



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

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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.

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INTRODUCTION

Unique features such as landscapes, natural wonders, environmental beauties, clean environment or historical charm of the regions make them attractive for tourism (Carballo et al., 2019). Although the relationship of tourism production systems with economic growth is related to transportation, accommodation, tourist destinations or activities, the increase in the number of tourist arrivals in tourism regions is also seen as the main path to economic benefit (Oklevik et al., 2019). As the economic benefits gained from tourism activities in a particular region increased, certain infrastructure developments such as roads, health facilities and service sectors in the region were also triggered, leading to a greater concentration of tourism (Hess, 2019). As many tourists try to visit certain areas, the perception of "crowd" and its criticisms have begun to emerge (Oklevik et al., 2019). In short, as the popularity of the regions increased, the number of tourist arrivals started to increase along with economic returns and the concept of increasing tourism density emerged. In this respect, if the tourism attraction and tourism potential of the region are not managed well, the region faces the risk of "overtourism". Overtourism has manifested itself in anti-tourism demonstrations in popular destinations such as Venice, Dubrovnik, Santorini, Barcelona and Amsterdam, and has become a topic that has been discussed under the title of "Tourists Go Home" (Alexis, 2017). In the literature, this is presented as social conflict as well (Yang et al., 2013; Hess, 2019). Therefore, it is possible to interpret overtourism, which has become the current problem of the people of the tourism region and the focal point of tourism research, as "regional tourism opposition".

What is more important than a critical approach to the phenomenon of tourism or expressing a simple state of discomfort is that overtourism is a physical degeneration that threatens tourism regions. Due to overtourism, irregularities in the regional ecosystem, the gradual loss of natural resource controls (Carballo et al., 2019), environmental and water pollution (Koens et al., 2018), heavier traffic and associated air pollution and crowding of the city are frequently experienced. In addition, the loss of the tourism attraction of the region (Carballo et al., 2019), the inflation experienced at the regional level (Oklevik et al., 2019), the filling of the city capacities by tourism (Capocchi et al., 2019) and the increasing security concerns of the public are other related problems. The damages that occur in urban, rural and coastal areas for tourism purposes are based on the rapid increase of unsustainable mass tourism practices and are also considered as "tourismphobia" (Milano et al., 2019). These negative factors considered can be listed as the side effects that threaten the economic and social sustainability of the region at a significant level. Mostly in recent years, the related literature has been discussing the main reasons and evaluation of the phenomenon of overtourism, (Alexis, 2017, Capocchi et al., 2019, Goodwin, 2017; Oklevik et al., 2019), the measures that can be taken regarding overtourism, and the effectiveness of the existing measures (Carballo et al., 2019).

It can be said that many regions have "overtourism potential", unless the necessary administrative checks are in place in the tourism regions with heavy tourist attractions. However, the visibility of overtourism, in other words, its effects may not emerge immediately. In the literature and in the sector, the search for measures at the administrative level is increasing gradually for overtourism, which has started to be addressed with the increase in the level of public disturbance and the people's beginning to express their views. There is a need for new approaches that can be applied from a tourism management perspective to examine how close tourism regions are to overtourism and to provide the necessary measures. This study, by taking overtourism from the perspective of the "tourism area life cycle", brings with it some research questions on the "early stage of overtourism" phenomenon and the detection of overtourism

without experiencing it. Through the inquiries in this context, tourism in Eskişehir province is analyzed within the scope of "overtourism phenomenon".

Conceptual Framework of The Study

Overtourism in terms of Tourism Area Life Cycle

Butler (1980)'s tourism areas life cycle model is one of the most robust and widely used conceptual and administrative frameworks in the field of tourism (Baum, 1998). According to this cycle, tourism regions go through a certain life cycle until they reach the level of physical and social degeneration. These stages are known as the Tourism area life cycle (TALC) by Butler (1980) and are hypothetically plotted as in Figure 1. Using this structure and associated analytical models, it is possible to create scenarios that reflect the future tourist traffic and the location of the region on the cycle, albeit hypothetically (Widz & Brzezińska-Wójcik, 2020). According to these stages, the region is first discovered as a tourism region. During the exploration phase, the area has few adventure-seeking visitors, people have limited information about the area, and the area has limited infrastructure for tourism. As the local people discover the tourism potential of the region, they participate in the development of tourism by opening small accommodation and food and beverage facilities. Then, local governments and investors realize that the number of visitors is increasing and larger and more complex infrastructure projects are started. At this stage, some indigenous people may feel excluded from developments. These stages are called "Exploration, Involvement, and Development" stages. With the increase in tourism opportunities, the balance between the people of the region and tourism reaches the most satisfying stage both in economic and social terms. However, this balance then begins to deteriorate with the introduction of large holiday holdings called consolidation and more intense increases in the number of tourists. This situation is considered as the beginning of mass tourism and as the tourism density in the region increases, it has negative effects on the daily life of the people over time and the local people begin to feel uncomfortable with the ongoing tourism activities (Alexis, 2017).

