

# Residents' Perspective on Overtourism in Vienna

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Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration

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Submitted to Xavier Matteucci

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## Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## Abstract

This research was meant to find out whether overtourism in Vienna exists from the residents point of view or there is still room for growth. Additionally this research also presents various ideas of how different rules and laws can control and manage tourists, as the number is increasing and the number will become higher at some point in time. Otherwise also connecting overtourism to carrying capacity, the development of tourism in general and tourism laws that either already exist or are still to be introduced and developed.

The project was carried out using quantitative research methods and therefore using a questionnaire answered by people living in Vienna for at least half a year. The results were then analysed and presented using mean and standard deviation.

The results have shown that the residents do feel like there is a lot of tourism in Vienna, especially at the tourism hotspots such as the Schönbrunn palace and the Stephen's Cathedral. Though this does not mean that all of Vienna is affected by this opinion. In general residents do not think that there is too much tourism in the city yet (mean = 3,18), according to the results there is still room for growth for the number of tourists. Though this growth could also be limited to the locations that are not as popular yet. So it can also be said that the carrying capacity has not been reached yet. The current situation is not the same as in other known cities in Europe or the world.

Therefore the results of this research can be used, to design and create preventive tourism laws and rules that should be developed before it is too late and the city would have to deal with a number of problems. Otherwise there are also further recommendations on research that could potentially be carried out connected to tourism in Vienna.

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## List of Abbreviations

CGM - Consumer-generated Media

NGO - Non-Governmental Organization

SIT - Special Interest Tourism

UNWTO - World Tourism Organization

# 1. Introduction

## 1.1. Background of the study

This project will represent the residents' opinions when it comes to the number of tourists in Vienna. Though it can be mentioned that there seem to be mixed feelings on this topic when discussed with different people. Some might agree on the fact that there are already too many tourists in Vienna, some might not, or people might say that it is only partially like this. Therefore this research is being conducted on overtourism in Vienna from the residents point of view. In order to look more into it and find out the opinions of different residents, and not just the tourists' alone, as they are not the ones staying in this city long-term. This study is supposed to provide a clearer image on tourism in Vienna.

## 1.2 Definition of 'Overtourism'

Overtourism is a rather new term in the tourism industry; therefore it has not been properly explained and defined yet. UNWTO though, has brought together some common definitions from universities working together on this topic and so have explained 'Overtourism' as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way" (UNWTO, 2018, p. 4).

There are various consequences and concerns that come with the development of tourism in general, though overtourism enhances these worries in some locations even more (Seraphin, Zaman, Olver, Bourliataux-Lajoinie & Dosquet, 2019). One consequence that some destinations have already faced is referred to the term "Trexit", the term is combined by the words 'tourist' and 'exit', which means the fact that some destinations, where overtourism is already occurring for sure, cities or regions have already introduced actions that would decrease or even stop tourists from visiting (Seraphin, Sheeran & Pilato, 2018). For destinations to make such decisions and for them to carry out these measures, must mean that this issue has become very serious in different places, which in turn shows why it should be taken into consideration at certain locations early enough. Especially since tourism influences and is an important part of the economy of most countries and therefore also cities.



Until this point, different research has been carried out to find ways on how overtourism can be balanced out more, or even be prevented from happening from the very beginning. As this project is based on the view of the residents of a specific tourist destination, the 'special interest tourism (SIT)' branding approach mentioned by Trauer (2006) influences the type of life citizens will have with tourism. In this approach, each part of a destination, whether that is an area of a city or a region, could be promoted and advertised specifically for a certain type of target tourist, which would then support the spreading out of the masses at a destination or even decrease the number of tourists coming all at once (Trauer, 2006). Later sections of this project will show more ways on how overtourism can be treated, but also prevented.

### **1.2.1 Important factors that need to be considered**

As also mentioned in the UNWTO (2018) report on overtourism, there are four main factors that are part of this topic, those factors are connected to overtourism and how they can be improved. The first one would be that it depends on the city and the capacity it has, some cities might be able to handle a higher number of visitors than others, this will be seen by road congestion, more focus given on physical tourism development and overcrowding due to seasonality (UNWTO, 2018). The second factor is that overtourism might not apply to an entire city, but more to certain parts of it where there is an attraction or historical monument (UNWTO, 2018). This could also help to introduce some precautionary measures in order for the city to prevent an even worse impact caused by tourism. The next issue made responsible by tourism would be the overuse of the cities' infrastructure, such as public transport, though these services are usually used by both tourists and citizens (UNWTO, 2018). It is still essential though, that citizens still feel comfortable using it, since it is also a question of environmental precaution. If they do not like going with the public transportation anymore, residents could start using their cars more often. So the last factor mentioned in the report was that even though there have been various technological inventions to improve the management of the tourism masses, it seems like that will not be enough (UNWTO, 2018). This means it is also important to take other solutions into consideration.

### **1.3 Reasons for research**

As overtourism is becoming an important topic in many cities due to the developing ways of travelling, and so making it easier for tourists to reach a destination, it becomes critical to know when a city or town is on its way of facing these challenges, before it is too late. Destinations can take responding measures in time and prevent overtourism from happening. So since there is barely any, literature where overtourism is connected to Vienna, it should be taken serious and this research should indicate whether this city is still far from problems like these or whether it will need to take certain measures into account soon.

One example where overtourism has already taken over is Venice, Italy, where drastic measures were already carried out and more and more citizens decide to leave the city due to the problem of overcrowding. These decisions were caused by increased problems in the city such as crime, historical monuments and buildings being destroyed but also increased traffic (Van der Borg, Costa & Gotti, 1996). Even though a little less important topic but also worth to consider is the rating of restaurants through consumer-generated media (CGM), such as TripAdvisor, where most of it is done by tourists, meaning that the judgement of the foods quality cannot be considered sufficient due to the little expertise of non-residents about the local food (Ganzaroli, De Noni & Van Baalen, 2017). This shows what tourism can lead to, especially in smaller cities like Venice or even Vienna when the right measures are not taken in time. Therefore it would also be a pity if the residents of Vienna at some point decide to leave or at least move to the outskirts of the as they do not feel comfortable anymore.

Since the capital of Austria and the country itself is generally known for taking care of their environment and trying their best to make everything and therefore also life sustainable, it is clear to say that tourism and its effects need to be taken into consideration as this is a large part of how sustainable the country and therefore the city is. According to research done by Phillis, Kouikoglou and Verdugo (2017) that have looked at 106 cities from around the world, Vienna is situated on second place for being one of the most environmentally friendly cities in the World.

### **1.3.1 The impact of sustainable tourism on residents**

Once a destination decides to implement management strategies to prevent overtourism, it will also be important to look at the positive outcomes such decisions can create. Some of the main dimensions residents benefit from having a sustainable way of dealing with too many tourists is by community involvement, job opportunities and creating awareness about this topic (Mathew & Sreejesh, 2017). Tourism also influences the quality of life of a resident, whether someone feels comfortable living in this particular city or not (Mathew & Sreejesh, 2017). A concept where both tourism businesses but also destinations would benefit from, is if tourism firms start using and improving the already known products and services but at the same time try to come up with new, innovative and sustainable ideas, this concept is called ‘exploration versus exploitation’ (Smith, 2017). It could possibly really make a difference and prevent different effects caused by tourism.

