



Conceptual Study on Early Stage of Overtourism in the Tourism Area Life Cycle Perspective: The case of Eskişehir

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Article History

Received: 05.02.2020

Accepted: 28.10.2020

Keywords

Overtourism

Tourism area life cycle

Early stage of overtourism

Eskişehir

Abstract

The concept of "overtourism", which emerged with anti-tourism demonstrations in various regions of the world, is one of the most striking issues in today's tourism management literature. This study aims to develop appropriate strategies for overtourism management by using the tourism area life cycle. With the conceptual analysis, the infrastructure levels of the regions regarding the development of tourism have been associated with the tourism intensity levels changing according to the arrivals and tourism capacity. Thus, the tourism infrastructure development levels of the regions and the "early stage of overtourism" are determined on the tourism area life cycle curve and recommendations for the management of the stage were presented. In order to manage the overtourism with versatile and resistant systems, the conceptual evaluations made over the early stage were exemplified in Eskişehir province. Based on the analysis, it was concluded that the city continues to develop the infrastructure stages necessary for the development of tourism and that it is in the overtourism early stage phase, where the tourism intensity has an increasing momentum.

Article Type

Conceptual Article

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DOI: 10.21325/jotags.2020.667