Overtourism as Destination Risk
Tourism Security-Safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalisation, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and post-conflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policy makers, specialists and social scientists interested in the future of tourism in a society where uncertainty, anxiety and fear prevail.

*Tourism Security-Safety and Post Conflict Destinations* explores research approaches and perspectives from a wide range of ideological backgrounds to discuss topics such as:

- Studies related to comparative cross-cultural perceptions of risk and threat
- Natural and human-caused disasters
- Post-disaster recovery strategies in tourism and hospitality
- Terror movies and tourism
- Aviation safety and security
- Crime and security issues in tourism and hospitality
- Political instability, terrorism and tourism
- Thanatourism
- War on terror and Muslim-tourism
- The effects of global warming on tourism destinations
- Innovative quantitative/qualitative methods for the study of risk and security issues in tourism and hospitality
- Virus outbreaks and tourism mobility
- Disasters, trauma and tourism
- Apocalyptic theories and tourism as a form of entertainment
Overtourism as Destination Risk: Impacts and Solutions

EDITED BY

ANUKRATI SHARMA
University of Kota, Rajasthan, India

AND

AZIZUL HASSAN
Tourism Consultants Network, The Tourism Society, UK
Contents

List of Figures ix
List of Tables xi
About the Contributors xiii
List of Contributors xxi

Introduction 1
Anukrati Sharma and Azizul Hassan

Part 1 Introduction

Chapter 1 Contradiction on Delimiting and Limiting ‘Overtourism’ 7
Samik Ray

Chapter 2 Myths and Realities of Overtourism 19
Snigdha Kainthola, Pinaz Tiwari and Nimit R. Chowdhary

Part 2 Psychology, Community and Environmental Issues Related to Overtourism

Chapter 3 The Role of Tourism Education in Overtourism and Destination Management 35
Vivina Carreira, Joana Azeredo, María Rosario González-Rodríguez and María Carmen Díaz-Fernández

Chapter 4 Overtourism: Causes, Impacts and Solution 49
Ankit Dhiraj and Sanjeev Kumar
## Contents

Chapter 5  The Never Ending War: 9/11 and Its Recent Effects on Tourism Industry
Maximiliano E. Korstanje  

Chapter 6  Local Residents’ Perceptions Regarding the Negative Impacts of Overtourism: A Case of Shimla
Vikas Gupta and Pranshu Chomplay

Chapter 7  Community Development, Frustration and Overtourism
Burcu Koç and Kemal Gürkan Küçükergin

### Part 3 Possible Solutions to Stop Overtourism

Chapter 8  As a Possible Solution of Overtourism in Destination: Alternative Tourism Movement
Nurhayat Iflazoglu and Ipek Itir Can

Chapter 9  Demarketing as a Potential Solution to Overtourism Problems in Tourism Destinations
Betül Kodaş and Davut Kodaş

Chapter 10  Demarketing Strategy As a Tool to Mitigate Overtourism – An Illusion?
Frank Lindberg and Sabrina Seeler

Chapter 11  Overtourism Conflicts and Their Resolution
Pinaz Tiwari, Snigdha Kainthola and Nimit R. Chowdhary

Chapter 12  Sustainable Visitor Management to Mitigate Overtourism: What, Who and How
Olga Høegh-Guldberg, Sabrina Seeler and Dorthe Eide

Chapter 13  Role of Tourism Policing to Improve Tourist Destination Image
Muruganantham Ganesan and Ridhuja Athimuthu

Chapter 14  The Importance of Clustering in a Successful Destination Management
Omer Sarac
Part 4 Overtourism Case Studies

Chapter 15 Overtourism and Its Impacts in Haridwar from Residents’ Perspective 221
Lakhvinder Singh

Chapter 16 Overtourism in Religious Places: Is It a Myth or a Journey towards Faith, a Reflection from Golden Triangle (Bhubaneswar-Puri-Konark) of Odisha, India 235
P. P. Mohanty and Niharannjan Mishra

Part 5 Future of Overtourism and the Post-Covid-19 Era

Chapter 17 Covid-19 Vs. Overtourism: Challenges or Opportunities for Tourist Destinations: Theoretical Perspective 263
Jeetesh Kumar and Anshul Garg

Chapter 18 Covid-19 Impact on Overtourism: Diversion from Mass Tourism to Alternative Tourism 275
Shruti Arora and Anukrati Sharma

