Sustainability as a key driver to address challenges

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Abstract

Purpose – This study aims to address the paradigm changes currently affecting tourism: the increasingly recognisable signs of irreversible climate change and the consequences of this and overtourism for service providers, destinations and tourists’ experiences. A more specific objective was to identify good practices carried out by destinations and companies in different tourism sectors to increase sustainability.

Design/methodology/approach – The research involved examining the academic, institutional and trade literature to develop an overview of the most important challenges and an accurate portrayal of how innovative and proactive companies and destination managers are addressing these issues.

Findings – Increased tourism demand has contributed to social and environmental unsustainability in tourism. Although the tourism sector has already implemented sustainable initiatives, an accurate quantification and measurement of these practices’ real impacts on global tourism’s sustainability is not yet possible.

Originality/value – This study’s value arises from the systematic identification of the implications of climate change and overtourism as major features of a paradigm shift in tourism. This paper also presents a set of good practices to provide tourism stakeholders with more sustainable strategies and inspire these entities to adopt appropriate measures.

Keywords Sustainability, Climate change, Overtourism, Best practices in tourism, Transformation in tourism

Paper type Research paper

Introduction

While experts generally recognise that tourism is not a primary cause of climate change, evidence has been found that tourism is far from being the green industry it was, until recently, thought to be. The latest studies have indicated that this industry is responsible for about 3 per cent of total carbon dioxide (CO₂) emissions just in terms of the ecological footprint of transport to reach destinations. However, this figure increases to about 8 per cent when researchers take into account the components inherent to tourism stays such as food, accommodation, trips and tourist activities (Lenzen et al., 2018). The literature thus reveals a growing awareness that tourism has a component of unsustainability because it involves displacement and consequently CO₂ emissions – mainly because of the use of air transport.

This means that transport in leisure travel has been increasingly compared to surface transport, which was used by 46 per cent of tourists in 2006 and 55 per cent in 2016 (UNWTO, 2007, 2017). Although airlines are making an effort to acquire more fuel efficient airplanes that generate less CO₂ emissions, no technical evidence is yet available relating to short- and medium-term disruptive changes that could lead to substantially more environmentally friendly aviation. Thus, academics and international organisations recognise that the tourism
industry needs to make more of an effort to ensure that its activities are more sustainable to counterbalance the unsustainability introduced by travelling to destinations (Rutty et al., 2015).

Given this context, tourism companies and destination managers should promote sustainable practices, in many cases addressing the vulnerability of tourism resources and the requirements imposed by tourists who value destinations committed to sustainability (Deutscher Reiseverband, 2017). Notably, sustainability is not limited to environmental aspects as it also includes social and economic dimensions. That is, sustainability can only be attained when the practices developed cover these three dimensions (UNEP and UNWTO, 2005).

Tourism faces a further challenge because of the exponential growth of particular forms of tourism with a significant impact on the sustainability of destinations, namely, cruise tourism and the emergence of digital platforms for sharing accommodation, such as Airbnb. While cruise tourism has strong impacts on destinations’ environmental and social sustainability, the growing demand for accommodation in residential areas has had an adverse impact on social sustainability. Both problems are connected to the phenomenon known as “overtourism” (Francis, 2018).

To contribute to the discussion of these issues, this study sought to analyse how companies and destinations can mitigate the impacts of climate change and the phenomenon of overtourism. As a more specific objective, the present research aimed to identify and promote good practices carried out by destination managers and companies in different tourism sectors. The methodology applied was a review of the literature on climate change and overtourism, as well as their repercussions for the tourism industry. Concurrently, good practices were identified that allow tourism companies and destinations to adopt innovative, proactive strategies as a way to guarantee destinations’ sustainability and simultaneously develop competitive advantages.

Climate change, overtourism and (un) sustainable tourism

Until the 1980s, tourism was seen as a green industry with a symbiotic relationship with the environment. However, since then, concerns about the negative environmental impacts of tourism have emerged (Mathieson and Wall, 1982; Inskeep, 1991). The literature reports widespread recognition that tourism is responsible for a significant set of ecological impacts. These include heavy pressures on natural resources such as water and energy (Gössling and Peeters, 2015) and the intensive use of soils, resulting in profound changes in natural and cultural landscapes (Mathieson and Wall, 1982; Inskeep, 1991; Santos, 2012). In addition, tourism can have a negative impact on air, water and soil quality, as well as intruding into different ecosystems and contributing to a reduction in biodiversity (Diedrich, 2007; Hall et al., 2015), among other effects. Furthermore, studies have shown an increase in the demand for travel to more long-haul destinations, making the tourism footprint grow at a higher rate than that of other product categories (Gössling et al., 2015; Lenzen et al., 2018).

