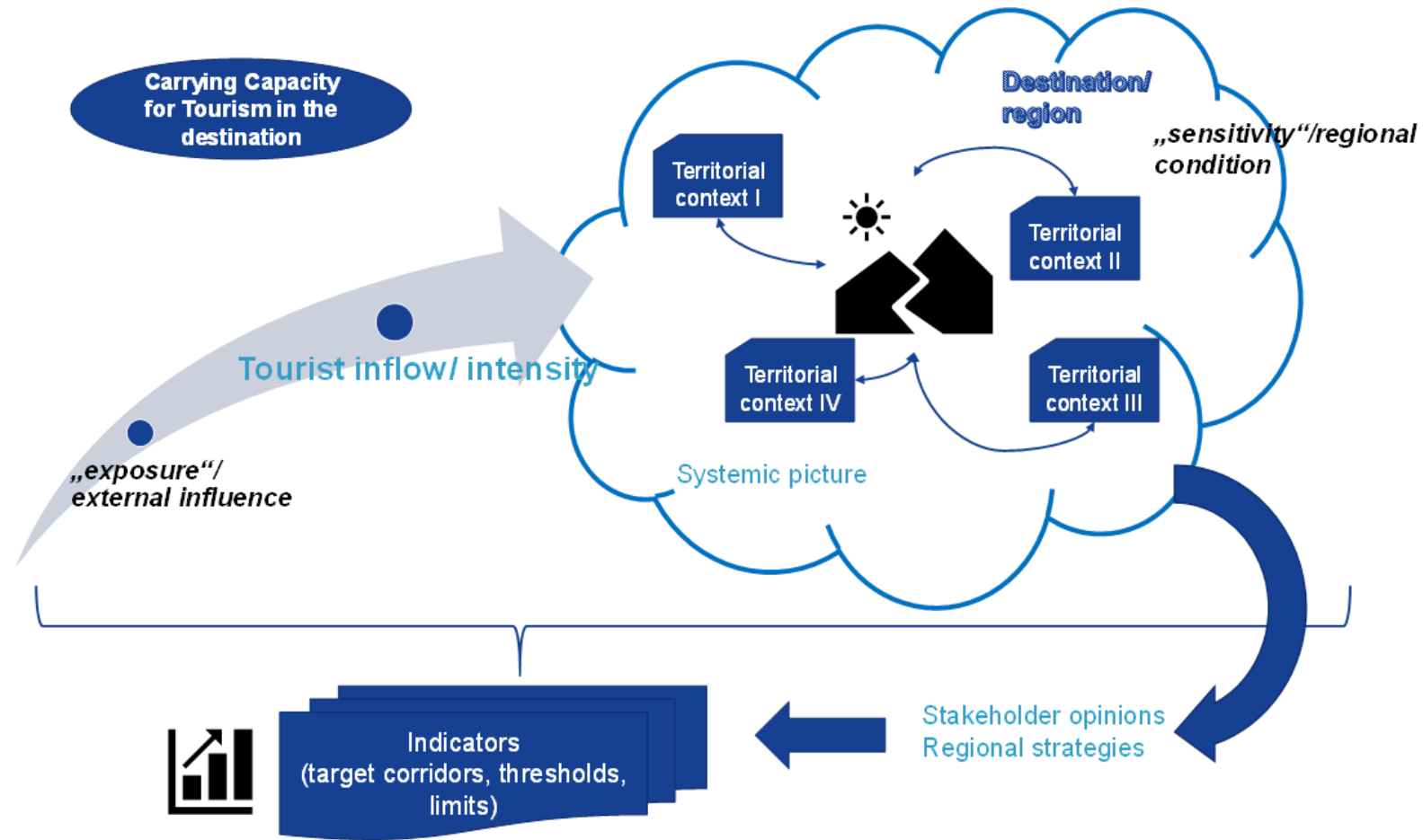