Index 285
List of Figures

Figure 10.1. Tiaki Promise. 137
Figure 10.2. Lofoten Code of Conduct. 139
Figure 10.3. Stakeholder Integrated Demarketing Approach (SIDA). 145
Figure 12.1. SDDMMO’s Main Roles and Responsibilities in VM. 175
Figure 12.2. The Main VM Tasks of Government. 177
Figure 12.3. Residents’ Roles in VM. 178
Figure 12.4. Holistic Stakeholder Involvement in VM. 181
Figure 16.1. Golden Triangle of Odisha. 251
Figure 16.2. World-famous Car Festival Attracting Millions of Tourists. 252
Figure 16.3. Crowded Puri Sea Beach. 253
Figure 16.4. Religious Festivals Celebrated in Lingaraj Temple. 253
Figure 16.5. Huge Gatherings of Visitors in WHS Konark Sun Temple. 254
Figure 16.6. Domestic Tourist Visits in Odisha. 254
Figure 16.7. Foreign Tourist Visits in Odisha. 255
Figure 16.8. Overtourism Model for Religious Destinations. 256
Figure 18.1. Alternative Tourism Types. 276
Figure 18.2. Mass Tourism and Alternative Tourism. 278
This page intentionally left blank
List of Tables

Table 3.1. My Opinion and Degree of Agreement on What the Designation as a WHS by UNESCO Means for the Surrounding Region of Coimbra. 41
Table 3.2. My Opinion and Degree of Agreement on What the Designation as a WHS by UNESCO Means for the Surrounding Region of Coimbra, by Tourists’ Origin. 41
Table 9.1. Demarketing Strategies According to the Marketing Mix Elements (4Ps). 123
Table 10.1. Summary of Destination Demarketing Strategies. 141
Table 11.1. List of Destinations Affected by Overtourism, Related Conflicts and Strategies Adopted by Them. 158
Table 15.1. Number of Tourist in Haridwar. 223
Table 15.2. Responses of Residents About Tourist Places. 225
Table 15.3. Do You Enjoy Visiting Tourist Attractions in Haridwar? 226
Table 15.4. Factors Triggering the Perception on Overtourism in Haridwar. 228
Table 15.5. Seasons When Haridwar is the Most Crowded. 229
Table 15.6. General Perception of Residents Towards Tourists. 230
Table 15.7. How Tourism Has Changed Over the Past Years. 230
Table 16.1. Definitions of Overtourism by the Different Authors. 241
Table 16.2. Various Sources of Overtourism Published in Different Journals. 243
About the Contributors

Shruti Arora is currently Guest Faculty in the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India. She had her PhD in Event Management from the University of Kota, Kota, Rajasthan. She had an experience of 9 years in the education industry. Her core subjects are Marketing, General Management, International Business Management and Customer Relationship Management. She has published 5 research papers in international Referred Impact Factor Journals and one chapter in edited book in Routledge Advances in Event Research Series in 2018. She has authored a book on ‘Event Management and Marketing: Theory, Practical Approaches and Planning’ in 2018.

Ridhuja Athimuthu is a Researcher, Management Studies, at National Institute of Technology, Tiruchirappalli, India. Her area of research includes Marketing and analytics.

Joana Azeredo (Exploratório – Coimbra Science Centre, Portugal) is presently responsible for the Department of School Visits at Exploratório – Coimbra Science Centre. She holds a degree in Tourism and a Master’s in Ecotourism. She has worked for eight years as an Assistant Professor at the Polytechnic Institute of Coimbra (IPC), where she taught several subjects in the area of tourism management. She has also been engaged in supervising students’ training and research. She has participated in a few national and international conferences as a speaker and has organised tourism-related visits and other events for children, university students and the general public. Presently, her main interests are in itineraries for identifying flora and fauna and birdwatching.

