

// Carrying capacity methodology for tourism

Setting the frame or “Why should I bother in times like this?”

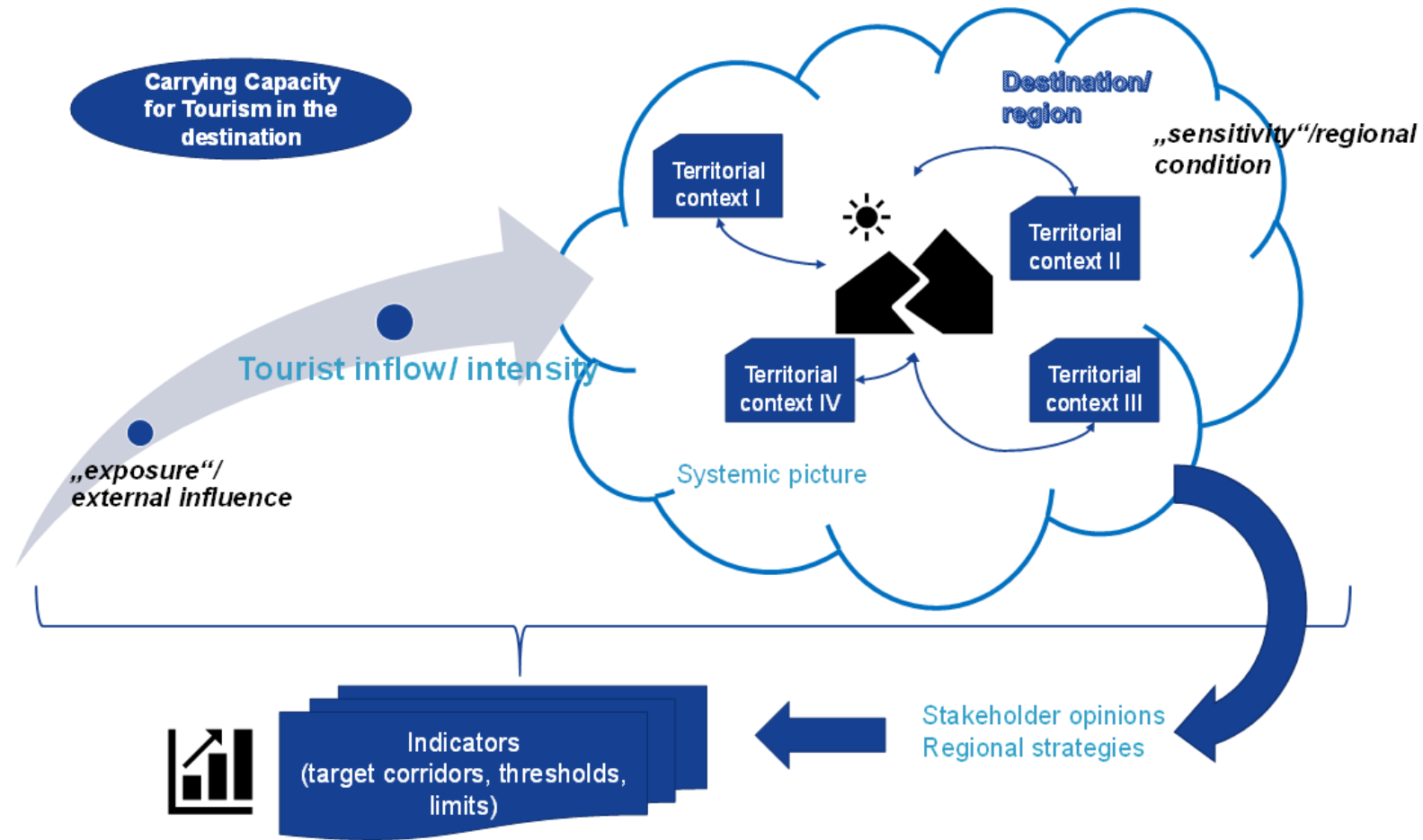
- All tourism destinations are at a cross road → path dependency vs. facing the inconvenient truths (Covid19, climate change)
- Shedding some light on how tourism interacts with the region and society will gain importance → decisions are to be taken on the regional/ local level
- Steering tourism and regional development needs „evidence“ → tourism is an economic sector BUT is embedded in a territorial framework
- Sensitive points in the system „tourism and society/ environment“ need to be identified