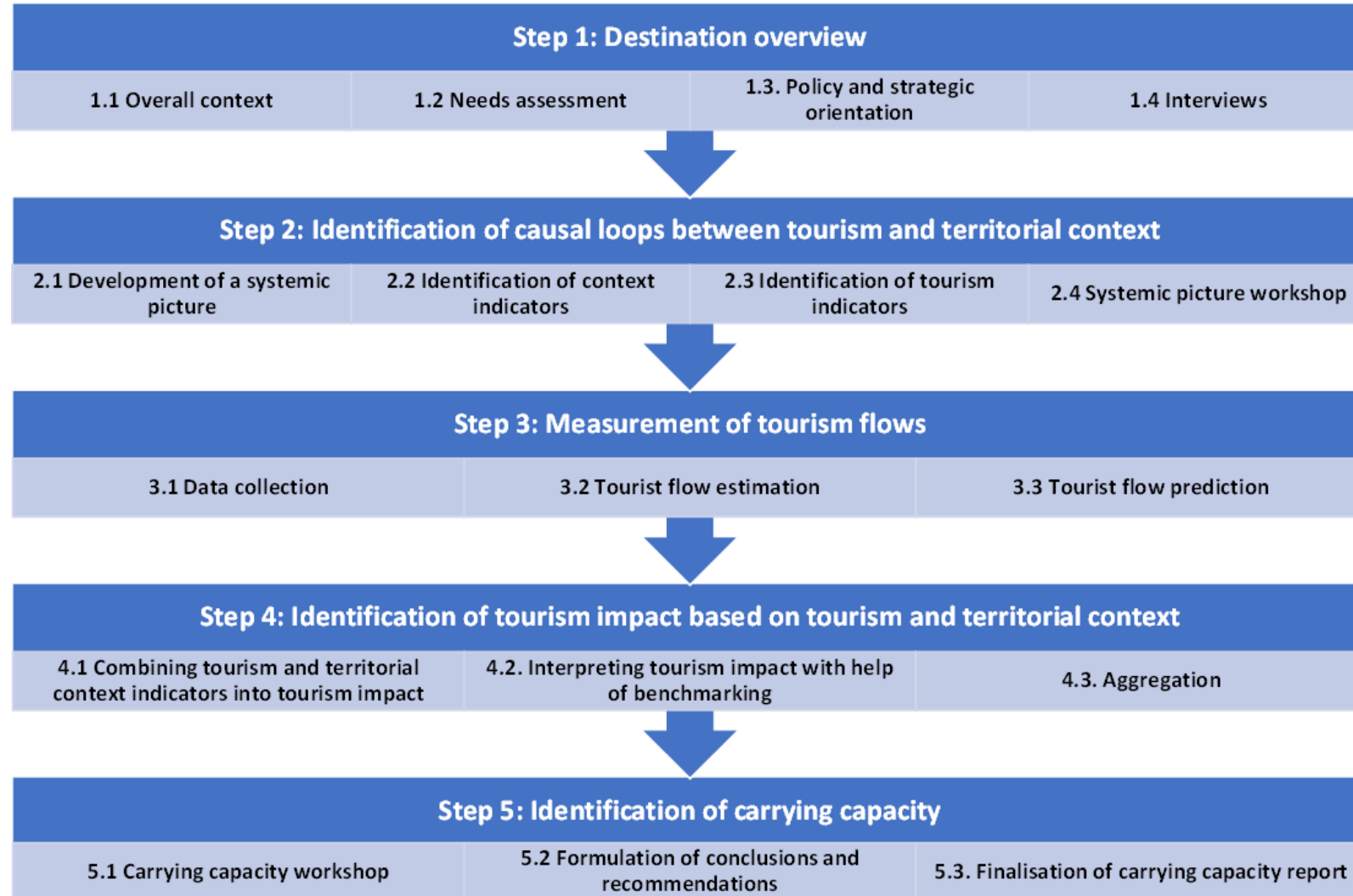