The intensity of negative impacts depends, on the one hand, on the tourism components involved (e.g. transport, accommodation and recreational activities) and, on the other hand, on destinations’ characteristics. Destinations on shorelines and small islands are the most vulnerable, as are snow and nature destinations (Jones and Philips, 2017).

Currently, many experts acknowledge that tourism plays an important role in energy consumption and the generation of CO₂ emissions, thus contributing to climate change (Gössling and Peeters, 2015; Lenzen et al., 2018; Zhang and Zhang, 2018). Air transport – a key component of this industry – has been identified as the main culprit in terms of energy consumption and CO₂ emissions, accounting for 75 per cent of total tourist energy consumption (UNWTO, 2008; Gössling, et al., 2015). According to a report published by the
UNWTO, United Nations Environment Programme [UNEP] and World Meteorological Organisation [WMO] (2008), the global average for CO\textsuperscript{2} generated by a single tourism trip is around 250 kilogrammes (kg). However, individuals who travel on long-haul flights, cruises or a combination of both can generate emissions well above this average (Gössling et al., 2015; Lenzen et al., 2018).

More recent data published by the Deutscher Reiseverband (2017) reveal that the total CO\textsuperscript{2} emission of a seven-day trip from Germany to Tenerife, including a stay in a hotel and air transport, is a total of 1,540 kg per person. Of this figure, 46 per cent (i.e. 715 kg) corresponds to direct emissions generated by activities at the destination, accommodation and flights. However, the cited study argues that the release of these gases into layers of the atmosphere where the impact on climate change is stronger also needs to be taken into account. In the aforementioned example trip, this additional effect accounts for 54 per cent of total emissions (i.e. 825 kg of CO\textsuperscript{2}). More specifically, when only direct emissions are considered (i.e. 715 kg), about 62.8 per cent corresponds to emissions generated by flights, 24.8 per cent by accommodation, 9.7 per cent by food consumption and 2.7 per cent by the activities carried out at the destination.

Based on the figures in this example and an UNWTO, UNEP and WMO (2008) report, accommodation is the second most important category responsible for CO\textsuperscript{2} emissions. Energy use in different types of accommodation includes air conditioning, heating and cooling systems, refrigeration equipment, food preparation, cleaning and lighting. In tropical or arid regions, energy may also be required for desalination of seawater. Although emissions related to food production for tourist consumption are less significant, food is also a source of emissions – particularly when not locally produced – leaving an extensive ecological footprint. Destination activities are apparently the least significant component in terms of CO\textsuperscript{2} emissions. However, some activities, such as car rentals and bus or boat excursions, can generate impacts at a local level that cannot be ignored (Deutscher Reiseverband, 2017).

In addition to causing impacts on the environment through energy consumption, tourism is also an industry with a high consumption of drinking water. Gössling and Peeters (2015) estimate that tourism’s direct consumption is less than 1 per cent of global water consumption, but this depends on destinations’ characteristics (Becken, 2014). For example, in 2000, international tourism in Malta accounted for 7.3 per cent of the country’s water consumption, and this figure is expected to exceed 10 per cent by 2020 (Gössling et al., 2012). Data from the European Environment Agency (2015) show that tourists consume three to four times more water per day than residents do.

The main sources of water consumption related to tourism are accommodation, landscaped areas, swimming pool maintenance, water parks and golf courses (Mangion, 2013). Accommodation is responsible, according to Gössling and Peeters (2015), for water consumption ranging from 84 to 2,425 litres per tourist per day, plus 10 to 875 litres for tourist activities in destinations. Regarding water consumption in accommodation, Gössling (2015) reports that 37.3 per cent corresponds to personal use of water by tourists in their room, 24.3 per cent for pool maintenance, 22.2 per cent for landscape irrigation, 8.8 per cent by laundry services and 7.4 per cent by kitchens.

Of all tourism activities, golf course maintenance has the greatest direct impact on water resources, particularly in regions with little available water, such as Mediterranean destinations (Gössling et al., 2012). In more extreme cases of drought, intensive water consumption can also contribute to the contamination of aquifers by saline intrusions.