## **2 Aim of this research**

The general aim of this research is to find out what the residents of Vienna think of the current situation with tourists but also tourism in general. Whether they think that too much emphasis is put on the development of tourism by the city, instead of worrying about other important problems, or if any tourist is still welcome. In other words, this research should also find out whether Vienna has reached its carrying capacity or if there is still room for it to grow. It will also be interesting to find out, if there are tendencies towards overtourism, whether they are considered in all of Vienna or only in certain places and areas. As mentioned before, quality of life is what is influenced the most by overtourism. So this should definitely not be one of the reasons why residents dislike living in an area and are willing to give up their lives in order for them to live somewhere else, where they do not even really feel like they belong to. At the end of the day, as mentioned by Seraphin et al. (2018, p. 376); “locals should not be considered as the ‘undeserving’ of the tourism industry.” Unfortunately this feeling could be caused by tourism soon enough.

## 2.1 Context of research

As mentioned before, this project will focus on the capital city of Austria, Vienna and therefore it would be useful to look at some of the facts of this city. First of all it is the largest city in Austria, which might also be the reason why a lot of the tourists decide to go there when visiting Austria, with a number of 1.8 million inhabitants (Robineau & Agugiario, 2019). According to Dezernat Statistik Wien (2019) total bednights for the year 2018 were 16.483.497 which is an increase of 6,3% compared to the year before. The top three main markets and therefore the countries where most of the tourists come from to visit Vienna are Germany, locals from Austria and the United States of America (Dezernat Statistik Wien, 2019). Also when comparing to the year 2008, therefore ten years before, the numbers show a significant increase, with 10.232.472 bednights (Referat Statistik und Analyse, 2009).

Looking at these numbers it is clear to say that these numbers will not decrease or stay constant in the future. This high number of tourists can be explained due to the fact that Vienna is the headquarter of culture, politics and economy of Austria, additionally the 2001 UNESCO World Heritage Site designation of the Viennese city centre (Robineau & Agugiario, 2019). This title has also helped Vienna in making and promoting its name, adding the continuous improvement of the city, their marketing strategies and its tourism offers, causes the number of tourists to increase each year. According to the Vienna International Airport (2019) in the year 2018 the airport had a passenger volume of 34.4 million, which at the same time was the highest number in the airports' history, the passengers included not only the ones visiting Vienna, but also passengers that were transitioning. The transitioning passengers should also be seen as current tourists and especially potential future tourists as they might be so impressed that they decide to come as overnight tourists as well.

So according to Norbert Kettner, the director of tourism at the Vienna tourism board (2017), the organisation itself has already started taking the first steps towards a sustainable way of growth for tourism, by attracting tourists with interesting locations that are not in the city centre. This shows one of the actions towards a sustainable way of tourism in Vienna. When looking at the opinion of the viennese residents in 2017, 96% said that they do not mind the current situation of tourism in Vienna (Vienna tourism

board, 2017). Therefore it will be interesting to see whether this number has changed within the past years or if the view towards tourism is still the same. Norbert Kettner (2017, p. 9) mentioned that, “The goal of the new ‘Destination Management’ department is to further strengthen networking with suppliers at the destination, careful treatment of public spaces, and quality tourism”. This statement also shows that the city tries to take all stakeholders of tourism into consideration and wants to make sure that everyone is satisfied with the tourism situation in Vienna.

Based on this information it is reasonable and also useful to conduct such research on whether Vienna is capable of taking more tourists in the future years, or whether it will be necessary to introduce certain actions and rules in order to prevent problems that might occur in the future.

## **2.2 Research questions**

The research questions help focus on the objectives and aims of the research. It has also helped the creation of the questionnaires which was used during the research to collect data. So the four research questions are:

1. If overtourism is noticeable, is the entire city affected by it or just specific locations and areas?
2. To what extent do the residents of Vienna see tourism as enough tourism?
3. Which factors would trigger the perceptions on overtourism in Vienna?
4. What is the general perception of residents in Vienna towards tourism?

Using these research questions to create the questionnaire more in detail, it was also easier to break down the questionnaire into two parts.

## 3 Literature review

### 3.1 General attitudes towards tourism development

Even though tourism plays an important role in most economies, not all residents are always satisfied with these kinds of developments. Especially depending on the age and how far tourism has developed in certain areas, there will always be mixed feelings towards this topic. It is very important though, to first of all consider the positive, over all sides of tourism. Tourism can improve job opportunities, the infrastructure of the transportations and gives residents the chance to learn and meet new cultures from around the world (Belisle & Hoy, 1980). Andereck, Valentine, Knopf and Vogt (2005) also suggested that it improves the quality of life for the residents and keeps various historical sites of the city safe and from falling apart. Therefore a stable economy clearly influences the way residents see the tourism industry in their region or city, which in turn effects whether they are willing to be a part of it or not (Garau-Vadell, Gutierrez-Tano & Diaz-Armas, 2018). All these advantages of tourism are attractive for any city at the beginning, until it reaches a certain point and residents become impatient with the challenges they have to face when there are too many tourists in a certain area.

One of the main side effects of tourism is caused by the fact that many touristic areas live depending on the season (Almeida-Garcia, Balbuena-Vazquez & Cortes-Macias, 2015). So when it is not necessarily a big city where tourists can come all year round, the town or area can only improve their economy through tourism during a specific time of the year, usually either during the winter season, if the location is in the mountains, or during the summer, when the tourists come to the beach. Other negative aspects, that residents might connect with tourism is when there is a rise in overcrowded city or town areas, environmental problems, waste and pollution (Brunt & Courtney, 1999). It is clear to say that each negative side effect of tourism depends on the type of location, whether it is a city, town or the countryside, but at the end, the ones with the biggest effect will cause residents to be unsatisfied and have a negative view on tourism anywhere. What also depends on residents' attitudes, according to Almeida-Garcia, Pelaez-Fernandez, Balbuena-Vazquez and Cortes-Macias (2016), is whether a citizen has lived in the potentially overcrowded city their entire

lives or has moved there recently, and how involved they are in the community and development of the town, city or area.

Seasonality is not the only factor that influences residents' opinions about tourism, what also needs to be considered is the age of the residents. According to Huh and Vogt (2007) the age of residents plays an important role when considering the economic impact of tourism, they have found that middle-aged respondents were more against tourism due to the impact, than compared to the young adults that were more in favour of tourism and its effects. These negative views from the elder citizens might be the effect of them experiencing the outcome of tourism over the years, when the younger ones on the other hand, don't know exactly what it could possibly cause; therefore it is also recommended to listen to the older residents and consider their preferences as well (Huh & Vogt, 2007). This also shows what influences the overall opinions on tourism of a destination. A research conducted by Garau-Vadell et al. (2018) found that economy, plays one of the main roles in the way that managers of a destination act, though in the case of a potential crisis, residents might be a lot more tolerant to certain tourism-related changes.

Through a research conducted by Sanchez-Canizares, Nunes-Tabales and Fuentes-Garcia (2014) based on Cape Verde in Africa, they have found various results that indicate what the residents think of the increase in tourists of their region. When it comes to their own advantage that could be caused by tourism, the economic effects are more important, compared to the tourism development where environment, society and culture effects have a bigger influence than the economic ones (Sanchez-Canizares et al., 2014). The higher number of residents questioned in this research have recognised the different advantages of tourism that can help keep up various traditions, bring in investments for the development of buildings and roads, but also increase the hospitality standards of the Island (Sanchez-Canizares et al., 2014). The few, but also only concerns that were mentioned, were about the increase of sexual tolerance and usage of alcohol (Sanchez-Canizares et al., 2014). The third segment that the researchers found involving the residents' attitudes towards tourism in Cape Verde was generally more against the development of tourism than for, though what most of these respondents had in common was the fact that they spoke a limited number of languages (Sanchez-Canizares et al., 2014).