// Carrying capacity methodology for tourism

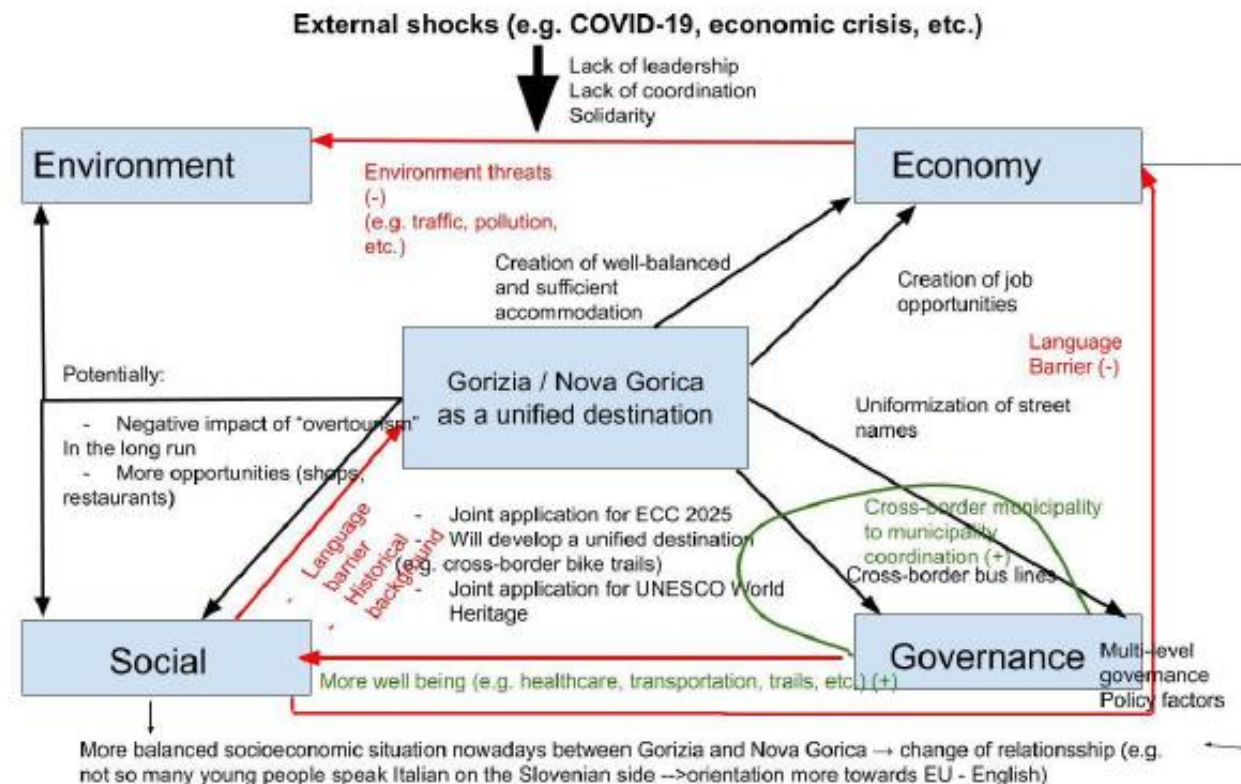
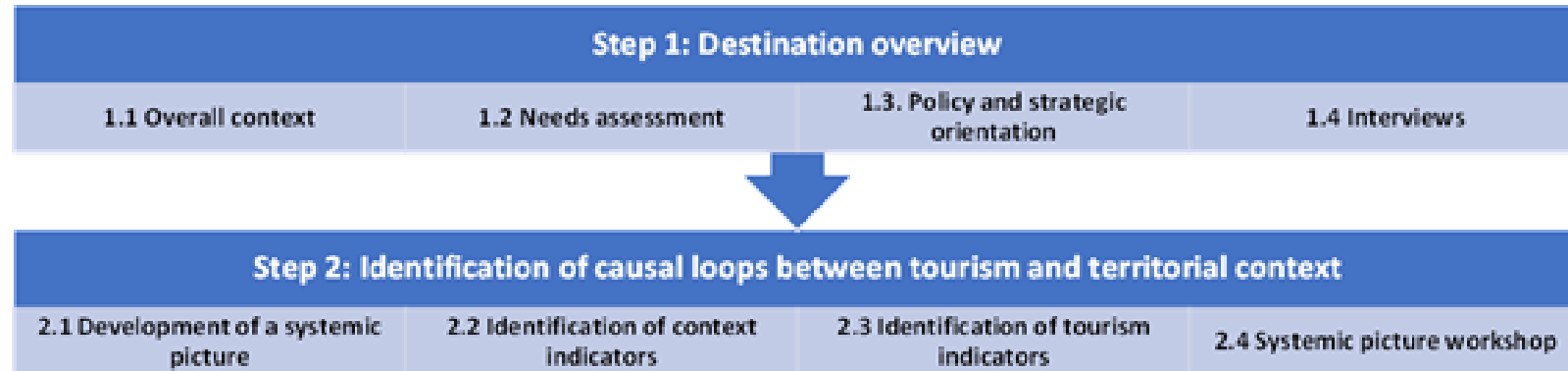
Background to the carrying capacity methodology



