

PERCEPTION OF OVERTOURISM IN SELECTED EUROPEAN DESTINATIONS IN TERMS OF VISITOR AGE AND IN THE CONTEXT OF SUSTAINABLE TOURISM

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Abstract: Overtourism is a modern challenge in many popular tourist destinations. Social networks are also largely helping to spread this phenomenon, where destinations are presented to a large, dispersed, and younger audience of tourists. The aim of this paper is therefore to assess the age perception of overtourism in selected European destinations in the context of sustainable tourism. For the collection of primary data, we used an author's questionnaire, by which we surveyed from selected groups of Slovak respondents the perception of overtourism in our selected ten European destinations of overtourism. The analysis includes the most important findings from the questionnaire survey and the evaluation of research hypotheses. Selected mathematical-statistical methods were used, namely correlation analysis through the Spearman correlation coefficient and regression analysis through a simple linear regression model in the Gretl statistical program. The main findings include that there is a statistically significant association between the number of destinations visited and the age of the respondents, as well as that the number of overtourism destinations visited depends on the age of the respondents. This finding should be considered by destination management organizations when creating products aimed at younger visitors. Through various marketing activities, they could mainly focus on their travel behavior with an emphasis on the development of sustainable tourism.

Key words: overtourism, perception of overtourism, tourist destination, sustainable tourism

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INTRODUCTION

Tourism is one of the fastest growing economic sectors, as there is a growing interest among individuals in visiting those well-known places that are advertised as destinations that one must see at least once in a lifetime. However, the reality in such destinations tends to be very different from what it appears on social media, and beautiful views are alternated by noise, waiting in long queues to buy tickets and souvenirs, garbage or riots, and vandalism. All this is due to a phenomenon that is also technically called overtourism, which represents a situation where there is too high several tourists in a destination, even often it happens that the number of tourists in a destination exceeds the number of the local population. That is why the fact of how very important the position of marketing activities in tourism comes to the fore. These can help tourism on the one hand, but on the other hand, they can also significantly harm it (Matlovič and Matlovičová, 2016). Thus, by searching for answers to the question of how many tourists can be received today to secure the supply for tomorrow, more and more authors are engaged, since the natural but also, to some extent, cultural resources available to destinations are becoming increasingly limited (Butler, 2018). It should also be understood that overtourism is a complex phenomenon and it does not only concern the destinations themselves, which are trying to cope with the influx of tourists, but it concerns every individual in society, since overtourism can affect the cultural, social but also spiritual integrity of a destination. In connection with the ever-growing interest of tourists to learn about new tastes, smells or experiences, the destinations themselves try to adapt to the tourist so much that they displace their local business, their cultural ideals, attitudes, and even local gastronomy, and thus completely lose their authenticity by doing so. That is why the importance of finding a balance between tourism and the so-called slow travel tourist experience, where the tourist experience is not only built on

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tourist expectations but adapts to the local climate in the destination, comes to the fore. For this reason, the best alternative leading from overtourism is a gradual transition to sustainable tourism, not only in thought but also in practical terms.

Theoretical Background

Overtourism is tourism that is above the optimal or permissible rate, as the name itself implies. It represents the overpopulation of tourists in the destination, which is realized in an unsustainable way (Milano et al., 2019; Oklevik et al., 2019). It arises in places where many tourists come in a short period of time (Veiga et al., 2018; Postma and Schmuecker, 2017). Overtourism as a modern phenomenon in tourism is the result of a combination of several factors that lead to the constant interest of tourists to visit certain destinations. Although many influences have existed in destinations for years, the very breakthrough came only with the advent and massive introduction of information and communication technologies in the field of tourism. In connection with the created conditions for intensive promotion of individual destinations, these destinations have become known to tourists and have thus become attractive for potential visitors but also for the tourism industry. Overtourism is also largely supported by the ever-growing world population, which naturally also leads to an increase in the number of tourists themselves (Dods and Butler, 2019; Guillaume et al., 2019). In connection with overtourism, comes to the fore the question of how a given destination is determined to be influenced by overtourism and in what intensity is outlined. There are currently only prediction models to measure overtourism, as this is a phenomenon that cannot be measured accurately. One of the most well-known attempts to measure overtourism is the European Parliament study (2018), produced for the European Parliament's Committee on Transport and Tourism, which proposes 5 indicators for the assessment of overtourism:

1. tourism density (number of beds per km²) and intensity (number of beds per capita),
2. Share of Airbnb bed capacity from Airbnb and capacity from Booking.com,
3. the share of tourism in regional gross domestic product,
4. air traffic intensity (arrivals/population),
5. proximity to the airport, ports, and UNESCO World Heritage Sites.