The inability of speaking multiple languages could be a barrier for the residents to having a more positive view on this development, as many might think that they are and will not be able to interact and maybe therefore even survive if tourism will continue to grow. So one of the actions that are important to take into consideration is that destinations with developing tourism, should involve more of the public institutions and therefore “public agencies, NGOs and universities (both domestic and international) play a significant role and should make a commitment to training and heightening the awareness of a predominantly young population” (Sanchez-Canizares et al., 2014, p. 94). These results and the mentioned solutions can generally be applied to various tourism destinations, no matter where and what type of destination it is. At the end, all residents have the same interest and similar views when it comes to tourism in their own area, it is accepted, as long as it brings more benefits to the destination than it creates negative effects.

### **3.2 Carrying capacity**

Carrying capacity is one of the main parts that needs to be considered when talking about overtourism. As mentioned by Saveriades (2000) carrying capacity involves two different topics; an environmental and a social one, showing how residents but also tourists deal with the number of tourist but also their consequences in general. These topics can be adapted to any tourism destination, whether it is a city, skiing region or a beach resort. Although still debatable, the official definition used by the World tourism organisation (UNWTO) for carrying capacity, is “the maximum number of people that may visit a tourist destination at the same time without causing destruction of the physical, economic or socio-cultural environment and an unacceptable decrease in the quality of the tourist satisfaction” (UNWTO, 1981 as cited in Maggi & Fredella, 2010). According to O’Reilly (1986) capacity is divided into two groups of aspects, nature of the tourists and nature of the destination area and its residents. This is different for each destination and therefore has to be looked at every time individually. When looking at the tourists coming to a destination, their common traits are the the age, gender, behaviours, way of thinking but also how long they are staying at the specific destination and the type of activities they decide to do there (O’Reilly, 1986). On the other hand, when looking at the destination where the carrying capacity is being considered, their



economic, social and environmental situation plays an important role (O'Reilly, 1986). Many destinations unfortunately do not carry out such a check up before they let a high number of tourists in. This might not be necessary for locations that do not have a high number of tourists visiting yet, but as soon as an increase is visible, such research should be essential.

### **3.2.1 Measuring carrying capacity**

When it comes to measuring carrying capacity there are various debates and issues on how to carry this out, since each destination is different and therefore varies in the capacity they can hold (Simon, Narangajavana & Marques, 2004). It is important to keep in mind that such carrying capacity can also fluctuate and expand over time (Fernando et al., 2004). This means a destination might have a certain carrying capacity during one point in time, and a different one a few years later, whether that has increased or decreased. According to Butler (2011) carrying capacity can only increase for example when it is being managed accordingly using marketing, development of new or existing products and of course a continuously elaborating infrastructure. It is definitely challenging to detect an effect when it doesn't exist yet, therefore even bigger issues arise when trying to measure a capacity that has not effected a destination yet, and is only meant for preventive measures (Buckley, 1999).

Another reason of why measuring capacity might be difficult is because each person might consider a limit differently. Some residents might see a certain number as too high, when others could consider it as appropriate or even too low. As mentioned by Saarinen (2006), it all depends on the type of values and perceptions of resources people and so residents of a destination might have, and the different views they might have on an impact or criteria when it comes to a topic such as tourism. Another difficulty argued by Jurado, Damian and Fernandez (2013) in carrying out such measures is rather connected to politics, managers would have to come up with solutions that deal with such problems, which would also involve publishing the results of these negative effects on society, this on the other hand could then mean a negative effect on the rising economy since it won't be seen as such a positive activity anymore that only brings business and job opportunities, growths and tourism to the destination. These results could then effect all types of stakeholders that are involved in tourism, including the tourists coming from outside the destination, as they

might not be willing to come to the location anymore. A way that carrying capacity could be measured was proposed by O'Reilly (1986), one way for example would be looking at the number of arrivals in a destination per 100 residents, or the number of nights spent per 100 residents and the third type of possible measurement could be the number of tourists per square kilometre in a region. Of course these measurements will not be sufficient in indicating whether a city or region has too many tourists, but it will help to keep some type of control over these numbers.

### **3.2.2 Importance of carrying capacity in sustainability**

It is clear to say that carrying capacity plays a very big role in the sustainability of a destination. In order for a tourist destination to make sure that it does not change and have negative impacts, carrying capacity can help in preventing such negative consequences. In order for a destination not to feel much of a negative effect from tourism, they need to know how to deal with such issues and when they might arise, this is where carrying capacity can become very helpful (Jurado et al., 2013). As mentioned by Simon et al. (2004) it is important to ask for feedback throughout a longer period of time to see the type of connection and change between carrying capacity and other surrounding elements. This will also give managers the possibility to see in what direction tourism and its carrying capacity is going, in order for them to at least try to take certain actions early enough that can prevent a destination from being affected by tourism too a point that can become environmentally and socially dangerous. Some of the environmental consequences that can occur due to a high number of tourists is the wearing off of historical sites, pollution of sewage in the city, beach or skiing regions (O'Reilly, 1986). When it comes to the social issues, some residents of a destination might have a higher tolerance of tourists' actions, then others (O'Reilly, 1986). These sustainability problems happen when a destination is not thoroughly looked at on whether they are able to handle tourism and how much tourism, and so carrying capacity is considered an important part of this procedure. It is important to consider the carrying capacity not as a definite maximum, but rather as a benchmark to what needs to be looked at, controlled and managed throughout a period of time (O'Reilly, 1986). Benchmarks in general can become very helpful when talking about the topic of tourism, they are able to give some sense of direction.

### 3.3 A sustainable way of city tourism

As the term “Sustainable tourism” has a very debatable definition, one of the official ones is by the UNWTO (1993) which defines it as tourism that tries to provide the tourists wants but also considers the wishes of the hosting destination by looking out for the future and making sure that the environment is not effected by it. As this is a very general explanation of the term, a certain part of it should maybe be defined in more depth. What includes the host regions? It is essential to mention that with this part of the definition is meant the actual physical location as well as the people that are living in the particular region, so the social part. The idea of sustainable tourism is not an old nor a relatively new topic. Awareness for this has occurred in the 1980s, according to Simao & Partidario (2010) the awareness was caused by the mass tourism development model. Higgins-Desbiolles (2018, p. 157) says “Tourism today has a problem. It is addicted to growth and may need to be placed in a 12-step programme of recovery, much like those created by Alcoholics Anonymous”. Even though it might be quite harsh to compare tourism with someone that has an alcoholic problem, there are various similarities. Tourism might have a good influence on a region and on the tourists at the beginning but could become deadly for the destination in the long-term, if it is not being treated and controlled in an acceptable and still relatively healthy amount. Therefore it is important to find ways and solutions to at least first of all make the effects on the city have less consequences.

As “overtourism” is becoming a more and more important topic, some known cities are especially effected by it, these include Barcelona, Venice and Dubrovnik for example, where the carrying capacity have definitely been reached and communities try to find solutions on how to stop the ever growing number of tourists (Higgins-Desbiolles, 2018). It is important to control the growth of tourism in Vienna and see on what level it currently might be and make sure that it does not have to face the same problems other popular cities such as Venice might have. One unfortunate issue that keeps tourism from becoming more sustainable are the different interests and goals of the tourism industry and the government, which put generally growth of high importance (Higgins-Desbiolles, 2018). There the argument of Ward, Sutton, Werner, Constanza and Mohr (2018) becomes quite appropriate as they mention that even though growth is very important, it is

not necessarily sustainable and therefore it is important to create appropriate objectives.