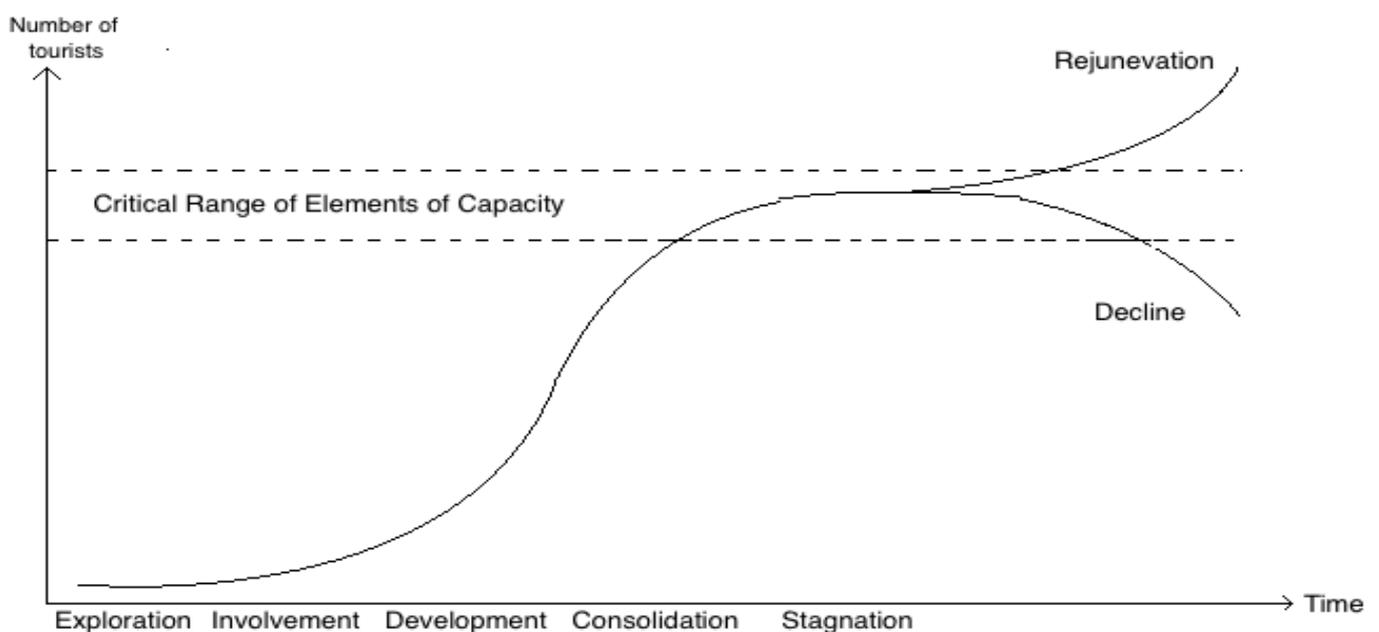


Figure 1: Butler (1980)'s Tourism Area Life Cycle

Within the scope of the study, in order to be able to analyze overtourism from the framework of tourism area life cycle, the concept of "**tourism intensity**" was taken as a basis in relation to the region's transport capacities. The World Tourism Organization has defined the maximum number of people who can visit a tourism center at the same time as the "**tourism carrying capacity**" of a region, without destroying the physical, economic and sociocultural environment and causing an unacceptable decrease in the quality of visitors' satisfaction (UNWTO, 1981). Therefore, it can be mentioned that there are various "**capacity utilization rates**" for each tourism region in relation to tourism intensities. The capacity of the tourism region can be used as an element that can be defined separately for all activities and destinations in the region. As the utilization rates of the relevant capacities and the benefits of the region from tourism increase, as stated in the study of Butler (1980), almost all of the capacities begin to be used and if there are no initiatives related to overtourism management in the region, tourism intensity starts to affect the daily life of the people. The tourism attraction of the region, which causes the use of almost all of the capacities, reaches a certain saturation point after the development phase in the life cycle of the region and stays at that point for a while. However, with the failure to take appropriate precautions, degenerations occur regarding the important destinations in the region, and the region begins to lose its charm and the tourism density decreases again (Alexis, 2017).

