

Index

- ‘Active considerer’, 135–136
- Agricultural tourism, 104–105
- Alternative tourism, 100, 277
 - development, 104–105
 - mass tourism vs., 277–278
 - post-Covid-19, 279–280
- American Marketing Association, 116–117
- Anti-tourist, 89
- Attitudes towards tourism, 85

- Bait and switch demarketing, 118
- Belek Tourism Investors Association (BETUYAB), 214
- Brand image, 193

- Carrying capacity, 22, 102–103, 113
 - of Haridwar, 226–227
- City of Temples, 250
- Clustering, 202
 - in destination management, 212–214
 - in tourism, 212
- Commanding, 211
- Community development, 81–82
 - tourism and, 84, 86
- Conceptual frame, 10–11
- Conflicts, 152, 155–156
 - classification of, 156–157
 - destinations affecting by
 - overtourism, 158–160
 - management, 155–156
 - overtourism and tourism, 153
 - and strategies, 156–157
 - suggestive measures, 157–161
- Contradictions, overtourism, 10–14
 - conceptual frame, 10–11
 - new contradiction, 13–14
 - newly emerging understanding, 14
 - in post-1950 tourism, 11–13
- Coordination process, 209–211
- Coronavirus, 281
- Counter-marketing, 131
- Covid-19, 263–266, 276
 - challenges vs. opportunities, 268–270
 - new normal, 268
 - on overtourism, 278–279
 - post-Covid-19, 279–280
- Crowding costs demarketing, 119–122
- Cuisine tourism, 106–107
- Cultural negotiation, 155
- Cultural tourism, 39–44
 - educational tourism, 42–43
 - empirical research results, 40–42
 - family tourism, 42–43
 - heritage interpretation products for young visitors, 43–44

- Demarketing, 112–113, 116, 122, 130–132, 194
 - 4P process, 123
 - bait and switch, 118
 - case-based approach, 134
 - crowding costs, 119–122
 - destination demarketing mix strategy, 142–143
 - destination demarketing strategies, 140, 142
 - differentiation, 119
 - general, 117
 - Lofoten Islands case, 137–140
 - New Zealand case, 134–140
 - ostensible, 118
 - price discriminating, 118
 - selective, 117–118
 - stakeholder integrated demarketing approach, 143–145

- stock outage, 119
- strategies, 116–122
- in tourism, 132–133
- of tourist destination, 133–134
- Destination demarketing
 - mix strategy, 142–143
 - strategies, 133, 140, 142
- Destination Development, Marketing and Management (DDMM), 173
- Destination image, 71–73
- Destination management (DM),
 - 154–155, 168, 202, 207, 212
 - clustering in, 212–214
- Destination management/marketing organisations (DMOs), 130
- Differentiation demarketing, 119

- Eco-spatial conflicts, 156
- Eco-tourism, 99–100
- Economic carrying capacity, 102–103
- Economic conflicts, 157
- Education, experience and
 - entertainment tourism (3E tourism), 88, 249
- Educational tourism, 42–43
- 9/11 effect, 57–58
- Extortion, 58–59, 63, 65
- Extraordinary politics, 268–269

- Family tourism, 42–43
- Field survey method, 224

- General demarketing, 117
- Global tourism, 187–188
- Golden Triangle, 250–253
- Gretzel, 51–52
- Guest–host interaction, 229

- Haridwar
 - carrying capacity of, 226–227
 - change in tourism, 230–231
 - guest–host interaction, 229
 - local residents, 228–229
 - overtourism in, 224–225
 - research approach, 223–224
 - ‘residents’ opinion on tourism, 227–228
 - solutions to preventing
 - overcrowdedness, 231
 - tourism in, 222–223
 - tourist places in, 225–226
- Heritage interpretation products for young visitors, 43–44

- Immunity, travel for, 281
- Infrastructural conflicts, 157
- Instagram, 51–52
- International Union for Conservation of Nature, 99–100
- International visitor levy (IVL), 134–135
- Interpretation, 44
 - products for young visitors, 43–44
- Irish Tourist Assistance Service (ITAS), 191
- ‘Irritation Index’ theory, 37–38, 152–153
- Israeli Defense Forces (IDF), 61–62

- Jones Lang Lasalle (JLL), 114–115

- ‘Kombu Mela’, 22

- Leading. *See* Commanding
- Leisure, 61–63
- Local community, 152–153, 157, 161
- Lofoten Islands, demarketing, 137–140

- Marketing. *See also* Demarketing, 116–117, 130
 - mix, 117
- Mass tourism, 111–112, 188, 276
 - alternative tourism *vs.*, 277–278