The tourism industry is also responsible for waste production. Styles et al. (2013) found that tourism accounts for 6.7 per cent of the total waste generated by services sectors in the European Union. According to the cited authors, tourists tend to produce twice as much
solid waste than residents do. A study carried out by the World Wildlife Fund (WWF) (2018) revealed that 40 per cent of the solid waste in the Mediterranean Sea is because of tourism activities and that 95 per cent of this waste is plastics. According to Dilg-Saßmannshausen (2017), the 101 tourist resorts and 157 houseboats in the Maldives alone produce more than 140 tons of waste daily, which accounts for a quarter of all the Maldives’ waste.

Notably, not all destinations can treat their waste properly to minimise environmental impacts. When not properly treated, this waste often ends up being dumped into the sea, as recently occurred in the Dominican Republic, producing what the international media has dubbed “waves of garbage” (Karasz, 2018). In this case, several hundred tons of waste was removed from the beaches, most of which was plastic.

Overtourism happens when too many visitors or tourists arrive in a particular place at the same time (Artal-Tur et al., 2018; Francis, 2018). The problem of mass tourism saturation exists in many destinations worldwide, diminishing the quality of life of residents and creating negative experiences for tourists. However, overtourism has only become an important media topic in the last decade because of criticism and demonstrations led by social movements in various European cities (Novy and Colomb, 2016; Milano, 2017). In some cases, such as Barcelona and Venice, extremely aggressive positions have been taken against tourism – a phenomenon called “anti-tourism” or “tourismphobia” (García-Hernández et al., 2017). The rise of anti-tourism movements, especially in the two cities mentioned above, has become a notorious problem that is a consequence of uncontrolled growth in the number of visitors (Gutierrez et al., 2017).

According to various authors, the rise of anti-tourism is because of wide-ranging, negative impacts on destinations’ environmental sustainability and on residents’ quality of life (Smith, 2018; Seraphin et al., 2018). This is a dangerous situation because it tends to turn public opinion against tourism, especially in tourism destinations and requires intensive attention from tourism authorities and stakeholders in general to implement effective sustainable urban tourism management measures (Postma and Schmuecker, 2017). In the case of Barcelona, Venice, Amsterdam and Dubrovnik, residents’ social discontent and pressure essentially forced local authorities to recognise overtourism as a potential problem and take measures to control or mitigate its effects (Martins, 2018). The phenomenon of overtourism is largely because of a combination of three main factors in extremely attractive but limited urban spaces: large cruise ships, low-cost airlines and new platforms of tourist rental accommodation, especially Airbnb (Postma and Schmuecker, 2017).

In terms of the first factor, large cruise ships disgorge huge hordes of visitors since, for the cities they visit during the day, cruise ship passengers are not tourists, but visitors. Because all of them tend to visit the same attractions, these become overcrowded and harm the quality of life of local inhabitants, as well as causing tourist experiences to deteriorate to an unacceptable degree. Later in the same day, these visitors return to their cruise ship before dinner, so they spend little on shore (Francis, 2018). In other words, they only aggravate tourism’s negative impacts.

For example, the Barcelona Strategic Tourism Plan 2020 estimates that this city is visited by about 30 million visitors every year but that only the half of them stay overnight, while the other half may be cruise passengers and day-trippers (Milano, 2017). In Venice, the number of cruise passenger arrivals increased from around 300,000 in 1997 to more than one and a half million in 2015 (Milano, 2017). This city’s historic centre received 9,427,415 visitors in 2015, amounting to around 167 visitors per resident per year (Casagrande, 2016). The booming cruise ship industry has thus led to protests calling for cruise ships to be banned from Venice’s harbour, while the Greek island of Santorini has already limited cruise passengers to 8,000 a day (Morris, 2017). In
Barcelona and the other cities suffering from overtourism (e.g. Venice, Amsterdam and Dubrovnik), cruise ship visitors significantly aggravate this problem. These ships also contribute strongly to environmental degradation because they burn a particularly cheap, polluting type of fuel (Francis, 2018) – both for navigation propulsion and energy supply – including while in port.