These indicators point only to a quantitative approach to the understanding of overtourism, however, since overtourism is a more complex phenomenon and qualitative and subjective aspects such as perception also significantly interfere with it (Bouchon and Marion, 2019). The perception of overtourism can distort the very intensity of this phenomenon. While a high concentration of tourists may be acceptable for a destination due to the proper organization of this phenomenon, tourist expectations about the authenticity of the destination can be completely different with the same intensity of overtourism. That is why all quantitative models of measuring overtourism are only approximate. Bouchon and Marion therefore proceed from the idea of a different perception of overtourism in the destination, which also led them to create a typology of destinations of overtourism based on two pillars, namely the perception of the influence of the urban experience and the perception of tourist concentration. According to this typology, destinations are divided into 4 categories – tourist integrated destinations, tourist destinations, tourist segregated destinations and finally tourist dysfunctional destinations (Bouchon and Marion, 2019). Tourist-integrated destinations are those destinations where residents and tourists seamlessly share urban spaces and fit into urban life. Both parties involved have a mutual interest and there is no tension to such an extent that it needs special attention. In tourist destinations, overtourism has only recently developed and therefore tensions between tourists and residents are still developing there.

The intensity is not yet very high, and it remains to be seen in which direction the situation will develop. In tourist segregated destinations, there is a so-called "tourist bubble", in which visitors are perceived as intruders in some public urban spaces. The main strategy in such cities is that residents avoid tourists in several urban spaces, and tension arises between them in the event of a clash. Tourist dysfunctional destinations have already gone through overtourism in full.

In such destinations, residents no longer perceive their urban space as functional and involuntarily leave it to tourists (Bouchon and Marion, 2019; Seraphin et al., 2018). However, over time, any destination can change from tourist integrated to tourist dysfunctional. This phenomenon is due to the gradual change in the approach of the local population to tourists. This fact is illustrated by the Doxey's Irridex, which expresses that the attitude of residents towards tourists changes over time in four consecutive phases – euphoria, apathy, irritation, and agony, where the attitude of residents to tourists manifests itself in varying intensity (Martínez-García et al., 2017). We can see this fact in the following Figure 1. In the first phase, residents are enthusiastic about the influx of tourists and the development of tourism, as money flows together with the tourist, in the second phase, the tourist is already taken for granted and a tool for making a profit. In the third phase, however, the destination is already saturating with tourists to such an extent that capacity needs to be expanded. At this stage, the negative effects of overtourism begin to manifest themselves, which leads to the emergence of irritation among residents and tourists, and to the most significant extent this manifests itself in the last phase – a phase of agony in which local residents realize that they have to live with the fact that their ecosystem will never be the same again, and the locals perceive the tourist only as a harbinger of everything bad (e.g., tax increases, prices for food, real estate, damaged

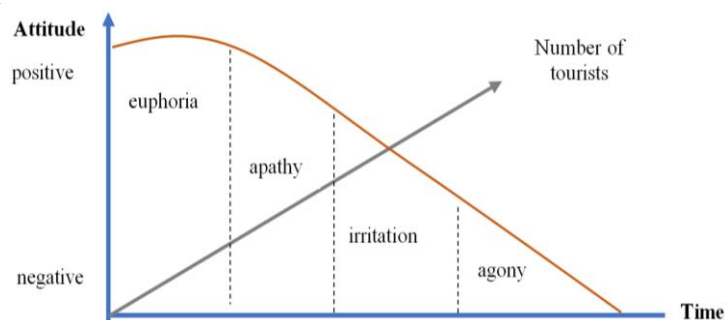


Figure 1. Doxey's Irridex of the development of resident's attitudes to tourists (Source: Martínez-García et al., 2017)

