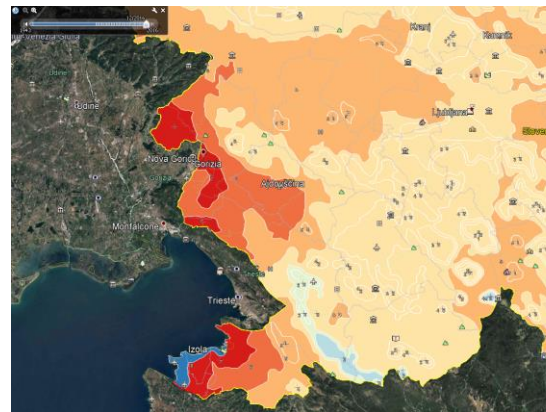
Task 3: Territorial Evidence

- Repository of integrated, annotated data from multiple sources (Metadata model)
- Visualisation of tourist flows and identification of overcrowding:
 - Helps to provide insights into tourist capacities by region
 - Dynamically generated interactive visualisations for different topics and combination of topics (geomaps, trend charts, etc.)
- Use of existing visualisation and analytical platform webLyzard or a fully open access platform (commercial or open source solution):
 - The data repository and interactive visualisation will be connected with the platform
 - Presentation to stakeholders at stakeholder workshop

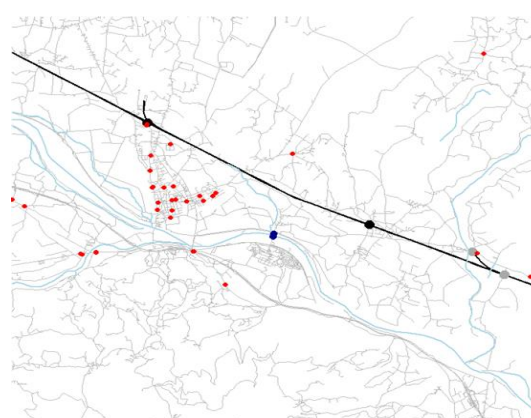
Task 4: Case studies

- In-depth case studies: Bled, Brežice, Divača, Nova Gorica/Gorizia
 - Detailed case study analysis grid based on the criteria matrix developed in task 2
 - Tailored data collection
 - Detailed analysis of local data sources
- Reflecting on the methodology with feedback workshop

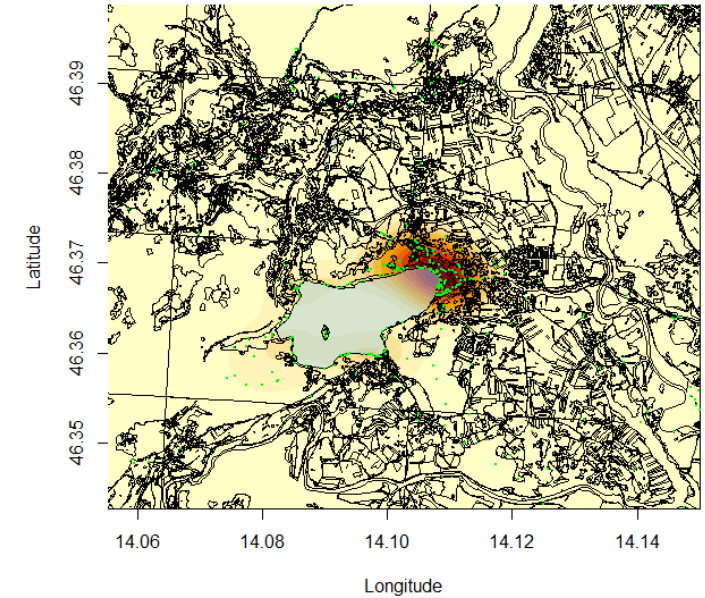
Spatio-temporal heat maps (Nova Gorica)