Ipek Itir Can is a Research Assistant in the Department of Tourism Management at Anadolu University. Can holds a bachelor’s degree in the field of Tourism Management from Istanbul University as a high honour student, and a master’s degree in field of Tourism Management from Istanbul University. She continues her PhD in the field of Tourism Management at Anadolu University. Her main areas of interest include tourism marketing, sustainable tourism, tourist behaviours and tourism sociology. Up to this point, she has four articles, one book, one book chapter, and 11 papers that were presented in congresses and were published in proceeding books.
Vivina Almeida Carreira (Polytechnic Institute of Coimbra, Portugal/University of Seville, Spain) holds a PhD in Translation (University of Vigo) (Spain) and a Postgraduate Diploma in Cultural Tourism (University of Barcelona). Presently she is a Professor at the Higher School of Agriculture, Polytechnic Institute of Coimbra (Portugal), where she has been teaching in the areas of languages, communication, tourism products and cultural tourism. Her main research interests at present are related to cultural tourism, being highly involved in two research projects, one focusing on the featuring of tourism demand in post-UNESCO Coimbra and the other within the scope of literary tourism. She is a referee for a few international journals, has participated in national and international conferences, and published in peer-reviewed scientific journals.

Pranshu Chomplay holds a PhD in Management. He has an extensive experience of working in India and abroad with various famous organisations. He also possesses a very good research background with various book publications and research articles in many reputable journals. He is also honoured with various awards of excellence in teaching, research and academics in hospitality education. He is presently heading the Amity School of hospitality, Amity University, Noida, with his dynamic leadership skills.

Nimit R. Chowdhary is an Engineer, MBA and PhD in Management. He has more than 27 years of postgraduate teaching and research experience. He has been a Full Professor for close to 14 years serving at Mizoram University, IITTM (Gwalior, Noida and Nellore) and currently serving as the Professor in the Department of Tourism and Hospitality Management at Jamia Millia Islamia, New Delhi. Recently, Arizona State University accorded him the honour of Adjunct Professorship. He is a recipient of AICTE Career Award for Young Teachers; SIDA Fellowship, Sweden; Guest Scholarship, Sweden; Linnaeus Palme Exchange Programme Grants, Sweden; PIMG Research Excellence Award, Gwalior; Scholars’ Grant (EMTM), Erasmus Mundus, Europe among others. Recently he was chosen for prestigious LEAP programme at Oxford University. His research has focused on tourism, travel, service experiences and now transformation. He is a referred researcher in many international journals. He has researched for UGC, ICSSR, AICTE and Ministry of Tourism, Government of India, worth around US$ 5 million. He has supervised 15 PhDs, authored eight books, edited four books and contributed more than 130 papers.

Ankit Dhiraj is a Junior Research Fellow (JRF) of SOHMT, Lovely Professional University Punjab, India, interested in all aspects of tourism. His main research area is Buddhist tourism.

María Carmen Díaz-Fernández (University of Seville, Spain), with a PhD in Business and Management, is Associate Professor at the University of Seville. Her research is mainly focused on Management and Tourism, with recent topics related to the tourism sector through social networks, and the customer and their influence on behavioural decision-making. She has several published international conference papers and refereed articles. She participates as a reviewer of journals with high impact level (according to the JCR).
Dorthe Eide is a Professor in organisation and management at Nord University Business School in Norway. She holds a Doctor Polit degree from the University of Tromsø, and her dissertation was about knowing, learning and innovation in hotels. Her research and teaching interests have turned from service to experience sectors/activities (nature, culture and meals) within various topics. These include experience-based innovation and value co-creation, network- and lab-driven learning and innovation, experience design and consumption, and, increasingly, sustainability and visitor management.

Muruganantham Ganesan is working as Associate Professor in Management Studies at National Institute of Technology, Tiruchirappalli, India. He has a blend of experience in corporates such as Cipla Ltd, and Dabur India Ltd and also academic experience with renowned institutes. His areas of interest in teaching, research and consultancy includes Brand Management, Consumer Behaviour, Marketing and Advertising insights. He has received the best paper awards for presenting his research paper in the US, London, Australia and India. His research works are available at Emerald, Interscience and Taylor & Francis publications.

Anshul Garg is a Senior Lecturer working with the Faculty of Social Sciences and Leisure Management at Taylor’s University, Malaysia. His research interest includes Self Service Technologies, Service Quality, Service Clues, Hospitality Service, Risk and Crisis Management in Hospitality and Tourism and Tourist Risk Perception. He has an excellent record of publication.