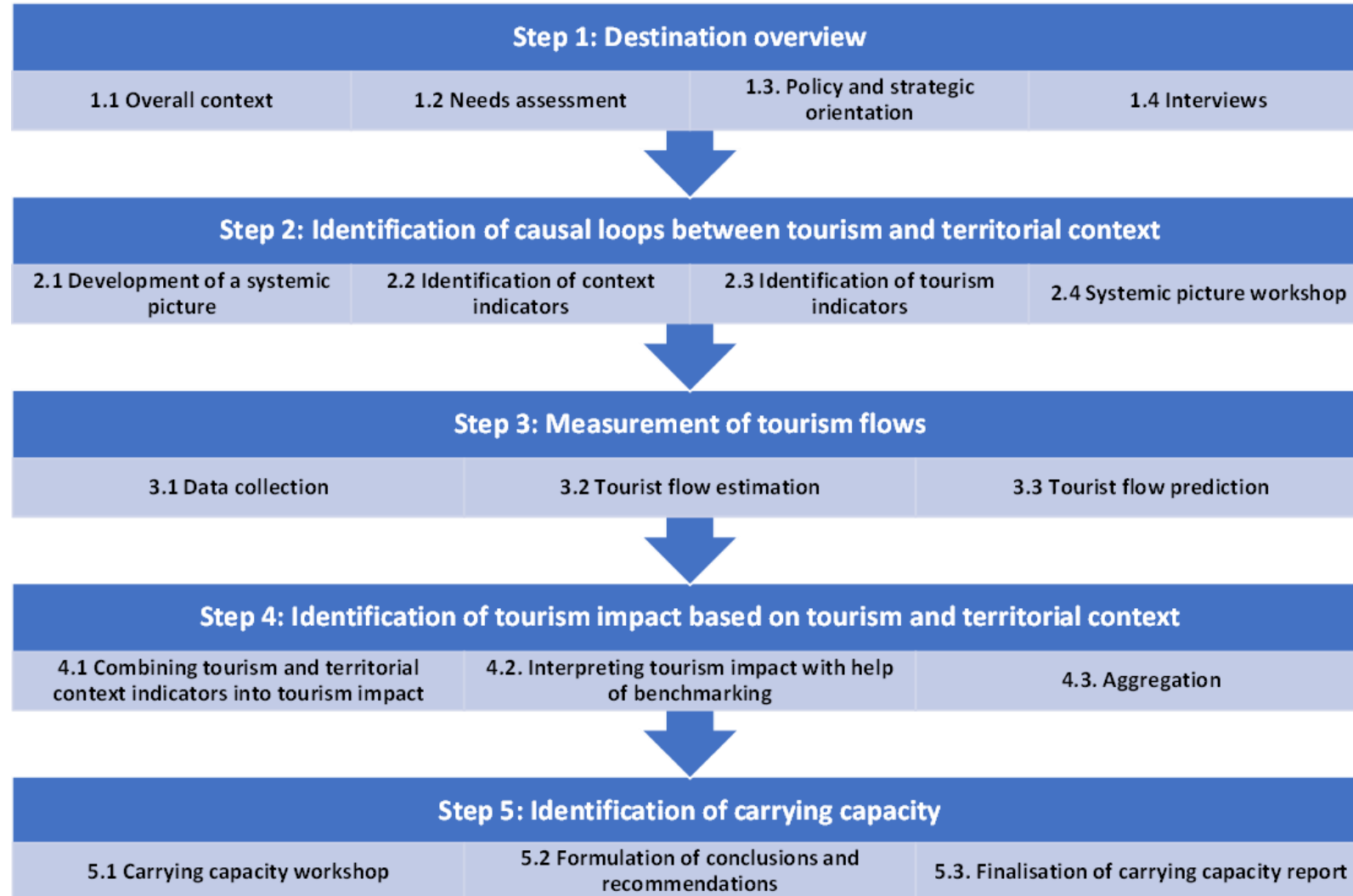
Our method will help you there!