While evaluating the phenomenon of overtourism in terms of the tourism region's life cycle, it can be easily said that tourism regions are not exposed to overtourism suddenly. According to the life cycle of the tourism region, the region is primarily strengthened by the region's infrastructure that allows it to create attraction. Only some basic infrastructure elements appear in the region during the exploration phase. Other infrastructural developments such as "public enterprises for the tourism sector (tourism tradesmen)", "large-scale tourism formations (such as museums, parks) provided by the regional authorities" and "tours organized by tour agencies", with a key role in strengthening the tourism sector, increase the intensity of tourism in the region gradually. With these infrastructure developments, capacity utilization rates in the tourism region start to increase gradually as well. Meanwhile;

- Tourism economy grows rapidly,
- The increase in the intensity of tourism is not constant, but accelerates,
- The vast majority of the people are aware of the tourism attraction of the region (Alexis, 2017),
- The public begins to observe that the traffic density in the region and their daily lives are beginning to be affected (Harrison, 2018)
- Visitors start to encounter situations such as delays in service, insufficient parking spaces, inadequate access to areas such as beaches or parks (Butler, 2019)
- With the tourism sector, regional inflation begins to increase (Oklevik et al., 2019) and
- The public begins to complain about the increasing tourism intensity (Butler, 2019).

Discussing the place of overtourism in the life cycle, Butler (2019) addressed the scenarios where the service and infrastructure development speed is far behind, such as "the increase in the number of visitors in the region is slightly faster than the development of the infrastructure and services of the region", "the increase in the number of visitors is parallel with the development of the service and infrastructure," and "the increase in the number of tourists. In the first and last scenario, where the speed of tourist arrivals somehow exceeds the rate of development of the region, overtourism occurs through "congestion" and "overcrowdedness" situations. In the scenario, "the increase in the number of visitors is parallel with the development of service and infrastructure", he interpreted the situation as only

“condition of busy” in the region. Therefore, he emphasizes that as long as the carrying capacity of the region is not exceeded, it will not be appropriate to use the concept of overtourism to describe its status.

The increase in the tourist density observed in the tourism destinations of the region and therefore in the traffic of the region through the increase in the attractiveness of the region and the provision of the necessary formations for commercial tourism necessitates the consideration of prevention plans for overtourism. Unless measures are taken against the increasing acceleration in tourist density, destinations will be adversely affected by overtourism because, while regions benefit from the tourism economy for a short time with the increasing tourism density, this benefit will turn into a negative trend in the long term. Based on Butler (2019)'s statement that "as long as the carrying capacity of the region is not exceeded, it will not be appropriate to use the concept of overtourism to describe its status", overtourism is associated, in the current study, with the tourism area life cycle, tourism density and region carrying capacity. As shown in Figure 2, overtourism emerges at the point where the tourism intensity depletes the region's carrying capacity and then leads the region to a regression stage. In the graph, the label of “early stage of overtourism” was used for the range in which tourism intensity is observed to accelerate in the use of limited service and infrastructure resources.