environment, etc. (Martínez-García et al., 2017; Szromek et al., 2019; Kyriakaki and Kleinaki, 2022; Kim and Yoon, 2020). In connection with the gradual change of individual attitudes of residents towards tourists, the positivity and negative effects of overtourism are also manifested. For this reason, they come to the fore especially negative impacts that need to be addressed in the most appropriate way. In this regard, Dušek (2020) proposed individual ways to solve overtourism, which we can see in the Table 1 below, along with concrete examples introduced in practice in several world destinations.

Table 1. Ways and examples of dealing with overtourism (Source: Dušek, 2020)

| The way of solving overtourism | A concrete example of solving overtourism |
|---|---|
| Limiting the number of tourists or time, which tourist can spend in the monument | Bojan temple in Sofia – to preserve unique frescoes, entry is allowed only for groups (about 50 tourists) for about 10 minutes. |
| Regulation of digital platforms | London – private accommodation providers (mainly via Airbnb) can only book a room/facility only 90 days from year for tourists |
| Restrictions on tourism businesses | Rome – ban on serving alcoholic beverages after 2 o'clock at night |
| Regulation of tourist behavior | Amsterdam – fines for tourists who are caught drinking alcoholic beverages and urinating in public |
| Fiscal measures | Balearics – ecological tax for tourists (4 € per person / night); Tourist tax in many tourist-favorite destinations such as Rome, Paris, Berlin and Amsterdam |
| Restriction of access to certain parts of the destination or closure of part of the destination | Paris, Rome – ban on two-decker sightseeing buses entering the city centre |
| Regulation of construction and development of infrastructure | Amsterdam – ban on the construction of new hotels and souvenir shops |
| Changing marketing and behavior on social media | Bruges – radical reduction in spending on destination marketing and management |
| Concept Smart City or Smart Region | Many destinations introduced a specific model, but only 4 were awarded – Gothengurg (Sweden), Ljubljana (Slovenia), Karlsruhe (Germany) and Breda (Netherlands) |

Another of the authors who deals with the issue of solving overtourism is also Frajer (2020) who talks about 3 concepts to respond to overtourism – finding the bearable capacity of a destination, creating a resilient destination and, finally, contributing to the sustainability of the destination. In addition to studying overtourism, he names specifically the modern causes of the emergence of overtourism, which are constantly exacerbating this phenomenon, such as Airbnb, Uber, and low-cost airlines. It also talks about the many impacts of overtourism that have become known worldwide and cast a negative light on the destinations themselves – such as the Venetian syndrome, which means that residents, because of overtourism, leave the city center and move to the suburbs, but in some destinations the suburbs are already affected by overtourism. According to him, over time, destinations can reach the stage of a "tourist ghetto", when the destination permanently loses its national identity. Lukáč et al., (2020) look at the solution of overtourism from a pragmatic point of view. According to the authors, many solutions are often only of a theoretical nature, and therefore it is necessary to propose appropriate ways of solving this situation through so-called soft and hard measures. In soft or gentle measures, the authors mainly include educational and educational activities, temporal and spatial dispersion of the visiting mass and improvement of the capacities of the tourism industry. As harsh means of action, the authors include entry bans, fines, and other punitive measures. The basic difference between soft and hard measures is that the results of soft measures are felt by the destination only after a certain period, while hard measures produce results immediately, which is crucial for overtourism in the destination, and it is better if individual measures are taken as soon as possible. That is why the authors propose that destinations should now focus more on sustainability and sustainable tourism. The best alternative to overtourism is to apply sustainability principles in tourism in the long run (Štefko et al., 2018). Sustainability in tourism according to the UNWTO (2014) is a form of travel that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, the environment, and host communities. From the above, sustainable tourism is strongly time-oriented, as it plays a significant role in the present, but all its activities must also be future-oriented (WTTC, 2018). That is why many studies (for example, study of Szromek et al., 2019; Jover and Díaz-Parra, 2022; Butler and Dods, 2022; Mihalič and Kuščer, 2022) are currently focused on finding ways to increase the level of sustainability in destinations that are burdened by of tourists, which we want to also explore through this study