Carrying capacity methodology: Steps



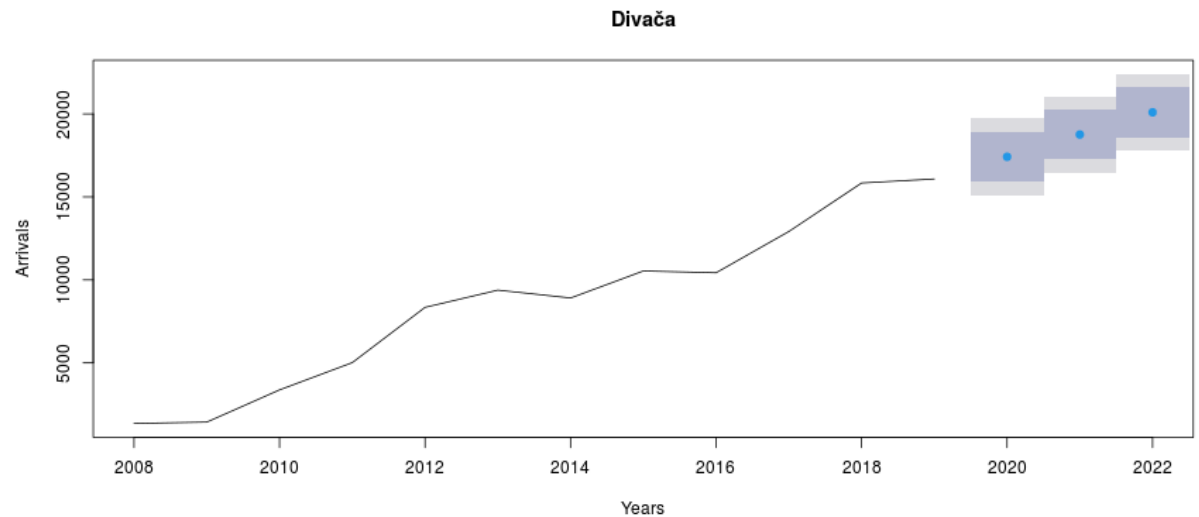
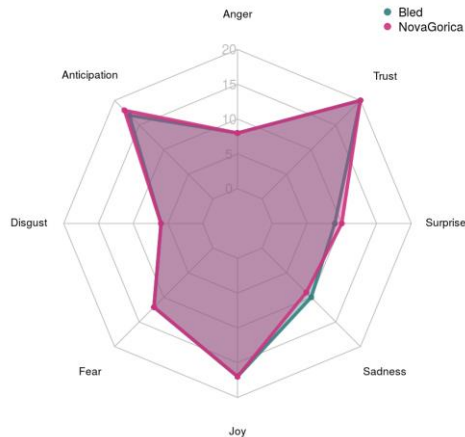
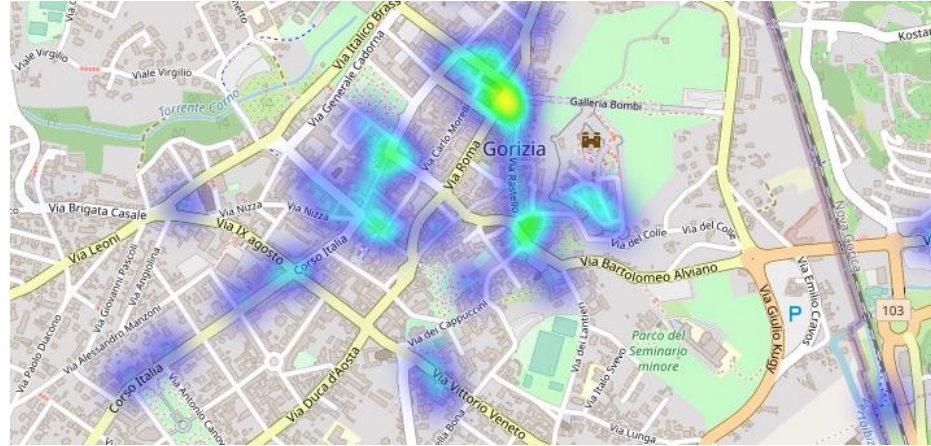
Steps 1 and 2