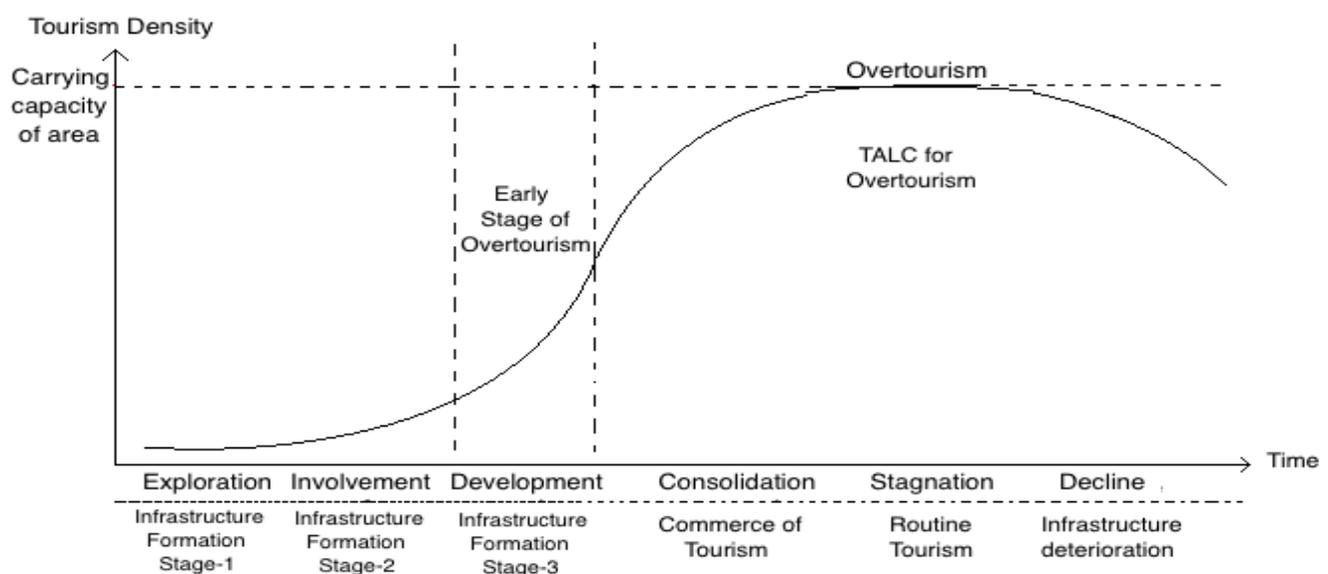


Figure 2: Early Stage of Overtourism on Tourism Area Life Cycle

In the figure, exploration, involvement and development stages of tourism development are associated with infrastructure formation levels because, as presented in the life cycle of the tourism region, these stages point to different infrastructural developments. The region, defined as the “early stage of overtourism”, represents the phase in which tourism intensity starts to increase rapidly with the formation of tourism infrastructures and the use of infrastructure to begin get established. It is also possible to describe this stage as the period in which the "level of discomfort increases rapidly" due to the "tourism awareness of the people of the region" and its negative impact on the economic, environmental and social sustainability of the region.

Due to tourism activities, the resources of the region with limited capacity begin to be overused and and it negatively affects the daily use of the local people. Thus, in parallel with the increase in tourism intensity, the complaints of the people of the region due to tourism become evident. It can be said that the resources of the region, whose maximum capacity use is directly noticed by the public, are primarily the "regional highway capacity, public

transportation capacity, eating and drinking areas, and recreation areas". This can be considered as the most prominent outcome of overtourism.

The periods of peak tourism, expressed as overtourism, are considered to be periods when deformations occur in the tourism region and infrastructural deteriorations have already begun or about to begin. According to the tourism area life cycle, this phase is called the stagnation and regression phase, and at this stage, tourists feel that the carrying capacity and infrastructure of the region is exceeded, while the locals feel displaced (Alexis, 2017). Before the tourism density reaches this "early stage of overtourism" shown in the graph, it should be managed very carefully and the tourism density in the region should be monitored as much as possible. If the necessary precautions are not taken, the maximum level of tourism intensity will be reached with many vital capacities in the region are pushed to maximum or exceeded. This requires accurately determining the "early stage of overtourism".

Management of Early Stage Overtourism

In the field of tourism, the goal is not only to increase the service quality, but also to deliver professional tourism management (Alexis, 2017) because keeping the tourism intensity in the region under control, and ensuring and maintaining the public credibility about the tourism sector depends on the strategic management of the tourism in the region. Therefore, the management of the early stage of overtourism, as detailed in the framework of the tourism area life cycle, was also discussed in the current study.

Since overtourism is defined as "the number of regional resources remains the same while the number of visitors to the region rises" (Butler, 2019), overtourism can be considered as a phenomenon that can be identified by the tourism intensity levels that vary depending on tourist arrivals and tourism capacity. With the management of the early stage of overtourism, the necessary precautions should be implemented to keep the density under control and to prevent the regions from being exposed to overtourism. Therefore, it is also possible to call the "early stage overtourism management" can also be called as "density-controlled overtourism management". By monitoring the regional capacity densities, regional benefits from tourism can be sustained without its devastating effects. Thus, as stated by Oklevik et al., (2019), it will be possible to develop economically, socially and environmentally more resilient tourism systems.

The key indicator in the occurrence of overtourism is the 100% use of regional resources and capacities for all destinations, and the awareness that these resources and capacities are limited. Based on the literature review, the actions that can be taken in the early stage of overtourism to protect the regions from overtourism are listed under the following headings:

1. Regional Tourism Monitoring Systems

The reason why tourists flock to a region enough to fill the capacity of that region is mostly the recommendations received (Carballo et al., 2019). Today, universal reviews and comments about the region can be easily accessed via the internet. It is not even possible to control the number of arrivals by ensuring that the related likes are reduced. However, to control the arrival intensity, it may be possible to monitor or limit the visit plans of the tourists in the relevant destinations of the region or their participation in the related activities by requiring online reservations. This practice, which is already used for destinations and activities with limited capacity, such as the Paris Eiffel tower elevator, can be used for all destinations and activities with known intensity.

