

Research Snapshot

The phenomena of overtourism: A review

Rachel Dodds and Richard Butler



Process

- An examination of overtourism and its contributing factors
- Suggests mitigation measures for policy makers
- Drawn from a review of literature on tourism development over time

Results

- Reducing or not increasing tourist numbers is key
- Un-promotion or de-promotion is the least harmful action
- Political will at all levels is the first step to mitigating overtourism



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