

Management vs Marketing

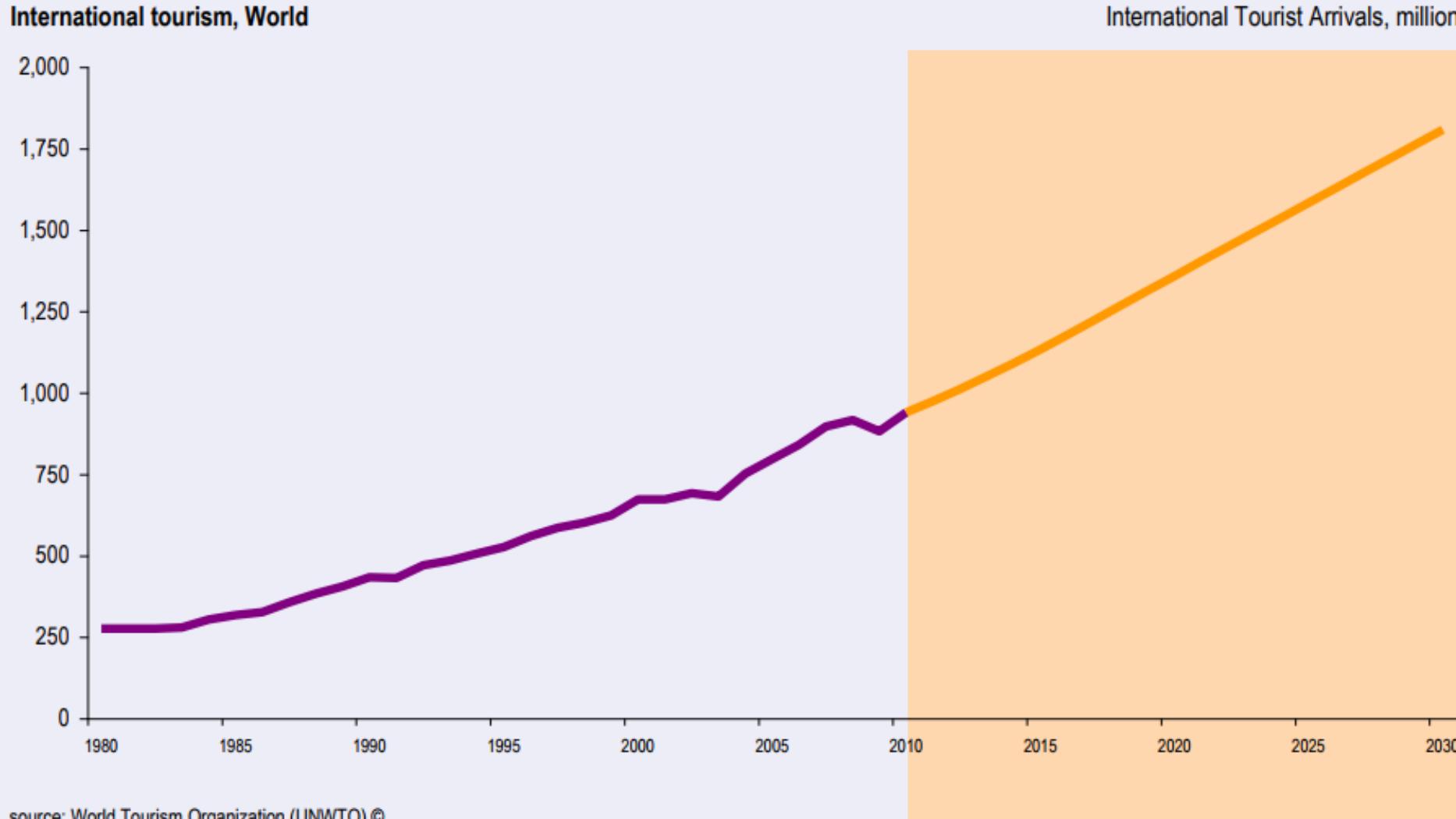
Our Destinations as Assets

theTravel
Foundation





International tourist arrivals to reach 1.8 billion by 2030





OVERTOURISM

Barcelona



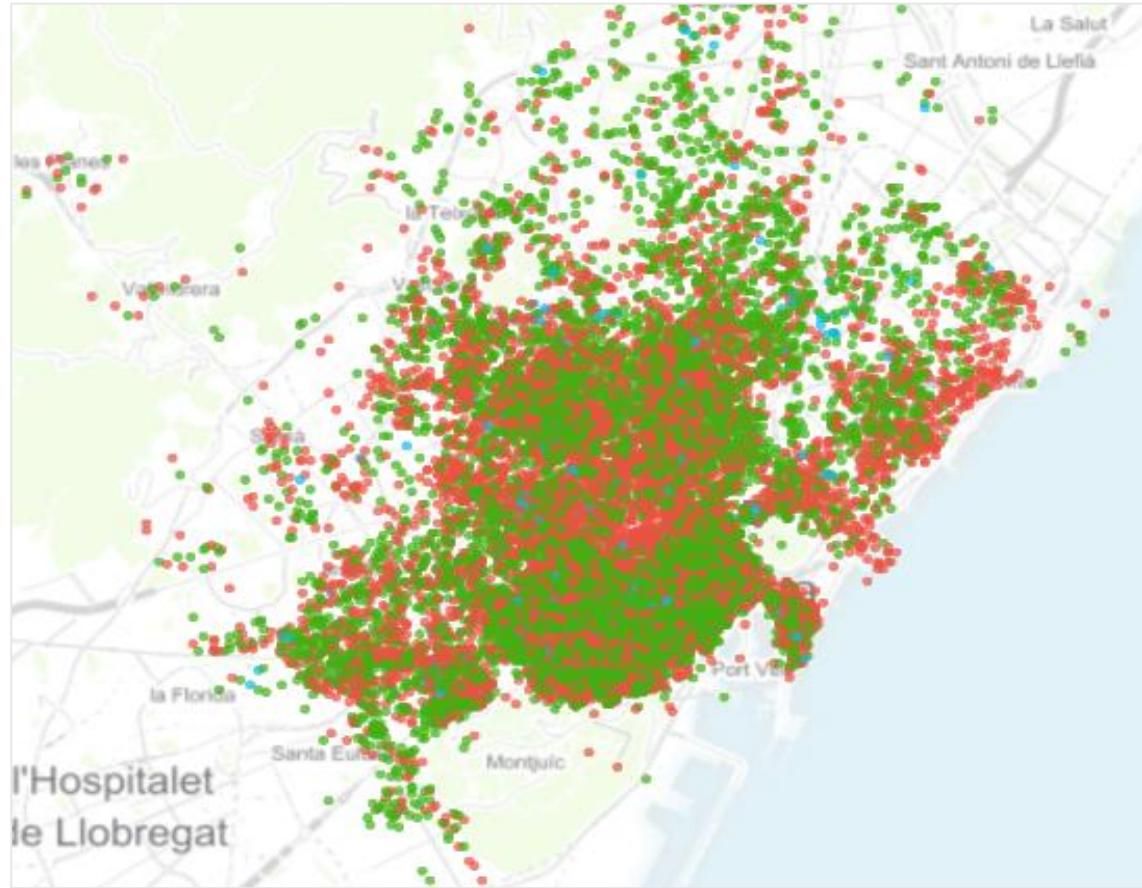
Barcelona

25% increase in visitor arrivals in 4 years

34 million visitors vs 1.6 million residents

17 million day-trippers each year

750 cruise ships each year



Entire homes/Apartments



Private rooms



Shared rooms







WELCOME TOURIST,
THE RENT OF HOLIDAY APARTMENTS
IN THIS NEIGHBOURHOOD DESTROYS
THE LOCAL SOCIO-CULTURAL FABRIC
AND PROMOTES SPECULATION. MANY
LOCAL RESIDENTS ARE FORCED TO
MOVE OUT.

ENJOY YOUR STAY.





WHY BARCELONA LOCALS REALLY HATE TOURISTS

Barcelona anti-tourism activists vandalise bikes and bus

Youth wing of Catalan political party films attack on tourist cycles and sprays 'tourism kills neighbourhoods' on bus

Brian Boyd: Tourists seen as terrorists by some in Barcelona

The youth wing of the CUP party is on a mission to drive out visitors

© Fri, Aug 11, 2017, 01:00

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People Keep Throwing Eggs at Tourists in Barcelona

By [Maria Tadeo](#) and [Charles Penty](#)