2. Variable Pricing for Regional Tourism Activities

The "pricing strategy", which is one of the important factors that affect the preferences of tourists, can be used to control the arrival density of tourists to a certain tourism region or destinations within the region. A strategy similar to the pricing strategy applied for flight tickets and hotel accommodation prices depending on the remaining quota can be created for all touristic activities in the region. While a paid application could be introduced to the regions with intensive tourism with free entrance, the fees for the regions with paid entrance could be increased. But while creating this pricing strategy, it is important to launch initiatives to really contain demand. As stated by Alexis (2017), for example, increasing city taxes is not a sufficiently deterrent solution for tourists who travel to the region via cheap flight tickets.

3. Tourist Distribution Balance

The root cause of overtourism is stated as the number of tourists reaching beyond the regional capacity. In order to avoid overtourism in regions endangered by overtourism, a balanced distribution of tourism to different destinations should be ensured. For this, the attractiveness of different destinations should be increased. The locations that remain less visited need to be promoted with proper route determinations within and outside the city. Oklevik et al. (2019), who investigated the economic roles of the activities in the tourism region, confirmed with their findings that new activity areas should be created according to the preference of the activities and their economic returns. The field of tourism distribution optimization requires new studies to be carried out to determine demographic characteristics that offer economic value and less carbon footprint. However, it is felt that new social problems will arise when the tourism field, which serves human psychology, is managed with rational optimization techniques. A tourist wishing to come from a region far away from the tourism destination will never give priority to optimization systems.

4. Social Awareness

The local people of the tourism region play a great role in the emergence of overtourism. If the "threshold values of the public's sensitivity towards tourism-induced crowd" which can be regarded as the level of discomfort of the public can be reduced, overtourism can be detected at an earlier stage where better intervention is possible. Similarly, social awareness about environmental values and protection of natural resources in regions where natural resources are harmed was suggested by Carballo et al. (2019) as one of the most important measures to prevent overtourism. Creating action plans that will question the pulse of the people regarding the basic problems and solutions of the region by forming teams including local experts is highly recommended because tourism is a sector that operates intertwined with the public, and if the people are not included in the solution process, the solutions will not be permanent, the goals will not be achieved, the region will lose its tourism attraction, tourism revenues will be lost and tourist-public hostility will emerge.

5. Tourist Agreements

Managing the behavior and attitudes of the tourists in the region could also help reduce the level of environmental and social degeneration in the tourism region. "Tourist agreements" can be arranged to protect the physical and social structure of the region so that the tourist visits do not affect the environmental order or social structure of the region.

This situation has also been addressed in the literature by Emir (2017) who recommended providing certification training to raise tourists' awareness.

Method

Within the scope of the present study, overtourism is discussed conceptually from the perspective of tourism areas life cycle framework. By making the definition of "early state of overtourism", explanations were presented to determine the status and stages of overtourism phenomenon in tourism destinations. With the concepts of tourism density and region carrying capacity, hypothetical early stage overtourism was determined according to the life cycle of tourism areas. It was stated that the stages of discovery, involvement and development in the life cycle consist of infrastructure formations at different levels of tourism regions. Thus, a conceptual framework was proposed to define the distance from the overtourism phenomenon according to the infrastructure levels of the tourism region.

Following the early stage of overtourism, recommendations were made under the headings to prevent the transition to the overtourism stage and to manage the process properly, based on the literature. It was argued that, with conceptual research, it is possible to reveal the relationships between the phenomenon of overtourism according to the positions the destinations take in their life cycle. According to the proposed framework for defining the early stage of overtourism, the tourism areas of Eskişehir province were evaluated in terms of life cycle and overtourism. By applying document analysis, Eskişehir tourism was analyzed in the light of these elements. Following the literature research, document analysis, which enables many documents to be used as research materials, provides researchers with an important scientific background (Bowen, 2009).

Tourism Area Life Cycle and an Analysis of the Case of Eskişehir

In the study, overtourism and tourism area life cycle approach are considered in an integrated manner and a conceptual approach is proposed to ensure the control of tourism intensity over the life cycle of the region. The approach proposed within the scope of the study was sampled by considering Eskişehir from the perspective of overtourism and the regional life cycle. Eskişehir, which has a population of about 1 million, located in the Central Anatolia region of Turkey, and with only about 30 tourist destinations in the city center (see Figure 3) has attracted considerable interest of domestic and foreign tourists since the year 2000.