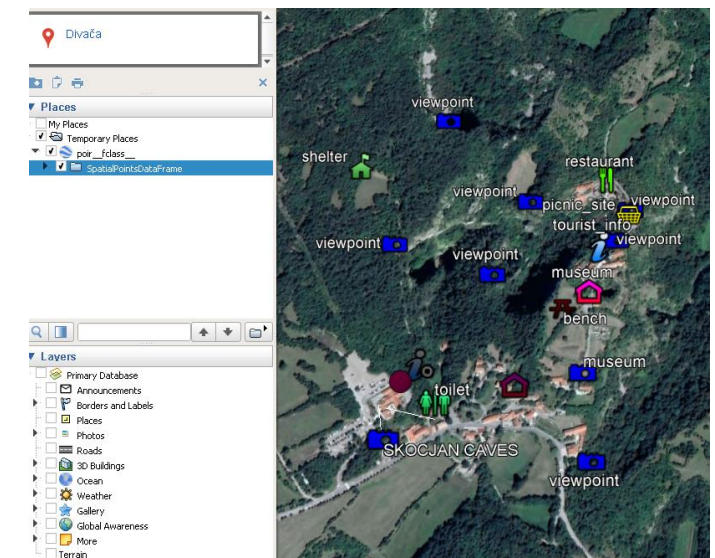
Territorial transportation maps (Brežice)



Heat map for tourist infrastructure hotspot identification (Bled)



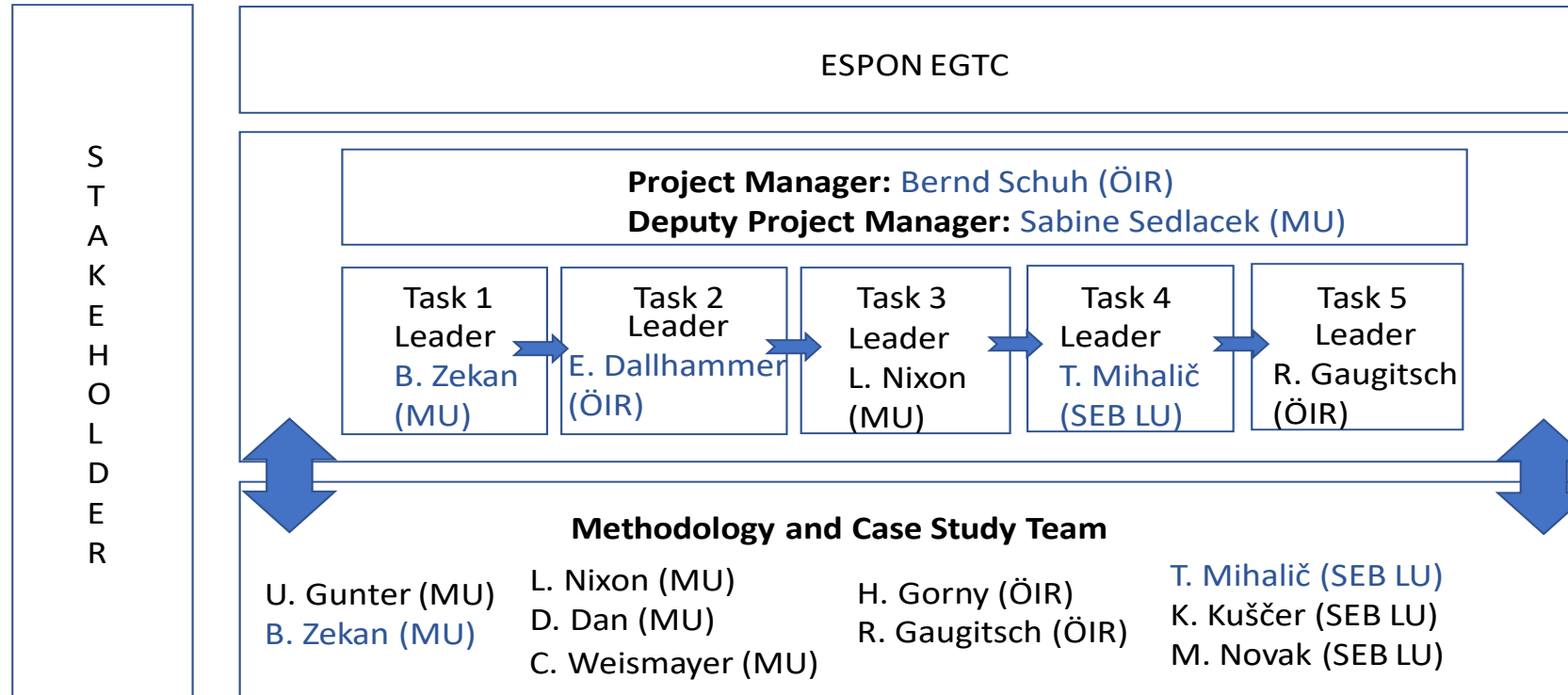
Territorial transportation maps (Divača)