To reach these preventive objectives, there have been various laws and regulations introduced by cities facing overtourism issues such as connected to sustainability. Another set of reasons of why sustainable tourism is difficult to introduce to businesses and tourism industry participants, are that some might choose to ignore these problems or just have problems understanding the sustainable consequences this type of growth could lead to (McKercher, Mak, & Wong, 2014). Reasons for ignoring the effects could be that the business owners are only interested in the short-term advantages they might gain from tourism and issues concerning climate change and social influences are possibly not clear enough or not dealt with in depth by the participants of the tourism industry.

According to Blancas, Gonzalez, Lozano-Oyola and Perez (2010) in order for a city or region to be able to measure a certain type of change in sustainability it is important to have different sources of data to analyse them, and the possibility of being able to measure results over time. It is also important to keep in mind the fact that if a certain level of sustainability is to be reached in a region or city, a high number of indicators will not be very helpful if they are not effective, instead enterprise focused indicators should be designed so they can be measured easily by the different businesses (Agyeiwaah, McKercher & Suntikul, 2017). Another factor is that, not only indicators are important, but the tourism industry also has to make sure that they know what they need to sustain (McCool, Moisey & Nickerson, 2001). This can then be combined and lead to effective solutions and preventions.

So for a tourism destination to know where they need to work on and to know the type of indicators that can then be used by enterprises, McCool et al. (2001) have carried out a research on this topic. Even though the research was based on the state of Montana and they depend on nature tourism, some of these items can also be applied to a city such as Vienna. They said that the most popular answers of the respondents was the heritage of culture and nature, economic stability of the community and quality of life (McCool et al., 2001). These indicators can be used by a tourist destination to work along on. Though also mentioned by McCool et al. (2001) was the fact that the items that should be sustained by a region

might differ to the indicators that residents and tourism participants might see as important. Therefore a destination should always try to make sure that the items to be sustained and indicators are met halfway or somehow combined so that all stakeholders are satisfied.

### **3.4 Introducing preventive tourism laws**

Gfrerer, Pechlaner and Stolba (2019) explained that overtourism is also another term for “unbalanced tourism”. This term could also be seen as a nicer way of calling this issue, so it doesn’t sound so harsh and problematic. Though it should probably be called more negatively since that usually is the way certain problems are finally heard. As mentioned by Dodds and Butler (2010), there has been a lot of research conducted on the topic of sustainable tourism and what could be done by the community and the state, but less of research where policies have been implemented and their effects were being measured. Therefore research on what could be done has the same importance as research on whether these policies and measures actually helped, otherwise none of the issues can be solved. So when implementing various policies that could make tourism more sustainable, it will bring advantages to the destinations but at the same time various problems will arise that might hinder the rules from becoming effective.

#### **3.4.1 Current and possible policies for tourist destinations**

Some of the most basic ways to protect a destination is through the use of limitations for the land, which gives the state the chance to control the supply for tourism, but also building possibilities (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008). These laws include the management of building, how high they are allowed to be, which colour and style of architecture the buildings will have and the parking possibilities (Oom do Valle, Pintassilgo, Matias & Andre, 2012). Another, for most destinations, very common policy is the tourism tax (World Tourism Organization, 1998) that most tourists have to pay when staying at a destination over night. Though some places have not decided to implement tourism taxes yet, even though it would be highly recommended and also useful. For example according to Oom do Valle et al. (2012), a region in Portugal called Algarve has not implemented specific tourism taxes yet, even though they would be highly needed as the natural sites, such as the coast and beaches, of the destination have already

been effected by mass tourism, and the number of tourists is continuously growing.

Another point made by Gfrerer et al. (2019) is that the main hotspots for tourists in cities like Vienna, Venice or Barcelona don't need marketing of any type anymore, whether it is on social media or through traditional marketing. What can be done instead is to offer the experience of local people getting closer to tourists, by showing them hidden places which in turn will spread the masses across the city and so reduce the number of people at the common hotspots (Gfrerer et al., 2019). The same idea goes for the city of Berlin that has implemented this in their Berlin Tourism Plan 2018+, where they would like to spread out tourists to each of the 12 districts in the city so tourists, especially the ones that are not in Berlin for the first time, see new attractions using special routes that were researched and designed by visitBerlin, the marketing organisation of the city (UNWTO, 2019). Another strategy implemented by visitBerlin in their tourism plan, is the monitoring of visitors using mobile network data, like this the city has a chance to understand and check the flow of the tourists for specific locations (UNWTO, 2019). Being able to show where most tourists are at a certain point during the day, can then also be used to control where other tourists decide to go. For example there could be an app to show the results of this monitoring, like this the masses have the chance to go to places where there are less people at a certain time.

One other way to prevent tourism from becoming too much is to introduce a contingent for busses to better spread them out at terminals (Gfrerer et al., 2019), this could stop the masses of tourists coming to one location at once and blocking various streets and sidewalks in the city, this way tourists might spread out evenly as well. Another policy that already exists but could be introduced in more destinations are the airbnb sanctions, as many real estate prices are increasing and that is becoming a disadvantage for the residents that actually live in that region and not the tourists coming to visit (Gfrerer et al., 2019). This is also a point which can create a negative view on tourism in a city.

A set of examples of rules that can be introduced to manage urban tourism growth was introduced by London. The first one would be to integrate tourists and residents at the same time, this can be done through the protection of music venues, clubs and pubs, but also various locations of

art, culture and entertainment (UNWTO, 2019). With this type of connection, both sides win, local and traditional locations that are important to the residents do not get destroyed or demolished for other purposes, which keeps residents happy and at the same time tourists get the chance to go back home with local experiences. Another useful way is through the offers of volunteering, residents can have the chance to work at various events and projects in order for them to have the chance to interact with the tourists as well (UNWTO, 2019). They should get the chance to interact with tourists on a more professional level, to see how they can benefit from them and not only through the uncomfortable way where tourists are seen as a burden for the area due to the negative impacts they cause.

All these policies and measures can not only be useful to tourists and residents of those cities or regions, but also to any stakeholder of tourism. They range from Senates, any public or private businesses to also public city transportations and anyone interested in the environment (UNWTO, 2019). This again shows why tourism is a very important part of a destination's economy, as they all interlink to form one big advantage.

### **3.4.2 Issues involved with policy implementation**

As mentioned before, there might be some challenges that a community of a tourism destination might face when trying to implement policies that control tourism and prevent it from affecting the destination's environment and society. Dodds and Butler (2010) have recognised different obstacles when it comes to reaching sustainable tourism policies successfully. One obstacle that Dodds and Butler (2010) mentioned, and is the most dominant one, is usually the importance of economic growth that trumps the influence of tourism on the environment and destination's society. This might not be the case for every country and city, but it definitely plays a major role in all states, which makes the introduction of environmental policies even more difficult. Although it is clear that economy must play a major role for a country, the environment and society should be involved as well, especially in some places more than others. It is also clear to say that tourism should not be seen as a separate topic anymore, it involves culture, politics and society all at once (Gfrerer et al., 2019). This shows the importance of tourism for a city, region and country. Also a barrier mentioned by Dodds and Butler (2010) is that the government is not the

only party that needs to get involved, but all other stakeholders, such as citizens, organisations and visitors need to be part of this as well. If not all stakeholders pull on one string, no sustainable policy will be able to change or stop anything. There are also cities where certain areas are more sensible to overtourism than others, therefore it might be better to look at how (over)tourism should be managed and that could mean that just setting up a certain “tourist limit” can not be a solution (Gfrerer et al., 2019). This shows though, how essential it is to deal with this topic before it is too late and could become a major problem when it not already is in certain destinations.

## **4 Methodology**

In this section it is important to mention the research design, methods and why they were used. What also will be mentioned in the next sections are the types of sampling that are being used and ultimately the ways the results were analysed.