The second factor in overtourism is that low-cost flights to some destinations have made reaching those destinations by plane much cheaper and affordable, contributing to an exponential rise in arrivals. Prices of low-cost airlines are kept artificially low by public subsidies per passenger of cheap flights along certain routes and by VAT exemptions for airline fuel (Milano, 2017; Francis, 2018). Although not all low-cost airline passengers necessarily stay in city centre accommodation, these tourists contribute to numbers well above the carrying capacity of certain geographical regions.

The third factor is when this problem is aggravated by low-cost flights combined with new platforms of tourist rental accommodation, especially the main player, Airbnb (Smith, 2018). This type of accommodation has the potential to satisfy tourists’ demands for new and more authentic experiences, but tourists are thus brought into neighbourhoods and residential buildings until then reserved for the local population (Novy and Colomb, 2016; García-Hernández et al., 2017; Milano, 2017). In Barcelona, tourist accommodation offered through Airbnb extends across residential areas without hotels or other tourist accommodation facilities. Evidence for tourism pressures introduced by Airbnb was found in a recent study showing that, as of October 2015, some census sections of Barcelona presented an offer of around 100 to 400 Airbnb lodgings per 1,000 inhabitants (Gutierrez et al., 2017).

In some cities, the growing number of holiday rentals has led to real estate speculation, raising housing prices (i.e. rental and purchase by square metre), diminishing the availability of housing and thus displacing the local population. In the case of Venice, researchers have observed a clear decrease in residents living in the historic centre. From 1951 to 2014, the population in the city centre decreased from 174,808 to 56,311 inhabitants (Casagrande, 2016). While the number of local residents has diminished, the number of properties being rented to tourists through apartment rental platforms (e.g. Airbnb) has risen exponentially (Milano, 2017). This is the main social issue that has contributed to social reactions and protests against tourism (Milano, 2017; Smith, 2018).

In addition, problems arise because of tourists’ behaviours and drinking as neighbours get annoyed by visitors’ noise and unusual practises, which transform and change residents’ everyday lives (Milano, 2017; Smith, 2018). In New York, San Francisco, Paris and Barcelona, a debate has developed about the legality of short-term rental platforms, especially Airbnb (Aznar et al., 2017).

Identification of good practices
This study’s more specific objective was to identify and present good practices followed by companies and tourist destination managers to indicate possible ways to mitigate the effects of tourism development on destinations’ sustainability and on climate change. As mentioned previously, experts acknowledge that, in relation to CO₂ emitted by travelling between tourists’ usual residence and tourist destinations, little can be done. However, the literature includes some examples of how companies can effectively encourage their customers to adopt more sustainable means of transportation. The Hotel Stadthalle near Vienna, Austria, has a policy of rewarding customers who use more environmentally friendly modes of transport, so all guests who arrive on bicycles or by train receive a ‘Green Bonus’ of a 10 per cent discount on their stay (Hotel Stadthalle, 2018).
With regard to reducing CO$_2$ emissions at tourism sites, researchers have reported several examples of good practices carried out by both destination managers and the organisations based there. Table I presents a systematic description of practices found in the academic, institutional and trade literature. This list is not exhaustive, as it is only intended to indicate the various types of good practices introduced and, where possible, to mention the results likely to be produced. Table I covers 11 different types of good practices that seek to reduce energy consumption and CO$_2$ emissions. The kinds of practices identified are (Table II):

1. availability of devices for charging electric cars (Hegenauer, 2014);
2. use of fully electric fleets at the organisations’ service (Deutscher Reiseverband, 2017; Creativhotel Luise, 2018);