Step 3



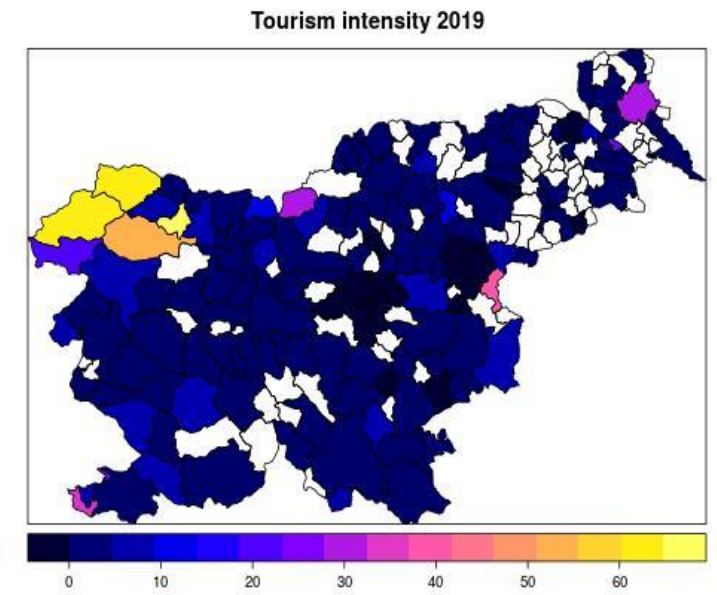
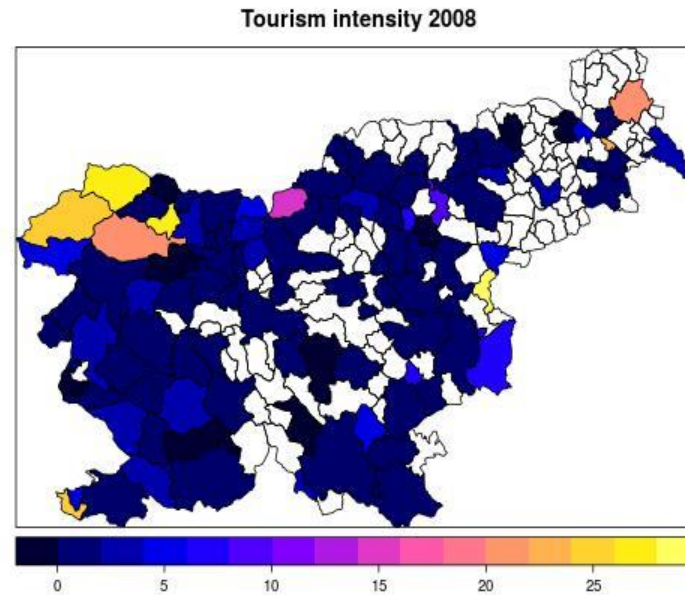
- Based on the indicators identified by the destination stakeholders (Step 2)
- Challenges: data availability and accessibility
- Solution: data collection of publicly available statistical data and purchase of big data
- Big data in the dashboard: Instagram data (e.g., sentiment, frequency, etc.) and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



Sub-Step 3.2 – Tourist flow estimation:

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

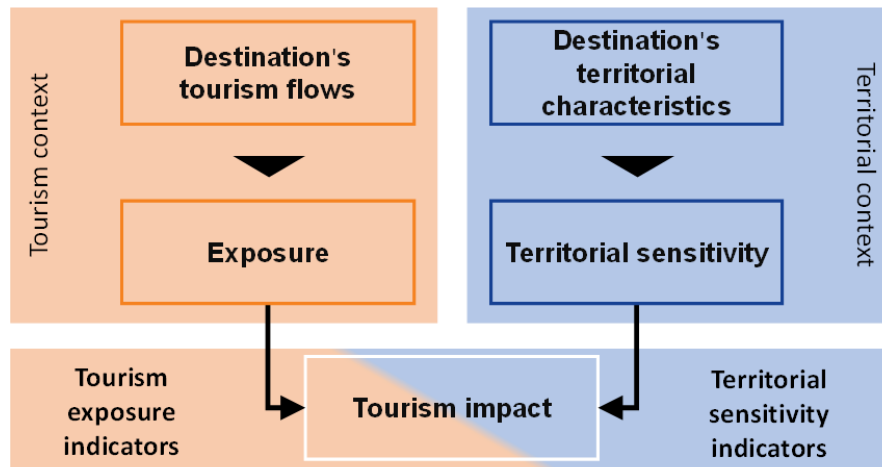
- Based on statistical data: arrivals, arrivals change, length of stay, seasonality tourism intensity.
- Based on big data: can be used to identify hotspots → e.g. Heatmaps



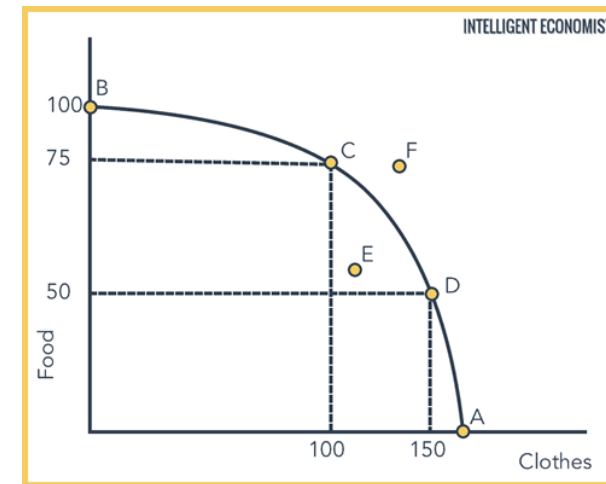
Steps 4 and 5



The concept ...



... and how one may get there



Bled