### **4.1 Research design & methods used**

As there has been barely any research on Vienna in connection to overtourism, the best choice was to conduct primary research on such a topic. First of all, it is important to look at the different advantages and disadvantages, but also to find out why quantitative research is a better choice for this topic than qualitative research. As mentioned by Goeldner (2011) at the start of tourism research, there were a lot of complains about the fact that the content was more qualitative and therefore not clear enough and too detailed most of the times. This meant that the ways of research in this industry had to change. Especially since these types of research vary from each other, such as quantitative research focuses more on bringing detail to a specific sensation (Westerman, 2006). As Goeldner was the editor of the ‘Journal of Travel Research’, he tried to publish some of the research issues that involved quantitative research to see whether that would change the peoples attitudes, the problem with this type of research was that there were other complains about how the results are too difficult to read (Goeldner, 2011). The contradiction to this type of criticism was that “...within 10 years this would be part of the common body of knowledge” (Goeldner, 2011, p. 585). Using quantitative research, this topic is based on a descriptive approach, since it is about finding out whether



overtourism has already reached Vienna or not. It is also a way of describing further what overtourism is to the residents of Vienna.

Online platforms have become very popular nowadays to conduct various reviews and surveys, such as through social media (Li, Xu, Tang, Wang & Li, 2018), therefore this survey was also conducted through online questionnaires using Google forms, sent to the respondents via social media or messaging apps, the questionnaire was created using various scaling techniques, such as the Likert scale. According to Payne and Wansink (2011) collecting primary research through the internet carries the risk of not having control over the surroundings of the respondent while they are answering the questionnaire for example, though when conducted appropriately the researcher has rapid access to the results compared to other primary research methods. The questionnaires used in this research include sections based on different factors determining overtourism, based on the influence on the environment, congestion in popular areas and historical monuments and sites. Online questionnaires prevent researchers and respondents from becoming confused, raises the speed of how long they would take to answer the whole questionnaire, and at the end creating results into an electronic version (Payne & Wansink, 2011). Adding a feature that indicates how much of the questionnaire has already been completed, can raise the number of completed questionnaires (Payne & Wansink, 2011). This in turn could also mean that the validity of this type of survey research method will be high. Therefore, especially when it comes to a high number of respondents that are needed, online questionnaire is a good way to collect the data.

The total number of answered questionnaires was 60. Each questionnaire included 23 questions (including four of them about personal information) which were split up into two parts, the first part included questions based on specific tourism hotspots in Vienna and the number of tourists there. The second part of the questionnaire covered Vienna in general, asking the respondents of their general opinion about tourism in the city. The respondents were asked to give their opinion based on a single option, therefore the non-comparative scaling techniques are used in the questionnaires. As Tsaur, Yen and Teng (2018) have used a scaling technique such as the Likert scale (strongly agree-strongly disagree), during a similar research. Other techniques used in this questionnaire were ordinal scales to determine for example during what season Vienna is most crowded by tourists, or whether tourism has increased, decreased or stayed the same

during the past years. Though only one question was an open-end question that gave respondents the chance to answer with longer sentences.

Some examples of the questions and statements to be agreed or disagreed to, that are included in the questionnaire are:

- Schönbrunn palace is very frequented by tourists.
- Do you enjoy visiting these attractions?
- Do you feel like tourists have an impact on the historical sites in Vienna?
- Do you think tourists have an impact on the surrounding environment in Vienna?

These types of questions have helped specify whether overtourism exists in general in the city or only at certain places where most tourists decide to go to.

## **4.2 Justification for the selection**

One of the reasons why this research method is the most suitable one is that in order for a research on such a topic to be generalised, a large number of people will have to be asked, this can be mainly done through questionnaires. Another reason will also be the fact that these types of research methods have been used on research similar to the topic of overtourism. Williams and Lawson (2001) for example have used questionnaires, in their research, with 84 items that are being measured with a Likert scale from 1 as 'agree' to 5 as 'disagree'. Jurado et al. (2013) have also conducted a research on carrying capacity using quantitative research, again by giving out questionnaires that included questions with likert scales from 'strongly disagree' to 'strongly disagree', which were then given out to different samples.

### 4.3 Sampling

Not only is the selection of sample units for the survey important, but there are various methods that can be used to determine what the characteristics have to be (Azevedo, Canario-Almeida, Almeida Fonseca, Costa-Pereira, Winck & Hespanhol, 2011). Azevedo et al. (2011) have also mentioned that non-probability methods are much more common due to easier use. The target population were Viennese residents of every age group that need to have lived in Vienna for at least six months and that either work or study at a university. Therefore a non-probability sampling method was used, such as quota sampling. The respondents were not only contacted personally, through e-mail or messaging, but anyone was able to answer the questionnaire that was posted on a social media channel as long as they fit into the selected criteria with their characteristics.

### 4.4 Data analysis

According to Martin-Rodilla, Panach, Gonzalez-Perez and Pastor (2018) there is a very wide range of explanations to what data analysis actually is, therefore no agreed definition has been found yet, but they all agree that it focuses on the time source of the data until the conclusion.

As in this research, scaling techniques in the surveys were used, after data has been collected, the results of the 60 answered questionnaires were downloaded into one document and then summarised to create different charts, graphs and tables to make the results clearer to the reader. Otherwise the mean, standard deviation and percentages were presented using different graphs of the results of the questions that were asked in the questionnaire, so the four research questions mentioned before could be answered. Techniques such as mean and standard deviation are part of the descriptive statistics and give the researcher the chance to find out whether there is an interruption of the dataset or not (Shukla, 2008). Shukla (2008) also mentions these techniques as being an appropriate way for data analysis of interval scales. Additionally, according to Grech (2018) when calculating the standard deviation, it can not only be adapted to the sample, but is also an approximate representation of the standard deviation of the population the sample was taken from. Therefore it will not change if the sample size is increasing or decreasing (Grech, 2018). These visual results can be found in the results section below.

## 4.5 Ethics

Mallia (2018) mentions that ethics can be split into two different areas, first of all what to tell people when they are asked to participate in a survey, and second of all, the way the research is carried out.

As mentioned by Yallop and Mowatt (2016), anyone that is conducting research should be up to date on the topic of ethics as the different methodologies are evolving and everything connected to it. Such as the different technological developments, and the general research designs as well. Therefore taking ethics serious is essential as this could jeopardise the entire research if not handled the right way. Since ethics is an important part when conducting a research, this research focused on making sure that ethical rules are followed. In order to be able to use the data accordingly for the research, respondents were informed about the anonymity of their answers. Therefore questionnaires are also a good way to make sure that the information mentioned by the respondents can be used in the research. The only personal information that was asked before the respondent could answer the survey, was about their age and nationality and whether they currently live in Vienna or not. Those questions were to make sure whether the respondent fits into the criteria, that is necessary to participate in the research appropriately, or not. This also meant that it was important not to discriminate anyone due to their nationality, heritage or age, who could possibly be in the sample taking part in the survey. As long as they are a resident of Vienna living here for at least half a year, this person can be part of this research.

Ethics and so privacy and no discrimination is essential to anyone in all life situations, therefore it is easier for researchers to put themselves into a respondents position and make sure that this doesn't happen during their own work, for example when they create their research designs (Yallop & Mowatt, 2016). Yallop and Mowatt (2016) also think that it is useful if a communication and also relationship between the researcher and the respondent exists that makes the respondent feel comfortable and not too unfamiliar with everyone, although this might apply more to industries where market research plays a major role and it is important to make sure that customers are satisfied. So this is also important for this project as answers by the respondents are one of the most essential parts which can not be influenced due to bad treatment of ethics.