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<tr>
<th>Initiative</th>
<th>Hotel/Hotel chain</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Think Planet”: support facilities for charging electric cars at no cost</td>
<td>Carlson Rezidor Hotel Group – Berlin</td>
<td>N/A</td>
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<tr>
<td>Use of renewable energies, such as solar and photovoltaic panels, groundwater heat pumps and wind turbines</td>
<td>Boutique-Hotel Stadthalle</td>
<td>A “zero-energy balance” allows this hotel to be self-sufficient in energy</td>
</tr>
<tr>
<td>Use of renewable energies, preference for local products, electric fleet, support facilities for charging electric cars at no cost, incentives given to employees to use bicycles as transport</td>
<td>Creativhotel Luise</td>
<td>The hotel uses 47% less energy than similar hotels with the same number of beds and in an equivalent category</td>
</tr>
<tr>
<td>Architecture: increased presence of natural light in public areas</td>
<td>Athenee Palace Hilton</td>
<td>Efficient energy management has led to a 36% reduction in energy consumption. The remaining units of the Hilton chain achieved a reduction of 22%</td>
</tr>
<tr>
<td>Introduction of more efficient engines on 72 Airbus A 340-300 aircraft</td>
<td>Lufthansa</td>
<td>This produces a 0.5% reduction in fuel consumption and extends the equipment’s life</td>
</tr>
<tr>
<td>‘E-PORT-AN’: 45 cargo and transport vehicles introduced at Frankfurt airport</td>
<td>Fraport, Lufthansa, the federal state of Hessen and Rhein-Main – the model region for electronic mobility</td>
<td>In 2016, this programme resulted in a reduction of 170 tons of CO$_2$</td>
</tr>
<tr>
<td>Introduction of electric motors in inflatable boats used for expeditions</td>
<td>Hapag-Lloyd Cruises</td>
<td>This initiative produced a reduction of 30% of CO$_2$ emissions</td>
</tr>
<tr>
<td>Optimisation of cruise routes</td>
<td>TUI Cruises</td>
<td>In 2015, fuel consumption was reduced by 14.1%, as well as 25% of CO$_2$ emissions eliminated</td>
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(3) encouragement of the use of electric or conventional bicycles by employees on the way to and from their place of work (Deutscher Reiseverband, 2017; Creativhotel Luise, 2018);

(4) use of renewable energy (i.e. solar and photovoltaic panels, groundwater heat pumps and wind turbines) (Creativhotel Luise, 2018; Hotel Stadthalle, 2018);

(5) inclusion of local products in guests’ meals (Creativhotel Luise, 2018);

(6) introduction of architectural aspects that seek to increase the use of natural light (Hegenauer, 2014);

(7) acquisition of equipment with more efficient motorisation (Deutscher Reiseverband, 2017);

(8) replacement of conventional motors with electric motors in large ships (Deutscher Reiseverband, 2017);

(9) optimisation of cruise ship routes (Deutscher Reiseverband, 2017);

(10) employee education about more efficient driving practices (Deutscher Reiseverband, 2017); and

(11) use of satellite-monitoring systems to control transfer fleets (Deutscher Reiseverband, 2017).

Another way in which CO₂ emissions can be decreased and contributions made to destinations’ sustainability is reducing and optimising consumption of resources that, in some cases, are quite scarce, such as drinking water intake. The good practices found focus on four main approaches:

(1) The use of water flow reduction systems in taps and other waterborne devices (Accor Hotels, 2016);

(2) Use of rainwater for irrigation and other purposes (Biohotel Organic Suites Bogotá, 2015);
Recycling and reuse of grey water for sanitary and irrigation purposes in gardens or golf courses (Marriot, 2017); and

Introduction of desalination systems to produce potable water for swimming pools and landscape irrigation (Diário Imobiliário, 2017).

Similar to efforts to reduce water consumption, solid waste production can also be minimised. This study was able to identify a number of companies from different sectors of tourism that voluntarily and proactively developed a set of initiatives to reduce their total volume of solid waste. Quite recently, people have become increasingly concerned about reducing waste, and in some cases, totally eliminating the use of disposable plastic objects such as straws, glasses, cutlery, dishes, key cards and water bottles. Table III presents some examples of companies and their initiatives in this area, including:

- introduction of a desalination system to reduce plastic bottles (TUI Group, 2017);
- reduction or elimination of disposable plastic utensils (Hanser, 2018); and
- reduction of individually packaged products (Creativhotel Luise, 2018).

Notably, at the international level, several hotel chains, tourist groups and destinations have voluntarily set goals, making a commitment to increasing their environmental sustainability. Concurrently, a set of initiatives carried out by these organisations has sought to promote the environmental education of internal and external collaborators, clients and relevant communities to encourage sustainable behaviours, in some cases by offering rewards through discounts (Veiga et al., 2017; Melo and Farias, 2018). In addition, companies and organisations are inviting their clients to make donations to environmental protection organisations that promote programmes mitigating the detrimental external effects of these tourism entities’ activities.

