



Overtourism Movements and Tourism Phobia in the Light of Media Coverage

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Abstract

Tourism, which is one of the world's largest industries, has been tending to unwittingly endanger its own existence since 2012 when the number of international tourists rose to over 1 billion. One of the top challenges facing tourism in the 21st century is tourism phobia and the upward trend of the phobia in recent years. Anti-tourism movements have been rolled out in Barcelona and Venice under the motto "this is not tourism, this is invasion", leading to a ripple effect across Europe. The momentum of anti-tourism movements has attracted the interest of academics of tourism, and it has been argued that it is of priority for further studies. Anti-tourism movements led by local people result from overcrowding, noise, infrastructural problems and similar challenges. The majority of people consider tourism not something that brings about benefits but a detrimental activity. In addition, such movements wreak their anger on tourists, the least responsible party among the stakeholders. Tourism phobia is the fear, aversion or social rejection that the local citizens feel in a destination towards tourists. One of the reasons behind tourism phobia's rise around the world is media coverage without a question. How tourism phobia is interpreted and narrated by media outlets is of capital importance as they have a direct influence on individuals, groups of people and a society as a whole. To this end, the study, which relies on a descriptive analysis, addresses 16 news reports covered by international media outlets about anti-tourism movements and tourism phobia. The analysis pointed to four main themes in advent of overtourism, effects of overtourism and tourism phobia, anti-tourism propagandas, measures and limitations, and a total of 20 thematic codes of those codes.

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