María Rosario González-Rodríguez (University of Seville, Spain), with a PhD in Economics, is an Associate Professor at the University of Seville. Dr Rosario’s research focuses on sustainability and digital experiences in the tourism industry. Her papers draw from diverse theories such as decision theory, social identity and value-belief norm theories. Different methodologies, based on econometric analysis and fuzzy logic, have been applied in the papers, which she has published in top-tier journals. Dr Rosario is currently on the editorial boards of Advances in Hospitality and Tourism Research (AHTR) and Electronic Journal of Applied Statistical Analysis (EJASA). She participates as a reviewer of tourism journals listed as ‘high impact’ by the Journal Citations Report (JCR) publication.

Vikas Gupta is an Alumnus of Amity University, Uttar Pradesh, India, and holds a PhD in Hospitality. Apart from his academic credentials he possesses exemplary leadership and training skills, making him a really sought-after professional especially in the fields of Food Production and Culinary Arts. He has rich and extensive experience of teaching for more than 13 years in both India and abroad. He also has a very good research background with publications in national and international journals including Emerald SCOPUS indexed journals, i.e. International Journal of Contemporary Hospitality Management, British Food Journal, Journal of Culinary Science & Technology, Tourism Review, Worldwide hospitality and Tourism themes, Journal of Wine Research and International Journal of Tourism Cities. His research is also published in the form of various national and international conference proceedings.
Dr Azizul Hassan (e-mail: azizulhassan00@gmail.com) is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan’s research interest areas are technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 25 book projects from Routledge, Springer, CAB International, and Emerald Group Publishing Limited. Hassan is a regular reviewer of Tourism Management, Journal of Hospitality and Tourism Management, Tourism Analysis, the International Journal of Human Resource Management, Journal of Ecotourism, Journal of Business Research, eReview of Tourism Research (eRTR), International Interdisciplinary Business-Economics Advancement Journal, International Journal of Tourism Cities, Heliyon, Technology in Society, Anatolia, Journal of King Saud University – Computer and Information Sciences, and Tourism Recreation Research.

Olga Høegh-Guldberg is a Postdoctoral Researcher in experience-based tourism at Nord University Business School and is part of the Marketing, Management and Innovation of Experiences research group. She holds a PhD from Inland Norway University of Applied Sciences. Her main research interests are experience innovation, cross-sectoral networking and innovation practices, participative innovation approaches, and sustainable destination management.

Nurhayat Ifiazoglu is a Lecturer in the Department of Gastronomy and Culinary Arts at Hatay Mustafa Kemal University. Ifiazoglu holds bachelor’s degrees in fields of Gastronomy and Culinary Arts from Gazi University and Hospitality Management from Anadolu University and a master’s degree in field of Gastronomy and Culinary Arts from Mersin University. She continues her PhD in the field of Gastronomy and Culinary Arts, at Ankara Hacı Bayram Veli University. She worked as a chef in hotels and restaurants such as Hilton, Rixos, Marriott in Turkey; NH Hotel in Germany; Inlet Tower, Hilton, Marriott, and Kincaid Grill in the United States. She has some studies and research studies on topics such as Mevlevi culinary culture, cookery history, olive oil, geographical marking, gastronomy, gastronomy tourism, local cuisines, food neophobia, destination image, behavioural intention and HACCP.

Snigdha Kainthola is a Doctoral Researcher in the Department of Tourism and Hospitality Management, Jamia Millia Islamia, a top-ranked university in India. She is a graduate in history from Delhi University and has completed her MBA in Tourism with specialisation in tourism leisure. She has worked in the tourism sector for 2 years as a tour leader. She is an avid traveller and keen learner. She decided to pursue academics and make a career in the tourism education sector. Her research inclination is in tourism marketing, spiritual tourism and destination management. She has contributed chapters in two different books on overtourism under well-known publications like Routledge, IGI Global, and Palgrave Macmillan, and has one SCOPUS-indexed article to her credit.
Betül Kodas is Assistant Professor in the Faculty of Tourism, Mardin Artuklu University, Turkey. She hold a bachelor’s degree from the School of Tourism and Hotel Management in Adnan Menderes University (Turkey), a master’s degree from Dokuz Eylül University and PhD from Eskişehir Osmangazi University, Turkey. Her research interests are tourism management, organisational behaviour, destination management and marketing.

Davut Kodas is an Assistant Professor at the Faculty of Tourism of Mardin Artuklu University, Turkey. He hold a bachelor’s degree from the School of Tourism and Hotel Management, Mersin University (Turkey) and a Master’s and PhD from Anadolu University, Turkey. His research interests include gastronomy tourism, destination marketing, travel behaviour and sociology of tourism.