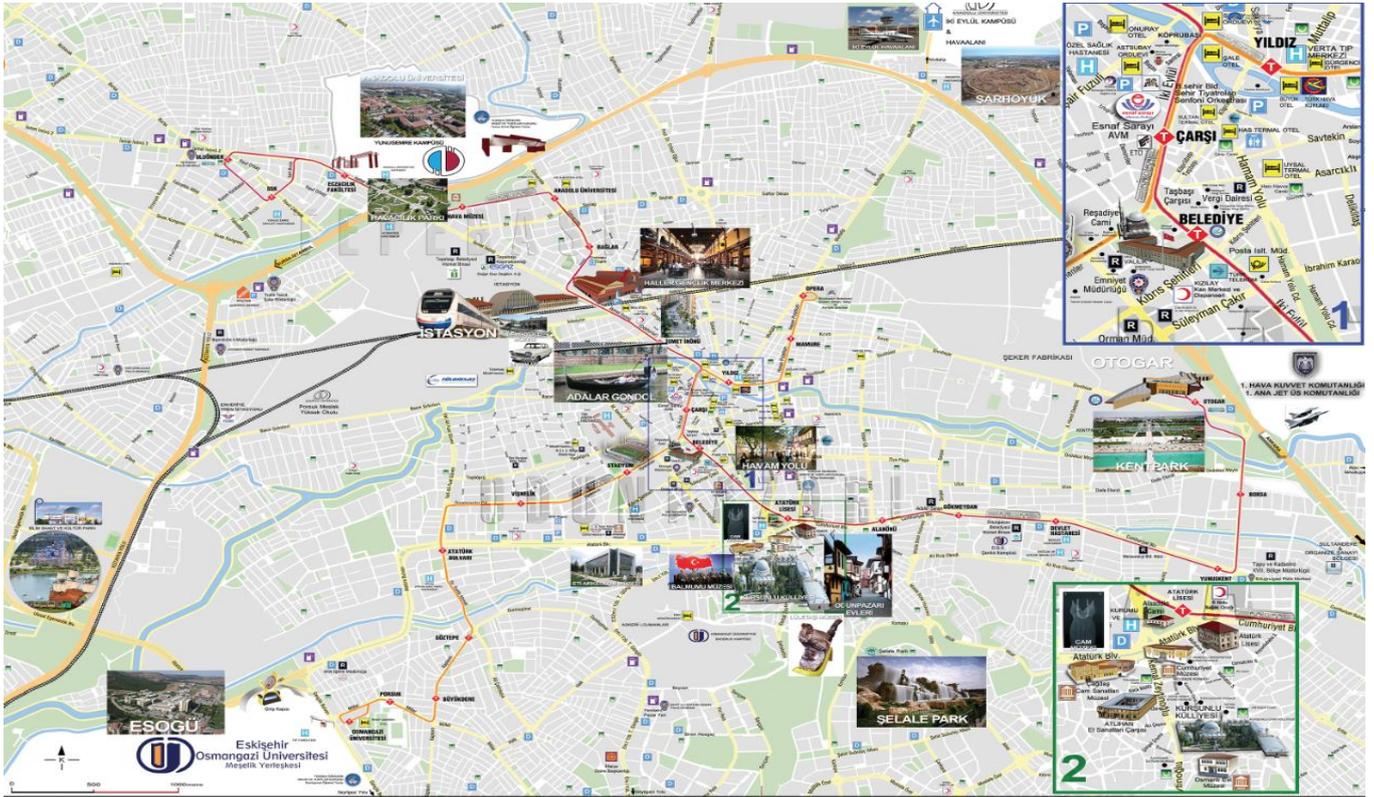


Figure 3: Eskişehir City Center Tourism Map (URL-1)

After the literature reviews, using the elements revealed within the scope of the study, the relevant document analysis related to Eskişehir was conducted and presented as shown in Table 1. Within the scope of the study, the stages of the life cycle of tourism regions associated with overtourism based on time are defined for Eskişehir using the reviews of literature, official reports, and news in the press. The development stages of Eskişehir tourism and the factors and actors that play a part in the realization of these stages are specified.