## 5 Data analysis

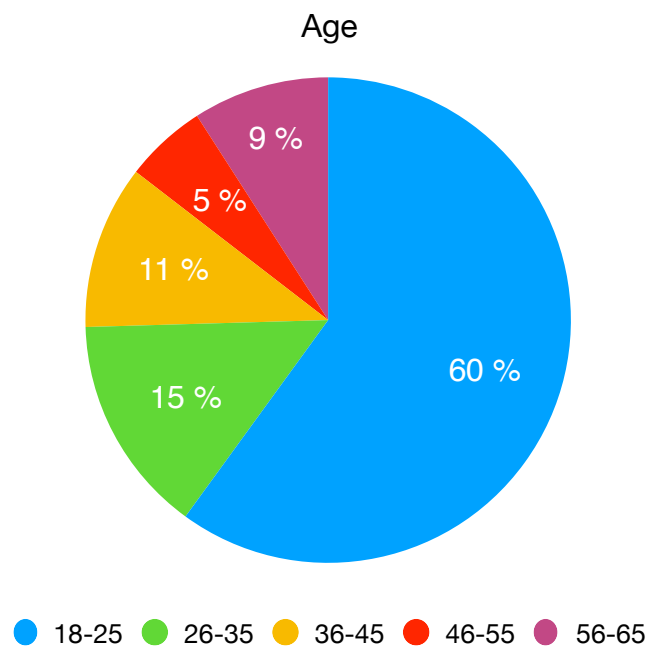
### 5.1 Results

#### 5.1.1 General characteristics of respondents

After two months of collecting completed questionnaires, 60 people were found to complete this questionnaire, and 56 respondents were eligible to be taken into consideration for this research and its results. In this chapter the different results that have been found with the research will be looked at closer and eventually summarised, presenting the answer to the main question, do residents think that overtourism exists in Vienna or does this industry still have enough space to expand?

When looking at figure 1, as the ages varied from 18 to 65 years, the largest number of respondents was in the age range of 18 to 25 years (60%). The smallest number of respondents was 46 to 55 years old (5%). Since the

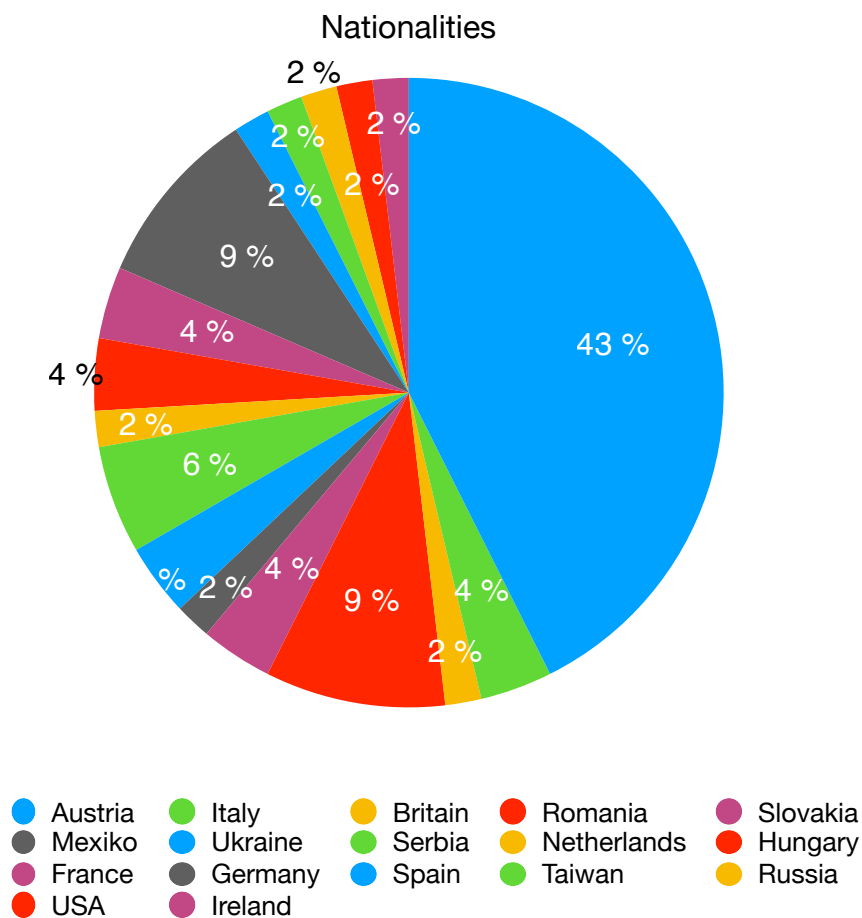
**Figure 1: Age of respondents**



higher number of respondents are within this age range, it would mean that most results are rather based on the younger population of Vienna.

Otherwise the sample of people answering these questionnaires are from 17 different nations, but have still been living in Vienna for at least six months. Though the majority of respondents are from Austria (43%), the opinions of other nations should be considered as well as they are still residents of this city. Figure 2 shows the different nationalities and how many of each country have participated in this survey.

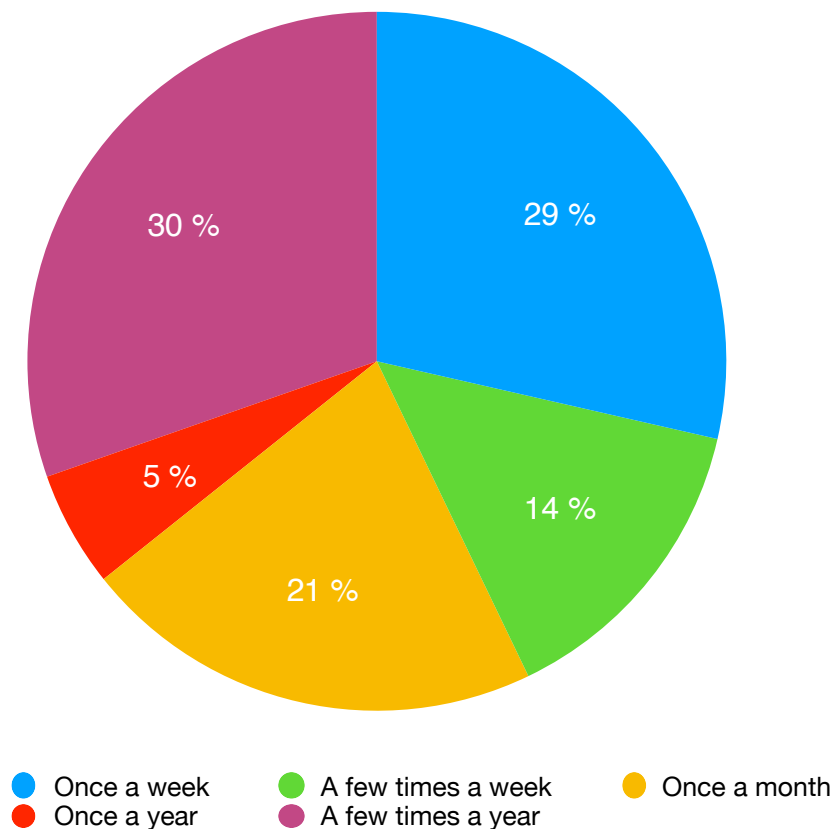
**Figure 2: Nationalities of respondents**



Another personal question that was asked in the survey was how many times residents happen to visit the main tourism sites in Vienna, the specific sites will be mentioned later on in the chapter, but some of them include Stephen’s cathedral, city hall and Schönbrunn palace. Looking at figure 3, it is clear to see that the top three answers include “a few times a year” (30%), “once a week” (29%) and “once a month” (21%). It shows that the majority of respondents do not go rarely to these locations and this means they are able to talk about whether tourism is too much and whether

it has increased or decreased over the past years. With almost frequent visits to these places, people are able to see changes and variations between the various locations and times.