17 August 2017, 00:01 BST



Cinque Terre



2011 - 400,000 visitors

2016 - 2.5 million visitors

Venice



Venice

20 million visitors

Population 60,000



European Union tourism in 2016 at a glance

499 million

international tourist arrivals

40%

of international arrivals worldwide

+21 million

New arrivals

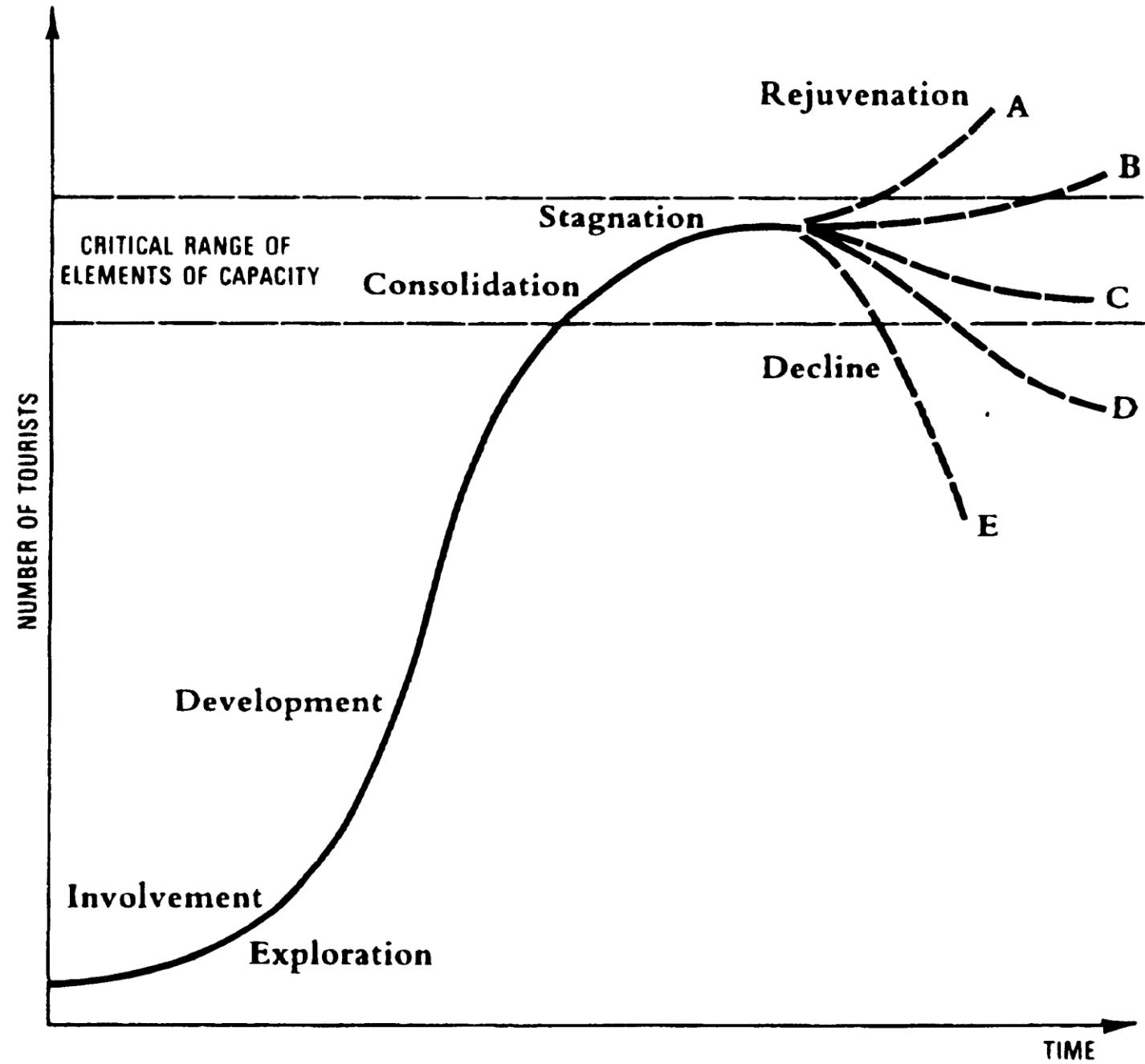


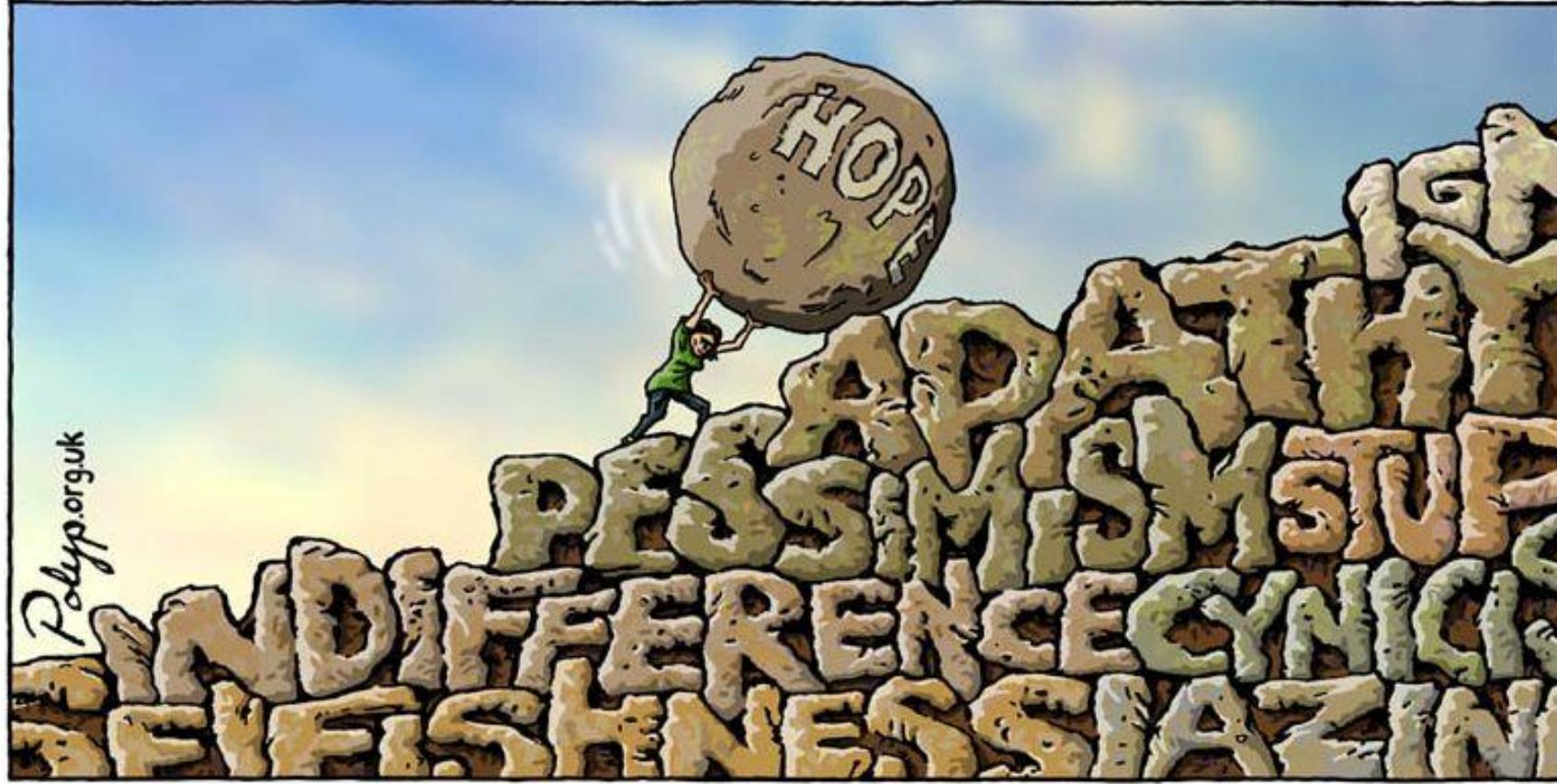
Anyone who thinks that you
can have infinite growth on a
planet with finite resources is
either a madman or an
economist

David Attenborough



Butler Cycle





Tackling Unregulated Holiday Lets



© 2014 | TERENCE CARTER/GANTOURISMO

Tackling Unregulated Holiday Lets

- Determine bed capacity and limit the number of holiday lets
- Zone the distribution of holiday lets
- Licence holiday lets
- Ask local community to help regulate
- Tax or limit short stays

Overcrowding/Tourist Honeypots



Overcrowding/Tourist Honeypots

- Tax to fund maintenance/management of public space
- Capping/limiting/banning day -trippers
- Limit or cap numbers to tourist hotspots
- Entry fees for tourists
- Crowd management systems and ticketing schemes

Majorca



 Lifestyle ▶ Travel ▶ Family holidays

New tourist tax Majorca, Menorca and Ibiza branded a 'recipe for disaster' as holidaymakers will be charged per day

Tour operators, hoteliers and holidaymakers believe the new daily 'tourist tax' will be disastrous for the Balearics



SHARES



COMMENTS

Rita Sobot | Ross Logan

15:23, 4 OCT 2015 | UPDATED 17:42, 4 OCT 2015

LIFESTYLE

Versailles





i amsterdam

VISIT AMSTERDAM - SEE HOLLAND





Longer Term Considerations

- Integrating tourism with wider national government decision making
- Coordinating local, regional and national tourism approaches
- Creating new measure for tourism success
- Giving the community a voice

Thank You