Maximiliano E. Korstanje is a leading and global Cultural Theorist specialised in terrorism, mobilities and tourism. Korstanje serves as Senior Researcher at the University of Palermo, Buenos Aires, Argentina (economics department) and Editor in Chief of the *International Journal of Safety and Security in Tourism and Hospitality* (University of Palermo, Argentina). Besides, he was visiting professor at CERS (Centre for Ethnicity and Racism Studies) in the University of Leeds (United Kingdom), TIDES in the University of Las Palmas de gran Canarias (Spain) and the University of La Habana, Cuba. In 2016, he is included as Scientific Editor for Studies and Perspective in Tourism (CIET) and as honorary member of the Scientific Council of Research and Investigation hosted by UDET (University of Tourist Specialities, Quito Ecuador). He serves as book series editor of Advances in Hospitality, Tourism and Services Industries, IGI Global US and Tourism Security – Safety and Post Conflict Destinations, Emerald Group Publications, UK.

Burcu Koç is a PhD Researcher at the School of Tourism in Pamukkale University, Turkey. She received her Master’s and PhD degrees in Tourism Management from Gazi University. She specialises in the areas of entrepreneurship, marketing and management approaches in the field of tourism and hospitality, with a particular focus on entrepreneurial orientation, social media and sustainable tourism practices. Her research studies have been published in the *Journal of Sustainable Tourism, Destination Marketing and Management, Tourism Management Perspectives, Event Management* and *Anatolia: An International Journal of Tourism and Hospitality Research.*

Jeetesh Kumar is Senior Lecturer at School of Hospitality, Tourism and Events; Associate Director for Information Management & Documentation at Centre for Research, and Innovation in Tourism (CRiT), Taylor’s University, Malaysia. His doctorate is from the Taylor’s University in Hospitality and Tourism, with research on Economic Impacts of Business Events in Malaysia. He has two postgraduate degree specialities; Professional Master’s in Hospitality Management and International Tourism from University of Toulouse, France and the other in Business Administration (MBA – Marketing) from Hamdard University, Pakistan. His research areas include Economic Impacts, Economic Modelling,
MICE, Medical Tourism, Behavioural Studies. He has worked on consultancy and research projects at the national/international level and authored 45 publications including research articles and book chapters. Along with an active member of several national and international associations, conferences, and journals, he is also serving as an associate editor for Asia-Pacific Journal Innovation in Hospitality and Tourism (APJIHT). Recently he has offered webinars/ guest speeches for universities in the Philippines, India, Japan, Indonesia, China, Australia, and Pakistan.

Sanjeev Kumar is an Associate Professor and HOD of SOHMT, Lovely Professional University Punjab, India. His research areas include hospitality and tourism sectors and he has written various research papers in national and international journals.

Kemal Gürkan Küçükergin, PhD, is Assistant Professor in the Department of Tourism and Hotel Management at Atılım University. He received his PhD degree in tourism management from Gazi University, Turkey. His research interests include destination marketing, emotional contagion, PLS-SEM and tourist behaviour. He published articles in different journals such as Journal of Destination Marketing and Management, International Journal of Contemporary Hospitality Management and Journal of Vacation Marketing.

Frank Lindberg is Professor of Marketing at Nord University Business School, Norway. He earned his PhD in 2001 at Copenhagen Business School, Denmark. Since then he has worked as Associate Professor at the University of Nordland and University of Gothenburg, and Vice Dean and Dean at Bodø Graduate School of Business. Lindberg has been Visiting Scholar at Copenhagen Business School, University of California, Berkeley, USA, and at University of Southern Denmark. His research covers areas such as the dynamics of markets and consumption, and particularly tensions and challenges of tourism in peripheral regions of experiences. Recently, his focus has been on tourist misbehaviour and on challenges of sustainable tourism.