**Figure 3: How often the tourism hotspots of Vienna were visited by respondents**



At the same time this result could also be seen as a type of hint on whether residents still enjoy going to these places or not. There is a possibility that if the number of tourists would be lower than what they are currently, citizens of Vienna would be willing to visit these locations more often and not think that it is too crowded, but there will be more to this topic later on.

### 5.1.2 Tourism hotspots in Vienna

**Research question 1:** If overtourism is noticeable, is the entire city affected by it or just specific locations and areas?

The survey included five different tourism sites and the question for each site stated that these sites are being visited frequently and if the respondent fully agreed to this statement to not at all. The people were able to choose from a Likert scale that ranged from one to five. One as fully agree until five as fully disagree. The results for all averages and standard deviations from each tourist site is summarised in a table below.

The first tourism site was the Schönbrunn palace, located rather further away from the city centre. There the average answer was 1,57, meaning that most respondents agreed to the fact that this location was very frequented by tourists. The standard deviation with 1,13 shows that there has been a high variation between the answers of all respondents. The next mentioned site was the Stephen's cathedral which is located in the heart of Vienna. With an average rating of 1,61 as well, indicating that also with this tourist location, residents think that it is being visited a lot. The standard deviation (1,07) indicates that the answers do vary though. Which could mean that residents are not completely on the same page yet.

Also Hofburg and Kärntnerstrasse have the average response of 1,77 and 1,73 which shows overall that these locations are being visited very often, as the number indicated that respondents agreed with this type of statement. Both also have a standard deviation of more than one (1,01 from Hofburg and 1,02 from Kärntnerstrasse) which indicates again that the answers to this question differed from each other quite highly. The only popular location for tourists that has a different result than all the other sites, is the city hall. The results show that the average answer is 2,16, showing that there is little more tolerance when it comes to how frequented it is. The standard deviation for this does vary, in this case it would be 0,95 which indicates that there is a low variation, and so an agreement in the responses when it comes regarding to whether the city hall is being visited by tourists frequently.



Though when comparing these answers with the result of whether the residents of Vienna think that there are too many tourists visiting Vienna in general, the results do differ a little bit from each other. The average answer (3,18), which is basically half way between fully agree to fully disagree, could be indicated as residents not being quite sure about whether they think that there are too many tourists or not or that the number of tourists is about right. The standard deviation of 1,06 also shows that the responses made by the residents differed as well, meaning that there might be some uncertainty throughout the residents in Vienna. Uncertainty on this topic can also be seen as the fact that on one hand, citizens think that there is enough tourists coming to Vienna, but on the other hand this result and comparison between the two types of topics can be interpreted as the fact that residents would still accept a larger number of tourists in the city.

**Table 1: How frequented are tourism hotspots in Vienna**

Tourism hotspots in Vienna	Mean	SD
Schönbrunn Palace is very frequented by tourists.	1,57	1,13
Stephansplatz/Graben is very frequented by tourists.	1,61	1,07
Rathaus is very frequented by tourists.	2,16	0,95
Hofburg is very frequented by tourists.	1,77	1,01
Kärntnerstrasse is very frequented by tourists.	1,73	1,02
1= Fully agree 5 = fully disagree		

### 5.1.3 Carrying capacity of Vienna

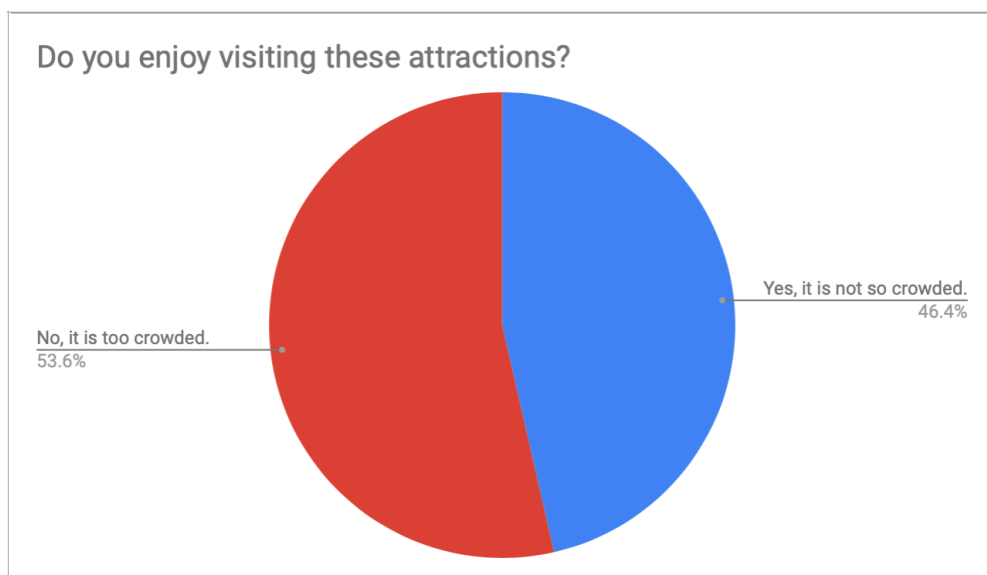
**Research question 2:** To what extent do the residents of Vienna see tourism as enough?

Solely based on the question whether Vienna still has room for growth of visitors, calculating the average answer of the respondents, the results show that there might be a in-between and uncertainty among the residents of the city, as the average answer is 3,04 (based on a likert scale where 1= fully agree, 5=fully disagree). This balanced answer could be indicated in two different ways. Residents might think that on one hand there might already be enough tourists coming to Vienna as long as the number is still

acceptable, but on the other hand, there might still be room for growth as they could be comparing Vienna to other popular cities such as Venice or Dubrovnik as they were mentioned by Higgins-Desbiolles (2018). As the standard deviation results in 1,09, it indicates that the answers varied highly and supports that the opinions across the respondents differentiated as well and therefore could also show the uncertainty across residents.

Based on the tourism hotspots mentioned in the previous chapter, respondents were asked to indicate whether they still enjoy going to these places or if it is too crowded for them to do so. As shown by figure 4 below,

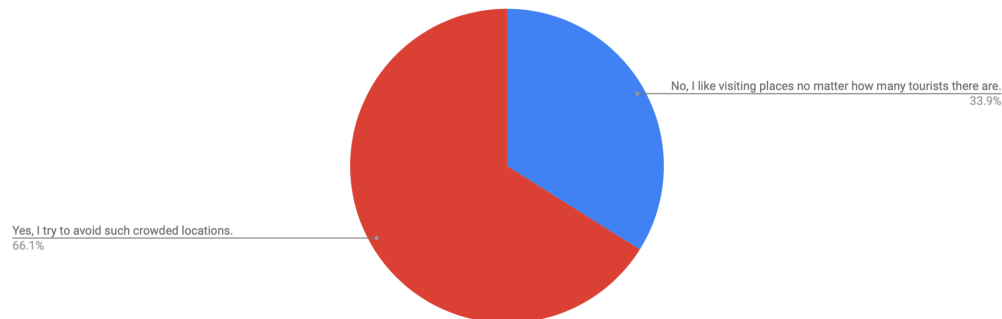
**Figure 4: Whether residents still enjoy visiting tourism hotspots**



a little bit more than half of the respondents (53,6%) said that they would rather not enjoy these locations anymore due to the fact that it is too crowded. The other 46,4% don't mind the number of tourists there and can still enjoy their visit.