MATERIALS AND METHODS

The aim of the paper is to evaluate the perception of overtourism in selected European destinations in terms of visitors age in the context of sustainable tourism. To find out the perception of overtourism from an age perspective in selected European destinations, a questionnaire survey was constructed by us and used from selected groups of respondents who visited selected destinations of overtourism and evaluate the perception of this phenomenon based on their own travel experience. The respondents came from Slovakia and anyone who visited selected European overtourism destinations could take part in the questionnaire survey, as the questionnaire was accessible on Facebook in a fun page of travel supporters.

The questionnaire research was conducted between 9 December 2021 and 28 February 2022 and involved a total of 267 respondents but not all responses were included in the subsequent analysis. The main criterion for filling out the questionnaire was to visit at least one of the overtourism destinations selected by us, therefore it was possible to use from the total number, the answers of 110 respondents who fulfilled this criterion and thus their answers could be included and used in the subsequent analysis. A total of 110 respondents participated in the questionnaire inquiry, of which 94 were women (85.45%) and 16 were men (14.55%). In terms of age, the largest number of respondents were aged 18-28 (37.27%). This may be due precisely to the fact that the collection of individual opinions from respondents has been carried

out on Facebook. Respondents aged 29–39 years were 30%. 24.55% respondents were between 40-50 years old. The fewest of our respondents were between the ages of 51-61 (8.18%). This fact can be seen in the following Figure 2.

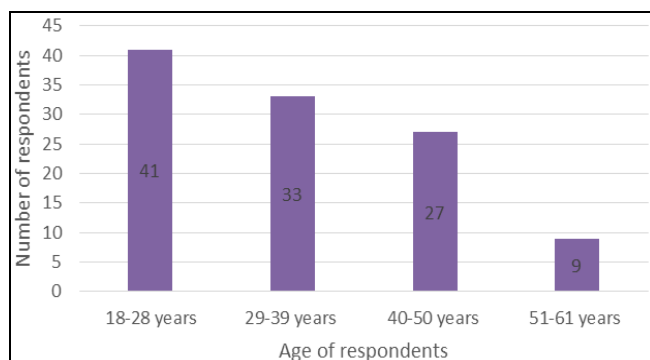


Figure 2. Age of respondents (Source: authors' processing)

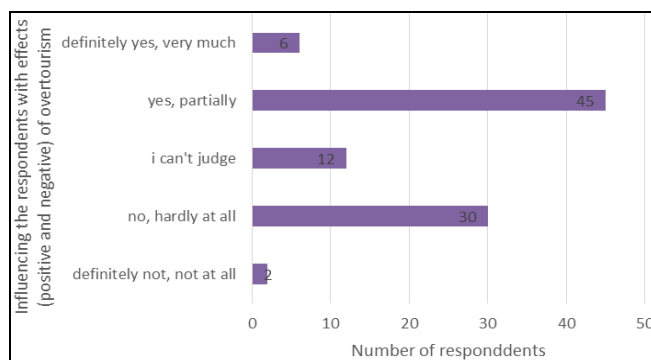


Figure 3. Influencing the respondents with effects of overtourism

Figure 2 shows that the largest group of respondents were respondents aged 18-28 years, the assumption about the existence of a statistically significant link between the age of the respondent and the number of overtourism destinations visited may come to the fore, given that younger respondents may travel more often than older respondents precisely because of the abundance of free time or social networks where individual respondents can get faster information about overtourism destinations than respondents who are older. Based on this assumption, the following research hypotheses have also been established, which we will try to verify using correlation analysis:

H₀: There is no statistically significant association between the number of overtourism destinations visited in terms of respondent's age.

H₁: There is a statistically significant association between the number of overtourism destinations visited in terms of respondent's age.