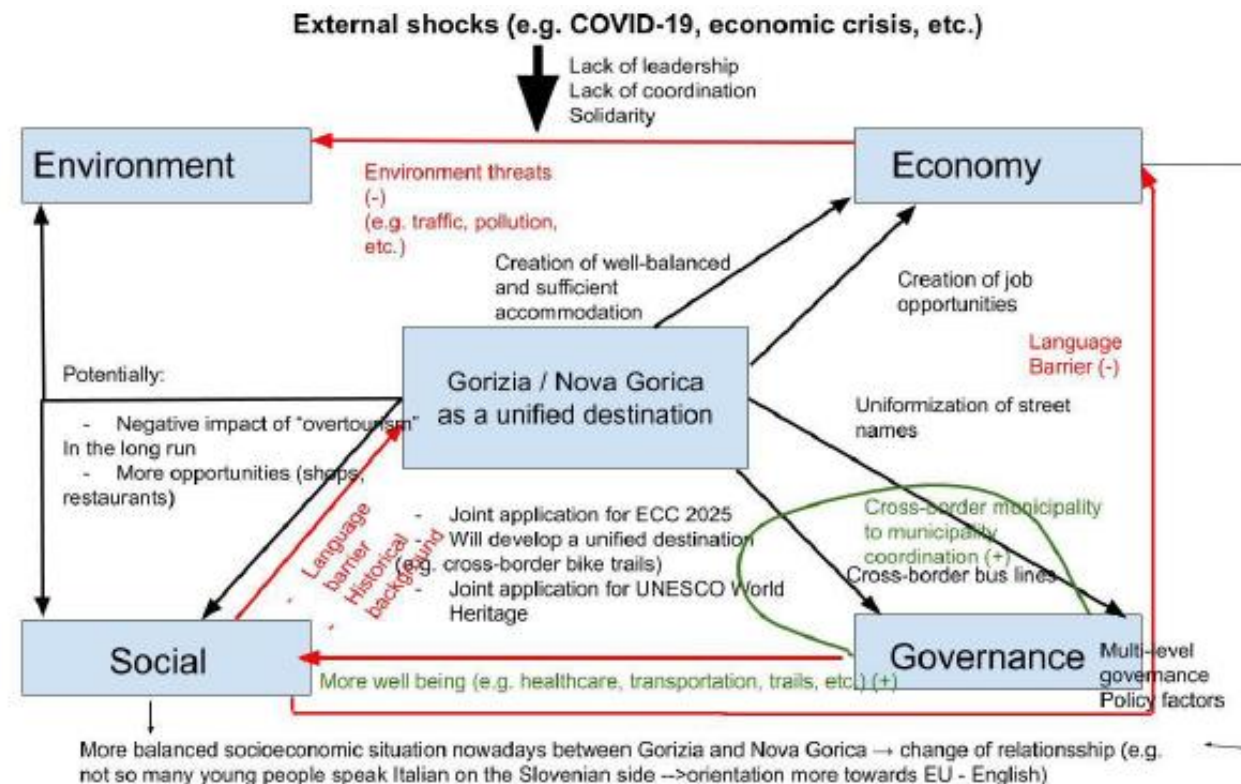
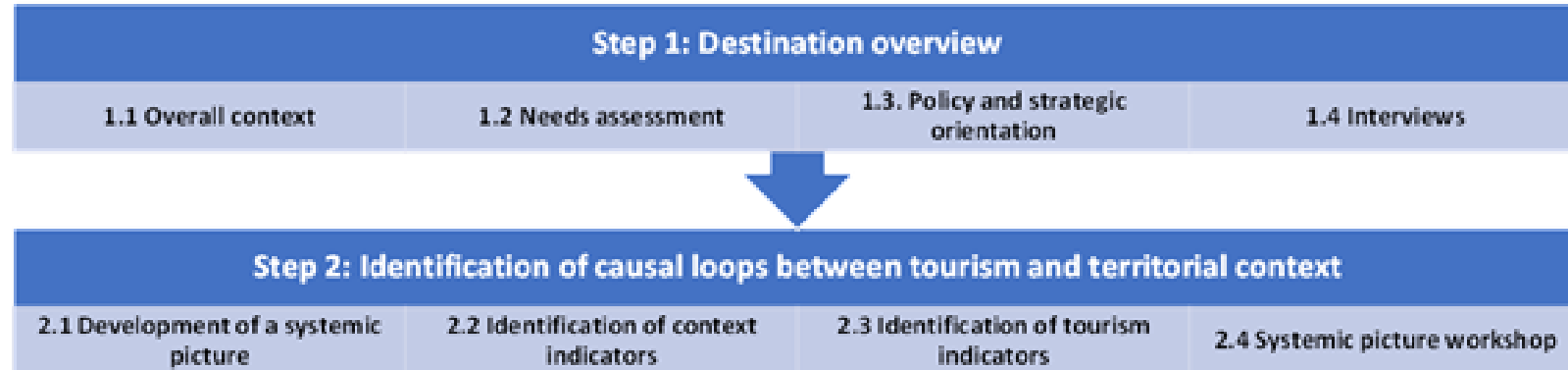
Background to the carrying capacity methodology