New measures are needed to minimise the negative effects of growth in the sharing economy regarding tourist rental accommodation in historic centres because traditional regulations cannot address this problem adequately (Smith, 2018). In some cases (i.e. London, Amsterdam and New York), officials have limited the days that accommodation can be rented through home-sharing sites or restricted how many properties a host can offer. In other cases (i.e. Lisbon), regulations give the power of refusal to condominium owners or building residents in apartment rentals to tourists whenever these produce a string of complaints.

<table>
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</tr>
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<tbody>
<tr>
<td>Introduction of desalination system that provides a supply of drinking water in glass bottles</td>
<td>Robinson Club Maldives</td>
<td>This system has contributed to the elimination of all plastic bottles</td>
</tr>
<tr>
<td>Commitment to eliminating the use of plastic straws by the end of 2018</td>
<td>Hilton</td>
<td>N/A</td>
</tr>
<tr>
<td>Elimination of use of plastic straws in coming years and reduction or even elimination of disposable plastic utensils in various hotel chains, aviation and cruise companies</td>
<td>Royal Caribbean International Celebrity Cruises Azamara Club Cruises TUI Cruises Pullmantur Hyatt Hilton Scandic Melia Alaska Airlines United Airlines Creativhotel Luise</td>
<td>N/A</td>
</tr>
<tr>
<td>Reduction of individually packaged products, especially small packages</td>
<td>Creativhotel Luise</td>
<td>This hotel produces 88% less solid waste than a comparable hotel</td>
</tr>
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</table>

Table III. Good practices identified that reduce solid waste.
In addition to the above approach, the present study aimed to identify other good practices in controlling tourist flows, decongesting the most popular sites, providing visitors with better tourism experiences and increasing residents’ quality of life. To achieve these objectives, measures have been developed such as the Discover the City application, which sends notifications to users when attractions are more congested than usual and suggests alternative places to visit, thus improving the patterns of visits to different city attractions. Part of this strategy is also to allocate more appealing designations of certain places. For example, the town of Zandvoort was renamed “Amsterdam Beach”, and it has included in its City Card the chance to access more distant locations via the public transport network. This town has further created a service powered by artificial intelligence integrated in Facebook Messenger, which analyses visitors’ profiles and suggests suitable activities (Volta ao Mundo, 2018).

Another example of good practices that manage tourism flows is companies that promote trips to neighbourhoods that are not usually part of tourists’ itineraries. The largest number of this kind of initiative has arisen in association with urban art, with a genesis in the London district of Shoreditch. Currently, excursions have been created to showcase this type of art in other cities, helping residents to feel the value of their neighbourhoods and even improving their self-esteem.

Conclusion
Increased tourism demand on a global scale, particularly for long-haul travel, cruise tourism, low-cost airlines and digital platforms of tourist rental accommodation, has contributed to social and environmental unsustainability in tourism. Intensified CO₂ emissions – mainly caused by air transport – have important implications for climate change. These changes are now acknowledged to be irreversible, and the tourism sector has to act to mitigate their impacts.

The present review of the academic, institutional and trade literature revealed that the tourism industry has recognised the need to develop new ways to operate in more sustainable ways. This shift has been largely driven by tourists’ demands for more environmentally friendly tourism practices. Best practices were identified across the sector, ranging from accommodation to transport, tourist activities, tour operators and destination management companies. The adoption of best practices has so far been mainly the result of organisations’ voluntary, proactive commitments, which are primarily because of positioning and reputation issues.

The best practices identified in the literature appear to fall into the following main categories: developing new technologies and management systems, reducing or eliminating resource consumption, recycling, promoting the use of environmentally friendly transport, using local products, regulating rentals and providing education and incentives to stakeholders. Organisations’ adoption of different types of best practices depends on these entities’ own resources, features and strategic vision. In addition, the various types of practices identified have an extremely variable degree of transferability. Some are easily reproduced, while others require greater effort.

To address the problem of overtourism, different destinations have developed distinct approaches, ranging from legal measures to limit or prohibit the expansion of tourism in already congested areas and reduce impacts on residents’ access to housing facilities to the adoption of technologies that monitor and manage tourism flows. These technologies are also used to communicate with tourists in real time to provide information and suggest alternative attractions. Another practice consists of redirecting tourism flows to areas usually not visited by tourists, such as street art tours. This approach may contribute to reinforcing social cohesion in destinations.
Although the tourism sector has recognised the need for – and has already implemented – sustainable initiatives, an accurate quantification and measurement of these practices’ real impacts on global tourism’s sustainability is not yet possible.

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