At the same time, however, we were also interested in whether the number of overtourism destinations visited depends on the age of the respondent, which is already the subject of investigation using regression analysis. The established research hypotheses were evaluated by appropriate mathematical-statistical methods – namely, correlation analysis through the Spearman correlation coefficient and regression analysis through a simple linear regression model performed in the Gretl statistical forecast. To find out the perception of overtourism, 10 European destinations were selected. These destinations are Prague, Venice, Krakow, Amsterdam, Dubrovnik, Malta, Mallorca, Ibiza, Sardinia, and Santorini. The main criterion for the selection of given destinations is their geolocation since all these destinations are located on the European continent. However, we can look at selected destinations from several perspectives within their geography, as we can see in the Table 2 below.

Table 2. Geographical criterion of selected destinations (compiled by the authors)

| Geographical criterion | Selected destinations |
|--|--|
| The region of Europe in which the destination is located | Southern Europe – Venice and Sardinia (Italy), Santorini (Greece), Ibiza and Mallorca (Spain), Dubrovnik (Croatia) and Malta |
| | Western Europe – Amsterdam (Netherlands) |
| | Central Europe – Prague (Czech Republic) and Krakow (Poland) |
| Character of the earth's crust of the destination | mainland destinations – Prague, Venice, Krakow, Amsterdam and Dubrovnik |
| | island destinations - Malta, Mallorca, Ibiza, Sardinia and Santorini |

Results and Discussion

In this part of the paper, we will focus on the evaluation of the questionnaire survey as well as on the verification of research hypotheses using correlation and regression analysis. For this reason, we divide this section into two separate units, where the first part will be devoted to the main findings of the questionnaire survey, and the second will deal with the verification of the findings of the first part using appropriate mathematical-statistical methods.

The main findings of the questionnaire survey:

Of the selected destinations, respondents visited Prague the most, which was visited by 94 respondents (85.45%) out of 110 respondents. After Prague, two destinations were the most visited of the selected destinations – Krakow and Venice, which were visited by 51 respondents (46.4%). This was followed by Mallorca, which was visited by 33 respondents (30%), Amsterdam, which was visited by 24 respondents (21.8%), Dubrovnik, which was visited by 21 respondents (19.1%), Sardinia, which was visited by 20 respondents (18.2%), Santorini, which was visited by 19 respondents (17.3%). The fewest respondents visited Malta, where there were 12 respondents (10.9 %), and Ibiza, which was visited by 9 respondents (8.2 %). In this regard, respondents could indicate one or more destinations that they visited.

From reasons for visiting the destination, respondents enjoyed exploring cultural, historical, and sacral monuments as well as relaxation and recreation for almost every destination, which the respondents chose as an option for almost every of the selected destinations. Other but less common reasons for visiting the destination were work reasons, education as well as visiting relatives and friends. The least common reason was healthcare, which was not mentioned by any of the respondents for either destination. In the questionnaire inquiry, respondents could also express whether they had noticed the

overtourism in the destination, whether it had affected them and to what extent. A total of 95 respondents answered the question, as this question was filled in only by those respondents who also noticed overtourism in selected destinations. Their answers ranged from "definitely not, not at all, to definitely yes, very much" which we can see graphically processed in the following figure. From Figure 3, it is clear, that the most respondents were partly influenced by overtourism (up to 47.37% of respondents). 6.32% of respondents were heavily affected by overtourism. Overtourism hardly affected 31.58% of respondents and did not affect only 2.11% of respondents at all. 12.63% of respondents could not assess the influence of overtourism.

Verification of research hypotheses through using correlation and regression analysis:

Since in this paper we focus on the perception of overtourism from the point of view of age, established research hypotheses take this fact into account. First, we want to verify the existence of a statistically significant connection between the number of overtourism destinations visited and the age of the respondents. Since we find out the connections between variables, we will use correlation analysis tests. The procedure we used to verify the established hypotheses is shown in the Table 3 below.