Nihar Ranjan Mishra is currently working as Associate Professor in Anthropology and Heading the Department of Humanities and Social Sciences, NIT Rourkela. A recipient of University Gold Medal in MA Anthropology Examination, Dr Mishra had his academic training (MPhil and PhD) at the University of Hyderabad, Hyderabad. He is also the recipient of the Jawaharlal Nehru Memorial Scholarship for Doctoral Studies (2005–2006), Doctoral Fellowship on Tribal Studies by Ministry of Tribal Affairs, Government of India (2006–2007), National Scholarship (1997–2000) and few others. He specialises in Environmental Management and Sustainable Livelihood, Displacement issues, Tribal and Rural Development and Agrarian Studies. He has over 40 publications in professional journals of repute and around 15 publications in editorial books. Along with some monographs he edited one book on ‘Displacement and emerging issues in contemporary India’. As a credit to his academic achievement Dr Mishra participated in many national and international conferences in India and abroad. He organised a couple of national and international conferences and training
programmes. Before joining NIT in 2009, he worked with various reputed institutions like NIRD, Hyderabad, CSD, New Delhi, CSD Hyderabad in India in various capacities. He has earned his research and teaching experiences over the years handling around 10 independent and joint projects sponsored by various private and government departments.

**P P Mohanty** is a hospitality and tourism management professional having 17 years of enriched experience in the hospitality industry as well as education sectors. He has to his credit 21 research papers published in various international and Scopus indexed journals, 22 numbers of conference papers presented in national and international level and 5 edited book chapters. He is presently associated with Siksha O Anusandhan (Deemed to be University), Bhubaneswar, Odisha, in the department of Hospitality and tourism as an Assistant Professor.

**Samik Ray** is ex-faculty of Department of Folklore, University of Kalyani; Travel and Tourism Management in MPTI (Kolkata); and WTCC School of Trade and Commerce (Kolkata). He is also ex-trainer and faculty of Regional Level Guide Training (Govt. of India, Department of Tourism). Ray is presently working as RLG (Govt. of India, Department of Tourism), Visiting faculty of department of Tourism Management, Râmâkrishna Mission Vidyãmandira autonomous college, UGC, and Editor of ‘Tourism Theory and Practice’. He is the author of several essays on tourism studies and management, social science and literary criticism. He received a National Tourism Award in the category of ‘The Best Tourist Guide’.

**Omer Sarac** received his bachelor’s degree from Mustafa Kemal University in 2011 and his master’s degree from Kastamonu University in 2017 and his doctorate from Sakarya University of Applied Sciences in 2020. He started his academic career at Kastamonu University in 2015. He is currently working as a Lecturer Doctor at Kastamonu University Cide Rifat Ilgaz Vocational School. Throughout his academic career, he has attended many national and international symposiums and congresses. He has book and book chapter authorship as well as national/international articles published in various journals.

**Sabrina Seeler** is a Lecturer in International Tourism Management at the West Coast University of Applied Sciences, Heide (Germany) and a research fellow at the DITF – German Institute for Tourism Research. This research was conducted while she was Postdoctoral researcher at Nord University (Norway). She holds a PhD from Auckland University of Technology (New Zealand) where she has also worked as casual lecturer in the School of Hospitality and Tourism. Her main research interests are experience consumption and creation, consumer behaviour in tourism, sustainable destination management, and visitor management. She is book review editor for the Journal of Tourism Futures where she has also guest-edited a special issue and is a regular reviewer.

**Anukrati Sharma** is currently Associate Professor and Head of the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India.
She has two postgraduate degree specialties: one in International Business (Masters of International Business) and the other in Business Administration (Masters of Commerce). Her core subjects are Tourism, Tourism Marketing, Strategic Management and International Business Management. A member of 11 professional bodies, she has attended a number of national and international conferences. She has been invited for many talks/lectures/panel discussions by different National and International Universities. She is an editor of book projects from Routledge, Apple Academic Press, CAB International, Springer, IGI Global and Emerald Group Publishing Limited.

**Lakhvinder Singh** is presently working as Assistant Professor of Tourism in Government College, Kaithal (Haryana) in India. He holds a PhD in Tourism Management along with a master and bachelor degree in the same field. He has more than 30 research publications to his credit. He is on the Editorial/Advisory Board of different journals of international and national repute. His areas of interest include tourist behaviour, tourism marketing, culture and religious tourism, and ICT in tourism.