Carrying capacity methodology: Steps



Steps 1 and 2



Step 3

Step 3: Measurement of tourism flows

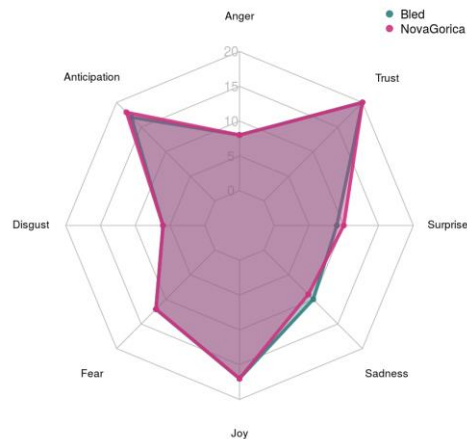
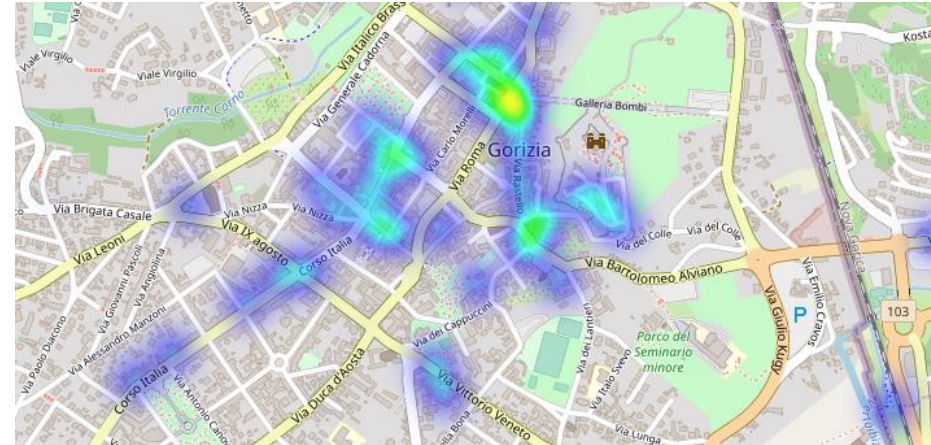
3.1 Data collection