Table 3. Verification of established research hypotheses using correlation analysis (compiled by the authors)

| | |
|---|---|
| Variables | number of visited overtourism destinations age of respondents |
| Hypotheses for normality testing | H ₀ : variable has a normal distribution H ₁ : variable does not have a normal distribution |
| Significance level α | 0,05 |
| Decision-making rule | If the p-value $\leq \alpha$, H ₀ is rejected. The variable does not have a normal distribution. If the p-value $\geq \alpha$, we cannot reject H ₀ (we do not reject it). The variable has a normal distribution. |
| Normality test | Doornik-Hansen test |
| Resulting p-value | number of visited overtourism destinations (p = 0,0000) age of respondents (p = 0,0037) |
| Conclusion | The resulting p-values are lower than the significance level of the α . Variables do not have a normal distribution |
| Correlation coefficient | Spearman correlation coefficient |
| Statistical hypotheses | H ₀ : $\rho_s = 0$ H ₁ : $\rho_s \neq 0$ |
| Decision-making rule | If the p-value $\leq \alpha$, H ₀ is rejected. The Spearman correlation coefficient is statistically significant. There is a statistically significant link between variables If the p-value $\geq \alpha$, we cannot reject H ₀ (we do not reject it). The Spearman correlation coefficient is not statistically significant. There is no statistically significant association between variables |
| Coefficient size | 0,3172 |
| Resulting p-value | 0,0007 |
| The strength of the correlation | medium (see Cohen, 1988) |
| Type of correlation | direct (relative to the positive value) |
| Conclusion | The resulting p-value is lower than the significance level of the α . The Spearman correlation coefficient is statistically significant. There is a statistically significant link between the number of overtourism destinations visited and the age of the respondent |

From the above table it is clear that when verifying the research hypotheses, we found that the individual variables that stand out in the research hypotheses are quantitative and do not have a normal distribution, due to which the selected correlation coefficient was adapted, namely the Spearman correlation coefficient, which is used in this case and which only confirmed that there is a statistically significant correlation between the number of destinations visited by respondents and the age of the respondents. To determine the strength of the correlation between variables, we used the Cohen (1988) interpretation, which considers the magnitude of the calculated coefficient and is as follows:

- $|r| \in <0; 0.1)$ very small or almost no correlation;
- $|r| \in <0.1; 0.3)$ weak correlation,
- $|r| \in <0.3; 0.5)$ medium correlation;
- $|r| \in <0.5; 1)$ large correlation.

In this case, according to Cohen's interpretation, the strength of the link between the age of the respondents and the number of destinations visited is medium. The correlation is direct or positive as the correlation coefficient has reached positive values. If we consider that the intensity of correlation between variables is medium, we are also interested in whether the number of overtourism destinations visited depends on the age of the respondent. Thus, we are interested in which variable is dependent in our case and which, on the contrary, is independent, for which it is necessary to use already regression analysis. The procedure that we will use is shown in the Table 4. It is clear from the above table that the number of destinations visited depends on the age of the respondents. The variability of the number of visited destinations of overtourism is 7.42%.

CONCLUSIONS

From the above-mentioned literary search, the results of the questionnaire survey, as well as the results from the correlation and regression analysis, our assumption about the existence of a connection between the number of age-related destinations visited has been confirmed, and therefore there is a statistically significant link between the number of destinations visited and the age of the respondents. At the same time, our second assumption about the dependence of the number of overtourism destinations visited on the age of the respondent was confirmed. This is therefore a significant fact for all destination management organizations, which form key activities in the elimination of overtourism. Since the number of overtourism destinations visited depends on the age of the respondents, it is necessary to focus primarily on

younger tourism participants and offer them the possibility of traveling even to those destinations that are not marked by crowds of tourists, although they may not have such attractive tourist potential as overtourism destinations.

Table 4. Verify the dependence of variables using a simple linear regression model (compiled by the authors)