**Pinaz Tiwari** is a Research Scholar Senior Research Fellow (SRF) in the Department of Tourism and Hospitality in Jamia Millia Islamia, India. She has worked in the tourism sector for two years. She has expertise in customer management and has been involved in travel agents’ capacity development projects in the organisation. She has done her graduation in Commerce from Delhi University and completed her MBA in Tourism with specialisation in International Tourism Business. She looks forward to making a career in teaching and creating a difference in the tourism industry with her research works. Her interest areas are in tourism marketing, destination management, tourism education, stakeholders’ capacity development, and responsible tourism. She has contributed different chapters related to overtourism in different books under well-known publications. She has two SCOPUS indexed articles and international peer-reviewed papers to her credit.
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shruti Arora</td>
<td>University of Kota, Rajasthan, India</td>
</tr>
<tr>
<td>Ridhuja Athimuthu</td>
<td>National Institute of Technology, Tiruchirappalli, India</td>
</tr>
<tr>
<td>Joana Azeredo</td>
<td>Exploratório – Coimbra Science Centre, Portugal</td>
</tr>
<tr>
<td>Ipek Itir Can</td>
<td>Anadolu University, Turkey</td>
</tr>
<tr>
<td>Vivina Almeida Carreira</td>
<td>Polytechnic Institute of Coimbra, Portugal</td>
</tr>
<tr>
<td>Pranshu Chomplay</td>
<td>Amity University, Noida, India</td>
</tr>
<tr>
<td>Nimit R Chowdhary</td>
<td>Jamia Millia Islamia, India</td>
</tr>
<tr>
<td>Ankit Dhiraj</td>
<td>Lovely Professional University Punjab, India</td>
</tr>
<tr>
<td>Maria Carmen Díaz-Fernández</td>
<td>University of Seville, Spain</td>
</tr>
<tr>
<td>Dorthe Eide</td>
<td>Nord University Business School, Norway</td>
</tr>
<tr>
<td>Muruganantham Ganesan</td>
<td>National Institute of Technology, India</td>
</tr>
<tr>
<td>Anshul Garg</td>
<td>Taylor’s University, Malaysia</td>
</tr>
<tr>
<td>Maria Rosario González-Rodríguez</td>
<td>University of Seville, Spain</td>
</tr>
<tr>
<td>Vikas Gupta</td>
<td>Amity University, India</td>
</tr>
<tr>
<td>Olga Hoegh-Guldberg</td>
<td>Nord University Business School, Norway</td>
</tr>
<tr>
<td>Nurhayat Iflazoglu</td>
<td>Hatay Mustafa Kemal University, Turkey</td>
</tr>
<tr>
<td>Snigdha Kainthola</td>
<td>Jamia Millia Islamia University, India</td>
</tr>
<tr>
<td>Betül Kodas</td>
<td>Mardin Artuklu University, Turkey</td>
</tr>
<tr>
<td>Name</td>
<td>Institution and Location</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------------------</td>
</tr>
<tr>
<td>Davut Kodaş</td>
<td>Mardin Artuklu University, Turkey</td>
</tr>
<tr>
<td>Maximiliano E. Korstanje</td>
<td>University of Palermo, Argentina</td>
</tr>
<tr>
<td>Burcu Koç</td>
<td>Pamukkale University, Turkey</td>
</tr>
<tr>
<td>Jeetesh Kumar</td>
<td>Taylor’s University, Malaysia</td>
</tr>
<tr>
<td>Sanjeev Kumar</td>
<td>Lovely Professional University, India</td>
</tr>
<tr>
<td>Kemal Gürkan Küçükerğin</td>
<td>Atılım University, Turkey</td>
</tr>
<tr>
<td>Frank Lindberg</td>
<td>Nord University Business School, Norway</td>
</tr>
<tr>
<td>Nihar Ranjan Mishra</td>
<td>NIT Rourkela, India</td>
</tr>
<tr>
<td>P P Mohanty</td>
<td>Siksha O Anusandhan, India</td>
</tr>
<tr>
<td>Samik Ray</td>
<td>Department of Tourism, the Government of India, India</td>
</tr>
<tr>
<td>Omer Sarac</td>
<td>Kastamonu University, Turkey</td>
</tr>
<tr>
<td>Sabrina Seeler</td>
<td>Nord University Business School, Norway</td>
</tr>
<tr>
<td>Anukrati Sharma</td>
<td>University of Kota, India</td>
</tr>
<tr>
<td>Lakhvinder Singh</td>
<td>Government College, India</td>
</tr>
<tr>
<td>Pinaz Tiwari</td>
<td>Jamia Millia Islamia University, India</td>
</tr>
</tbody>
</table>