3.2 Tourist flow estimation

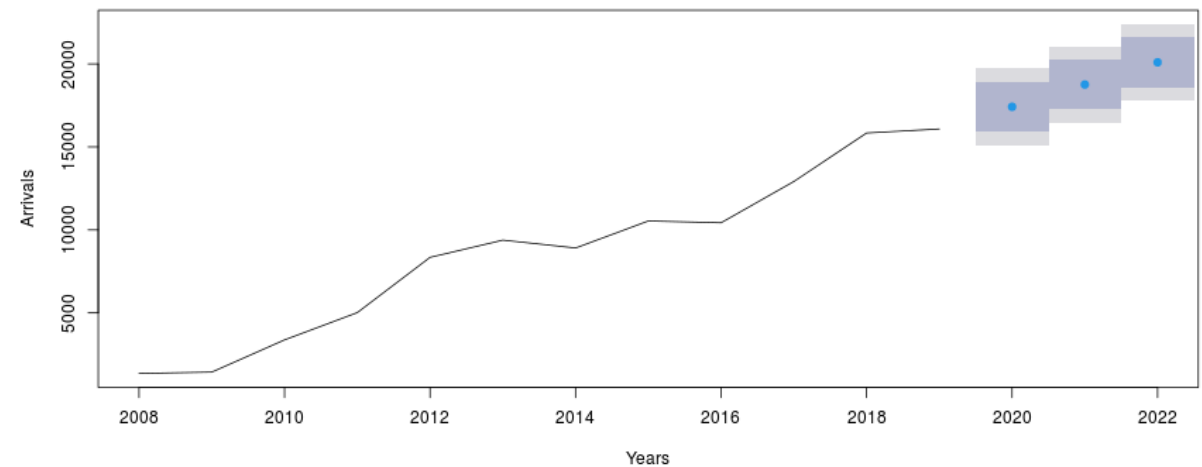
3.3 Tourist flow prediction



- Based on the indicators identified by the destination stakeholders (Step 2)
- Challenges: data availability and accessibility
- Solution: data collection of publicly available statistical data and purchase of big data
- Big data in the dashboard: Instagram data (e.g., sentiment, frequency, etc.) and POIs (points of interest) based on Open Street Map data



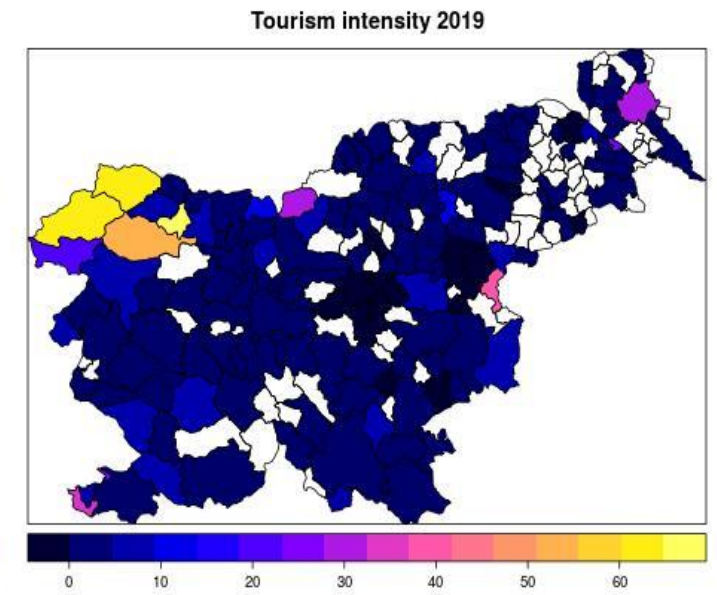
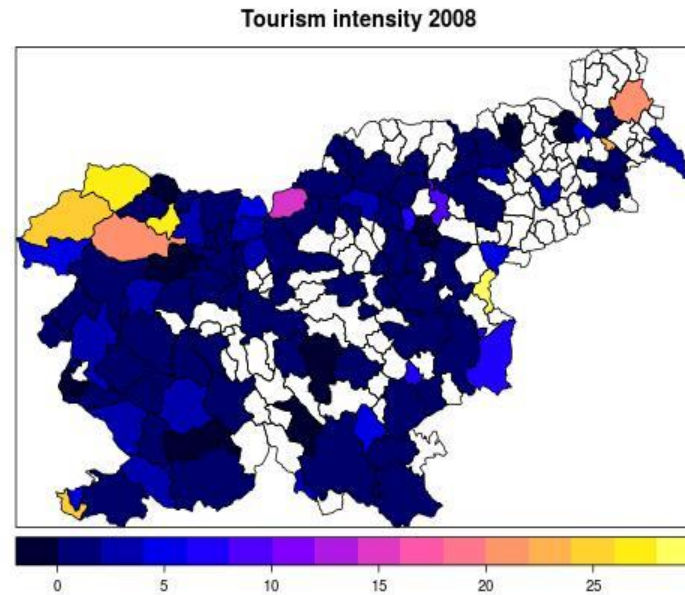
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Sub-Step 3.2 – Tourist flow estimation:

The tourist flow estimation can be based on a variety of available indicators in the database:

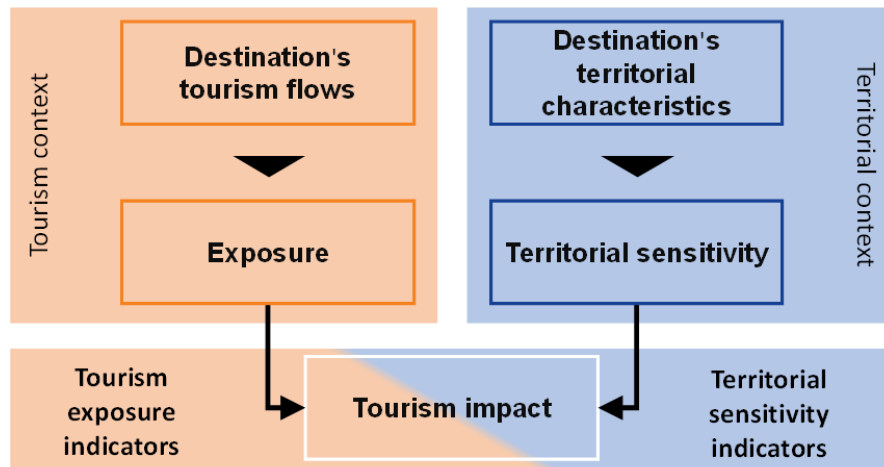
- Based on statistical data: arrivals, arrivals change, length of stay, seasonality tourism intensity.
- Based on big data: can be used to identify hotspots → e.g. Heatmaps



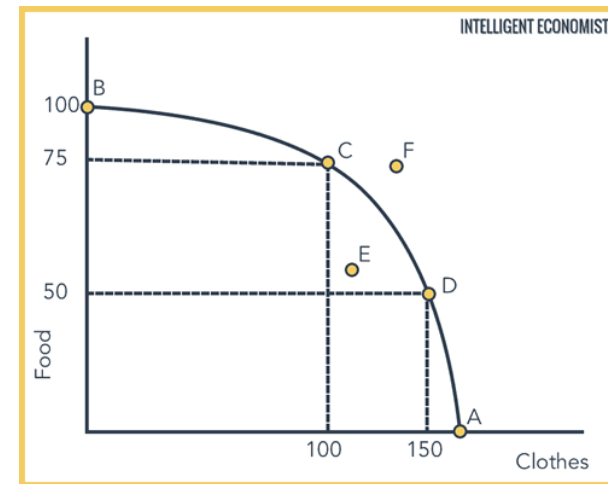
Steps 4 and 5



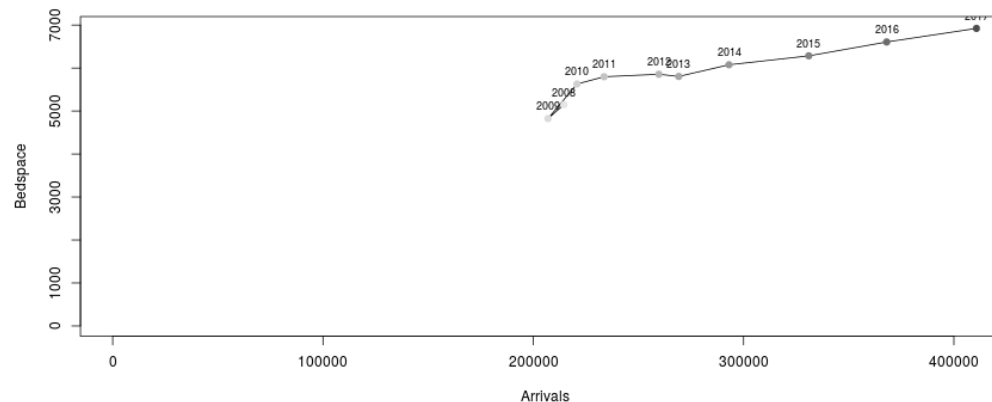
The concept ...



... and how one may get there



Bled





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THANK YOU!



Questions & Feedback:

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