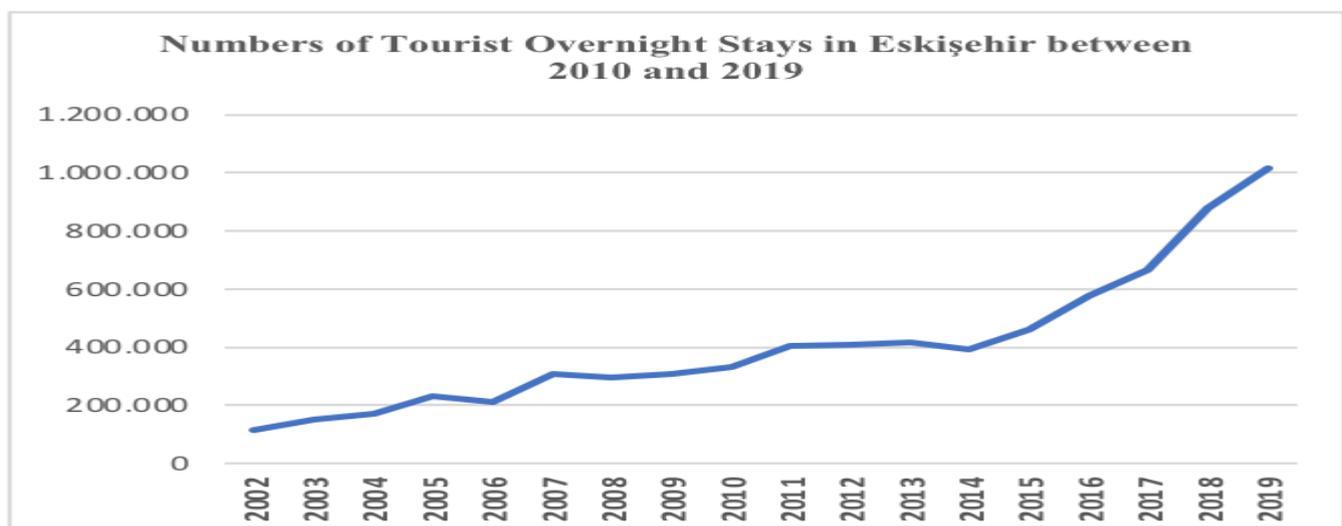
Considering the tourism life cycle and overtourism in Eskişehir region, the “healing hot waters” of the city have been an important destination for city visitors since the Byzantine period (URL-2). In 2000, the "Fresh Vegetable and Fruit Market Building", which was to be completely demolished because it was thought to create a bad image, was instead restored by the municipality and transformed into a "Haller Youth Center" (URL-3). Also, within the scope of the "Odunpazarı Houses Survival Project" some street gentrification and restorations were performed by the municipality, as a result of which the city began to rise in importance in terms of trade and tourism (Ünver, 2016). Sazova Science Culture and Art Park, which attracts visitors with its pirate ship, pond, fairy tale castle, zoo, aquarium and many other elements, and Kentpark, which is one of the important touristic locations in the city with its artificial beach and horse-riding areas, are some other projects. The attraction of the city with its scientific activities and fairs has further increased after the Turkish World and Research Center was built by Anadolu University in 2014.

Table 1: Eskişehir Tourism Area Life Cycle and Its Overtourism Analysis

Tourism Development Stage	Influential objects	Trigger	Public reaction
Infrastructure Formation- 1	Hot-thermal waters (URL-1)	Natural resource	The public is not yet aware of the tourism potential in the region.
Infrastructure Formation- 2	Haller Youth Center-2000 Odunpazarı houses-2005 (Ünver, 2016)	Restoration of historical buildings	The public gradually begins to realize the tourism potential (URL-4, URL-5).
Infrastructure Formation- 3/ Early Stage of Overtourism	Sazova Science Culture and Art Park and Kentpark-2008 (Karakaya and Cengiz, 2019), Turkish World Application and Research Center - 2014, Uğur Mumcu Park-2016 (URL-6), OMM museum-2019	Municipality, governorship and university	The public starts to feel the city's capacity being strained (URL-7, URL-8).

The stages mentioned are not deterministic stages as in the tourism area life cycle but are in an interwoven and intricate relationship. For example, it cannot be said that the stages when the public began to realize the tourism potential and the public's starting to feel that the capacity of the city is being strained are separate from each other. Similarly, as the infrastructure stages for tourism development continue, the holistic attraction of the city has already attracted the attention of tour agencies. Therefore, the city starts to receive more and more tourists with the construction of influential objects that contribute to the tourism development of the city (URL-2, URL-3). Precisely because this process accelerates the development of infrastructure formations due to its economic benefits and continues to increase the density of tourism, it drags the region towards overtourism. What is meant by the table is that the influential objects in city tourism start to create new awareness in the life cycle of the region at the social level and these objects trigger each other as the gains from tourism increase. The impact of the pandemic conditions that has emerged in 2020 and affected the whole world on the tourism life cycle are excluded.

The rapid developments in the tourism infrastructure caused a considerable increase in the number of tourists coming to the city, which can be easily noticed by the public, and tourism started to be seen as a miracle (URL-4, URL-5). The increase in the number of tourists can be seen in Figure 4, which only reflects the number of tourists staying. The annual number of overnight stays for tourists has reached over 1 million from 400 thousand in 6 years after 2014. Considering the accessibility of Eskişehir, if the number of daily tourists (URL-9, URL-10) were also added to the tourist density of the city, this acceleration as of 2014 would be stronger.