- New Zealand, demarketing, 134–140

- Non-governmental organisations (NGOs), 170, 207
- Odisha, 250
 domestic tourist visits in, 254
 foreign tourist visits in, 255
 Golden Triangle of, 251
- Online travel agency (OTA), 247
- Organising process, 209
- Ostensible demarketing, 118
- Outdoor Recreation Act, 138–140
- Overtourism, 8, 10, 19–20, 69–71, 83, 88, 98–101, 154–155, 169, 188, 221–222, 235–238, 240–242, 264–266, 268, 276
 carrying capacity, 22
 causes and consequences, 240–248
 causes to emergence of, 50–53
 to cities, 24
 city-wide issue, 26–27
 contradictions, 10–14
 impact of Covid-19 on, 278–279
 destinations and strategies, 23
 Golden Triangle, 250–253
 impacts, 37, 39, 53, 72–73
 movement, 53
 myths, 21–27
 origin and evolution of, 237–238
 overcrowding, 25
 perpetual phenomenon, 26
 problem and solutions, 23–24
 and religious destinations, 248–250
 responses, 72–73
 rise of, 277
 in Shimla, 74–75
 smart solutions and policies, 24–25
 socio-psychological aspects of, 23
 solutions of, 53–54
 sources of, 243–246
 term of, 113–116
 threats to culture and heritage, 114–116
 tourism related issue, 26
- Overcrowding, 25, 152–153, 266–267
- Planning process, 208–209
- Price discriminating demarketing, 118
- Product, price, place and promotion (4P process), 117, 119, 123
- Queen of hills. *See* Shimla
- Religious destinations, 248–250
- Religious places, 237
- Responsible tourism, 195
- Sea, sun and sand tourism (3S tourism), 88, 249
- Selective demarketing, 117–118
- Shimla, 71–73, 76
 conditions of overtourism in, 74–75
 past conditions in, 73–74
 Resist Overtourism, 75–76
- Snowballing techniques, 171
- Social carrying capacity, 102–103
- Social Exchange Theory, 85–86
- Social media, 51–53
- Socio-cultural conflicts, 157
- Socio-cultural paradigm, 63
- Socio-demographic conflicts, 157
- Soft data perspective, 177
- Special interest tourism (SIT), 222
- Stakeholder Integrated Demarketing Approach (SIDA), 130–131, 143, 145
- Stakeholders, 170, 178, 180
 of tourism destination, 206–207
- Stock outage demarketing, 119
- Surprise factor, 63–65
- Sustainable Destination Development, Marketing and Management Organisations (SDDMMO), 173, 178
 destination residents, 177–178
 local/regional governments, 175–177

- Sustainable Development Goals (SDGs), 168
- Sustainable tourism, 23–24, 100–101, 103–104, 169
- Synchromarketing, 131
- Temple Tourism, 250
- Terrorism, 57–58, 60
 - targets of terrorists, 62–65
 - and tourism, 60–62
- Tourism. *See also* Overtourism, 1, 50, 98–99, 202, 235–236
 - businesses, 205
 - clusters, 212
 - and community development, 84
 - and crime, 189
 - demarketing in, 132–133
 - in Haridwar, 222–223
 - need of hour, 193–194
 - negative consequences, 102–104
 - negative effects of, 87
 - policing, 189, 191–192
 - solutions *of/for*, 102–104
 - and terrorism, 60–62
 - tourist destination image, 192–193
- Tourism destination, 202–203
 - characteristics of, 203–204
 - elements of, 204–206
 - stakeholders of, 206–207
- Tourism New Zealand (TNZ), 135
- Tourism-phobia, 114–115
- Tourist destination, 265–266
 - image, 192–193
- Tourist route and activity guide, 44–45
- Turismofobia. *See* Overtourism
- Understanding tourism, 11, 13–14
- Unique selling proposition (USP), 276
- United Nations Development Organization (UNIDO), 212
- United Nations Educational, Scientific and Cultural Organization (UNESCO), 188
- United Nations World Tourism Organization (UNWTO), 53–54, 152, 187, 221–222, 263–264
- Urbanisation, 50
- Vertical organisation, 209
- Visitor governance (VG), 168
- Visitor management (VM), 130, 168–170
 - alternative approaches, 172–173
 - holistic stakeholder involvement in, 181
 - holistic understanding of, 173
 - limitations of traditional, 171–172
 - ‘residents’ roles in, 179
 - SDDMMO, 173–178
 - stakeholders, 178–180
 - tasks of government, 177
- War on Terror, 61
- World Economic Forum, 188
- World Health Organization (WHO), 263–264
- World Heritage Site (WHS), 36, 41
- World population, 50
- World Travel & Tourism Council (WTTC), 114–115
- Young visitors, 43–44