Task 5: Strategic Guidelines and Policy

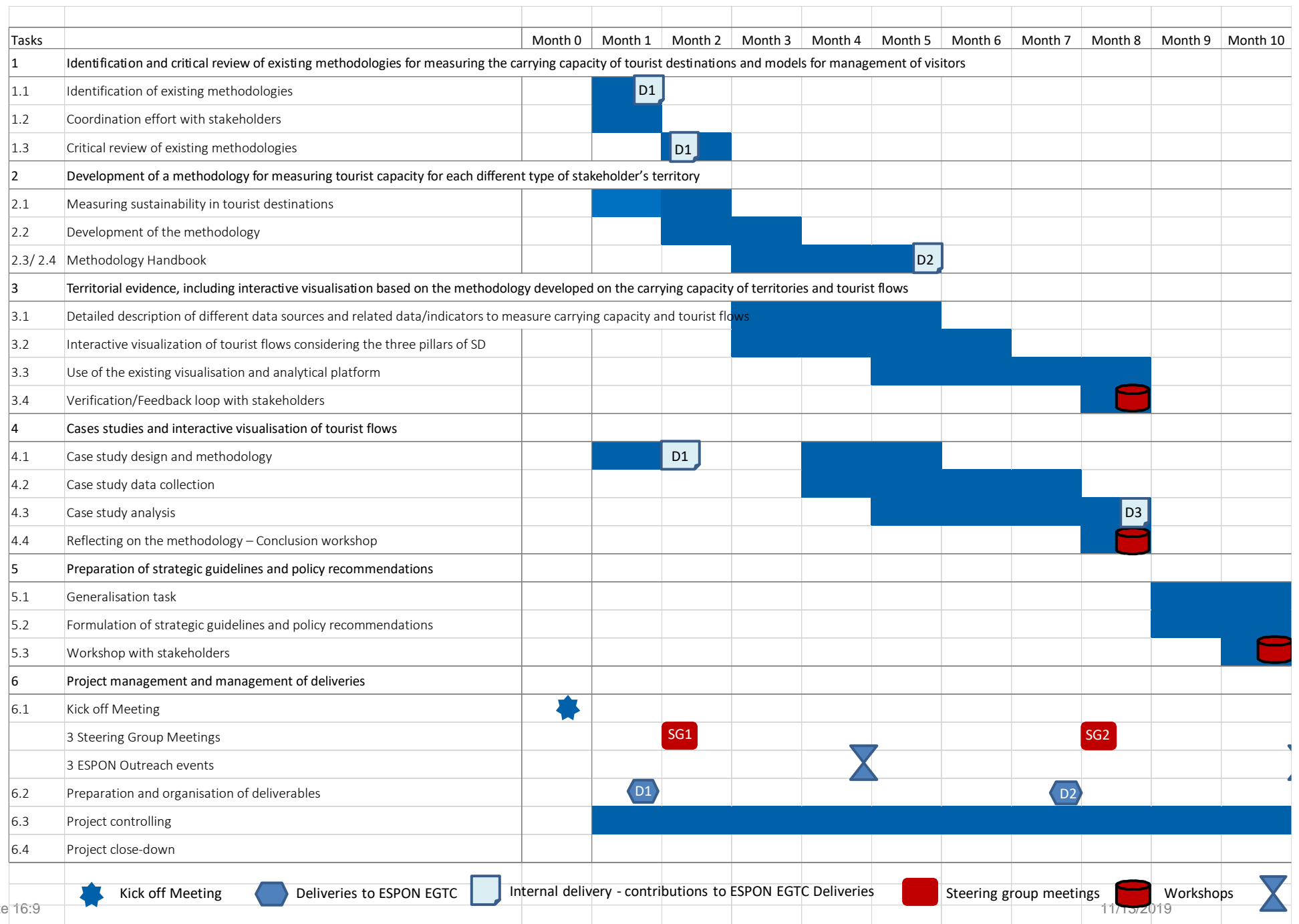
- Guidelines for transferability of the methodology to other regions across Europe:
 - Production of a practical user guidance
- Guidance on how to put the results to good use in regions
- Stakeholder workshop

Organisation



Core Team = Names in blue colour

Timetable



// Thank you

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