| | |
|---|--|
| Variables | number of visited overtourism destinations (NVOD) age of respondents (AGE) |
| Determination of dependent (y) and independent (x) variables | number of visited overtourism destinations = y age of respondents = x |
| General shape of a simple linear regression model (by Markechová et al., 2021) | $y_i = \beta_0 + \beta_1 \cdot x_i + \varepsilon_i \quad i = 1, 2, \dots, n.$ |
| The specific shape of a simple linear regression model (by Vašaničová, 2021) | $NVOD_i = \beta_0 + \beta_1 \cdot AGE_i + \varepsilon_i \quad i = 1, 2, \dots, n.$ |
| Assessment of the presence of heteroscodactic | H_0 : residues are homoscodactic H_1 : residues are heteroscodactic |
| Significance level α | 0,05 |
| Decision-making rule | If the p-value $\leq \alpha$, H_0 is rejected. Residues are heteroscodactic. If the p-value $\geq \alpha$, we cannot reject H_0 (we do not reject it). Residues are homoscodactic. |
| Statistical test | White 's test |
| Resulting p-value | 0,394734 |
| Conclusion | The resulting p-value is higher than the significance level of the α . Residues are homoscodactic. |
| Statistical hypotheses | $H_0: \beta_0=0$ against $H_1: \beta_0 \neq 0$ $H_0: \beta_1=0$ against $H_1: \beta_1 \neq 0$ |
| Resulting p-values | p-value (β_0) = 0,0185 p-value (β_1) = 0,0040 |
| Decision-makig rule | If the p-value $\leq \alpha$, H_0 is rejected. The constant and regression coefficient is statistically significant. Variable y depends on variable x. If the p-value $\geq \alpha$, we cannot reject H_0 (we do not reject it). The constant and regression coefficient are not statistically significant. Variable y does not depend on variable x. |
| Conclusion | The constant and the regression coefficient are statistically significant, since the resulting p values are lower than the significance level of the α . The number of overtourism destinations visited depends on the age of the respondents. |
| Coefficient of determination R^2 | 0,074225 t. j. 7,42 % variability in the number of visited destinations |

It is also necessary to focus on the social networks on which this age group of respondents spends the most time. Destination Management Organizations or even international tourism companies can reach the younger generation on these platforms by promoting the consequences of overtourism. Equally inspiring is the actions of destination management in Amsterdam, where since 2019 they have introduced the Enjoy and respect campaign, which aims to combat the offensive behavior of some tourists. They decided to implement this campaign based on the observations of a group of young men aged 18-34 who visit Amsterdam exclusively for nightlife and parties. As these tourists search the internet for well-known bars in the Dutch capital, this campaign focused on online targeted ads that will also show tourists searching for Amsterdam's famous bars a list of fines they may receive for inappropriate behavior. This campaign became so successful that Venice itself was inspired by it, which introduced it with small variations under the name EnjoyRespectVenezia.

Furthermore, it is important that the issue of overtourism should also be addressed to local authorities, which should monitor tourist traffic and collect data, including qualitative data, in terms of customer expectations and types of activity, which would allow the creation of road maps for sustainable tourism development. This could include, among other matters, encouraging the extension of stays; expanding the possibilities of spending time; and creating new attractions located in less populated areas, which could be less burdensome for residents. It is worth implementing initiatives that would support local businesses run by residents. To counteract the negative impact of overtourism on the environment, it is proposed to implement smart technologies that would monitor the level of traffic in the city and prevent overcrowding in places attractive to tourists. It is also worth using social media to provide information encouraging tourists to respect local culture and the environment, as well as informing them of the negative effects of not respecting these principles. To minimize the negative impact of overtourism on the environment, acceptable levels of tourists' impact on tourist attractions can be defined through a participatory process involving all interested parties. This will make it easier for local communities to reap the benefits, create shared experiences of the city for visitors and residents, and help communicate with residents.

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Limitations and recommendations

The biggest limitation we encountered in drafting this paper is the size of our research sample. The 110 respondents represent a relatively small sample, which is probably due to the short data collection time. At the same time, we also had to deal with a low return on the questionnaire and an uneven distribution of respondents in terms of gender. It should also be noted that the research sample consisted only of tourists coming from Slovakia and therefore the results based on the verification of research hypotheses using correlation and regression analysis cannot be generally valid for

all tourism participants. Therefore, in future research, it is necessary to be wary of the gender distribution of the research sample and to invite more men to the research. At the same time, it is also necessary to consider the extent of the questions that we asked respondents in the questionnaire survey, which may not have been understandable to respondents, which could prevent a low return on the part of respondents in the future. At the same time, we think that in the future, the way the questionnaire is delivered to respondents from online to offline should also change. An analysis extended to the views of respondents from other countries would bring equally interesting results.

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