**Figure 4:** Eskişehir tourist overnight stays between 2002-2019 (Ministry of Culture and Tourism, 2020).

The density in the city increases significantly, especially with the tourists coming to the city on a daily basis (URL-9, URL-10) and only for the weekend (URL-11). While the public's increasing traffic and parking problems in the city frequently made headlines in local newspapers, the city felt the effects of tourism with the concessions they made from their daily lives (URL-6, URL-7). Therefore, the developments in the tourism infrastructure of the city since 2000 have caused the transportation capacity of the city to be very strained, and the daily life of the people has begun to be disrupted by tourism activities. According to the graph in Figure 2, it can be concluded that Eskişehir is in the stage indicated as "infrastructure formation-3", which shows the tourism area life cycle for overtourism. The high number of tourists in Eskişehir on weekends and public holidays has led some advertisements to suggest less crowded times for comfortable visits (URL-10, URL-12). In Kılıç and Seçilmiş' study conducted in 2018, in which the people of Eskişehir and the tourists' perception of the carrying capacity were examined, it was stated that the tourist crowds in Eskişehir may have an effect reducing the satisfaction in the future and therefore tourism policies should consider the carrying capacity. Thus, according to the framework presented within the scope of the study, the things to be done for the overtourism management of Eskişehir region can be specified as follows:

To establish the regional tourism monitoring system and the tourist distribution balance, the capacities of Eskişehir tourism destinations and the number of seasonal visitors to the destinations should be determined. In regions where tourism density is low, it should be ensured that locations that remain relatively less visited are promoted better by determining appropriate routes within and outside the city by increasing attractive destinations. The distribution of tourists in the region needs to be kept balanced by encouraging the use of public transportation in the regions and times where tourism intensity is high and by making variable pricing in activity fees. According to the demographic characteristics of the visitors, seasonal density analysis and the analysis of the duration of the visitors' stay at the destinations and the amount of expenditure should be made. Variable pricing strategies need to be created for regional tourism activities. To maintain the public's optimistic approach towards tourism (Kılıç & Seçilmiş, 2018) and to protect the interests of the people, public opinion should be surveyed at regular intervals. Social awareness programs should be created to raise awareness of the public about tourism management. Thus, it will be possible to manage the early stage of overtourism by keeping tourist distribution and tourist density under control without hindering the arrival of tourists.

Conclusion and Recommendations

Overtourism has emerged mostly in relation to the increasing number of visitors to global tourist destinations (Oklevik et al., 2019). However, with the advances in information technologies and transportation services, many global regions are nowadays affected by overtourism. For these regions, maximization strategies based on more tourists should be replaced by controlled tourism management. The change of tourist density on the tourism area life cycle presents influential actors and objects for each region, and therefore the locations of the regions on this cycle can be identified. Therefore, in the early stage of overtourism, increasing tourism revenues without increasing tourist arrivals, which is considered to be the primary trigger of overtourism, can be targeted. To do this, the recommendation of Oklevik et al. (2019) to determine local, small-scale and more sustainable strategies can be focused on. Integrating the life cycle model with theological approaches related to social structure, decision-making, goal setting and strategic planning will ensure the sustainable development of regions (Rodríguez et al., 2008).

Within the scope of the study, "early stage of overtourism" is specified on the region life cycle curve and "early stage of overtourism management" is discussed. The periods of the regions that are regarded as "harbingers of overtourism" should be determined and strategies suitable for these regions should be developed. It has been suggested that the management of tourism density and the overtourism perception threshold should be brought to more resilient levels with practices such as "tourism demand monitoring systems, variable price strategy, tourist distribution, raising public awareness and tourist agreements". One of the limitations of the study is that the suggestions that emerged through the literature review are only conceptual. The applicability of the recommendations in the current study should be discussed and analyzed through comprehensive analyses in future studies. Strategies should be determined for the management of regional transport capacities, with scenario analysis, forecasting time-based tourism density. Since the structure of each tourism region is different, such studies need to be region-specific. Therefore, the best approach to suit all tourism regions is that the tourism intensity of the regions should be identified in the pre-overtourism stage.

Overtourism should not be viewed as something to be expected for every tourism region. However, the status of tourism regions in their life cycles must be followed and controlled. It is critical to realize that every preferred destination and activity in every tourism region has a capacity and actively control the occupancy rates of these capacities. To monitor the tourism region against the possible danger of overtourism and to control the density of tourism, literature reviews should be performed and strategies that can be sustainably applied by the administrations should be included in the enforcement of the related regulations.

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