Considering the fact that the majority of residents do not enjoy going to these locations because there are too many people, could already be seen a little bit worrying. This means that if the population of tourists continues to increase, this percentage number will become bigger as well. The situation could then become similar to other popular cities in Europe or the world. It is also quite disappointing considering the fact that citizens feel uncomfortable moving around their own city only because of a certain fact, which is the number of tourists.

**Figure 5: Influence of the number of tourists on residents deciding to visit an attraction or not**



Looking at a similar topic, which is connected to the previous one, even though it shows a similar result, they still vary a little bit. When asked whether residents still decide to go to these locations depending on whether it is too crowded or they don't mind the number of tourists, the results showed a clear answer. Most people (66,1%) try to avoid these hotspot locations because they think there are too many people, and so as mentioned before, don't enjoy their time there anymore. This is a rather discouraging result for a city because these locations are still beautiful but not all citizens are able to enjoy them anymore. Even though 33,9% still prefer going to these places, the percentage is a lot smaller and therefore not as significant compared to the other result.

All in all can be said about the carrying capacity of Vienna, that this limit maybe has not been reached yet, but it can happen when the growth of tourists continues without any further rules, regulations and laws being introduced by the city. Although Vienna is far from having the same issues as Barcelona or Venice (Higgins-Desbiolles, 2018) have, they could arise soon.

#### **5.1.4 Residents' opinion on tourism influenced by factors**

**Research question 3:** Which factors would trigger the perceptions on tourism in Vienna?

The attitude towards tourism does not only depend on whether residents think that the number is too high or not too high. There are also other factors that influence this decision, such as the way citizens feel about different aspects of everyday life in Vienna.

By asking respondents what impact tourism has on their quality of life, the historical sites in Vienna, which primarily includes the tourist hotspots, and the environment, they had the possibility to answer this question ranging from having a positive impact to a negative impact, with the numbers one to five. An additional topic that was asked, was whether respondents agree on the statement that tourism is influencing Viennas authentic culture negatively. In table 2 below, the summarised results on each topic are presented. The first clear result is that residents almost disagree (mean = 3,7) with the fact that Vienna is losing it authentic culture. Although the standard deviation (1,16) shows a high variation between the responses. Some residents possibly think that tourists do not change the unique culture Vienna has to offer, but on the other hand some do as the average result is also closer to the middle.

Compared to the influence on the culture, that tourism almost does not have according to residents, this topic related to the environment shows a rather different result. As also can be seen in table 2 below, the average answer to this was in the middle, with a mean of 3,2 on the likert scale (positive impact = 1, negative impact = 5). It could be interpreted as people being somewhat unsure about whether it has an influence or not. Standard deviation also indicates, with 1,05 that the answers did differ from each other, supporting the fact that there are mixed feelings about whether the type of impact is positive, none, or negative.

**Table 2: Factors triggering the perception on overtourism in Vienna**

	Mean	SD
Because of tourism, Vienna is losing it's authentic culture.	3,70	1,16
Tourism has an impact on my quality of life	2,54	0,83
Do you feel like the tourists in Vienna have an impact on the historical sites?	2,77	0,87
Do you feel like the tourists have an impact on the environment of Vienna?	3,20	1,05

When it comes to the topic of quality of life and the impact on historical sites, the average results differ to the results on the environmental impact, which in this case is 2,54 and 2,77. Showing that the respondents think that tourism could have a positive impact. The standard deviation with 0,83 for quality of life and 0,87 for the historical sites also show no variations between the different answers which is an indication on respondents

agreeing with the opinion of tourism having no negative influence on these subjects.

The results show that currently the main topics that need to be looked at where tourism could make a change to, is when the city would lose its culture, traditions and the environment would be affected. If the culture and traditions would change, it would also make a difference for tourists coming in, it would mean that they wouldn't have the same experience that they should have and previous visitors and residents have lived. Also, as there are already various rules and regulations citizens of Vienna have to follow, in order to protect the environment, it is important to make sure that this is also a priority for tourists coming to visit. Although currently on average, residents think that there is barely any impact on the environment caused by tourists, the answers did show mixed feelings though. Therefore as the number of tourists increase, the topic of environment related to tourism will become more important.

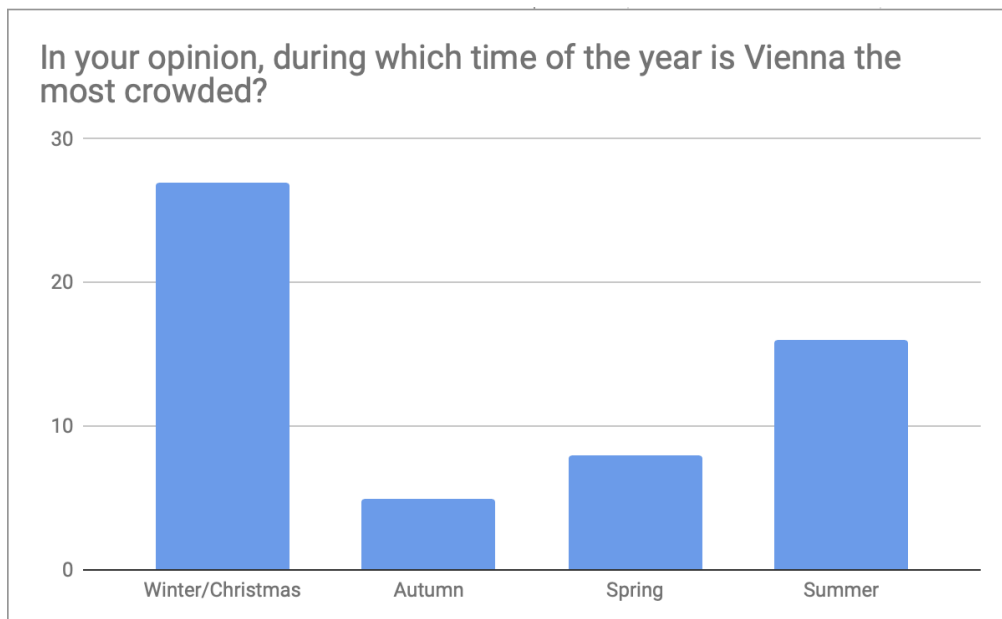
### **5.1.5 The way Viennese residents feel about their tourism**

**Research question 4:** What is the general perception of residents in Vienna towards tourism?

As the survey included a question based on what they think is the most popular season for tourists to come to Vienna, the results showed clearly two main seasons. Even though the results also differentiated clearly, they both need to be considered. The most popular season according to residents was the Winter and so also the Christmas season with 27 (48.2%) people voting for it. Otherwise tourists also seem to enjoy coming to Vienna during summer which was then second most popular time of the year with 16 votings (28,6%).

Therefore as Christmas markets probably being one of the main attractions for the number one season, they are likely to be the most crowded locations in Vienna next to all the standard hotspots. This result can also be interpreted as overcrowding in different places during winter, which shows another potential time and place when residents might feel uncomfortable.

**Figure 6: Seasons when Vienna is the most crowded**



When the respondents were asked to give their opinion on whether they enjoy meeting and talking to tourists, there were some mixed feelings about it. As visible in table 3 below, the mean which was 3,20, indicated that they were in between agreeing and disagreeing to this statement, it could be interpreted as that they feel comfortable meeting and talking to tourists until a certain extent or that only some respondents fell comfortable. As the standard deviation (1.13) also shows that there has been a variety between the answers, it is another indication that in general residents feel differently about this topic. Which indicates that tourism needs a limit in Vienna as well, as they could all agree very soon on the fact that they do not like talking and meeting tourists at all.

**Table 3: General perception of residents towards tourists**

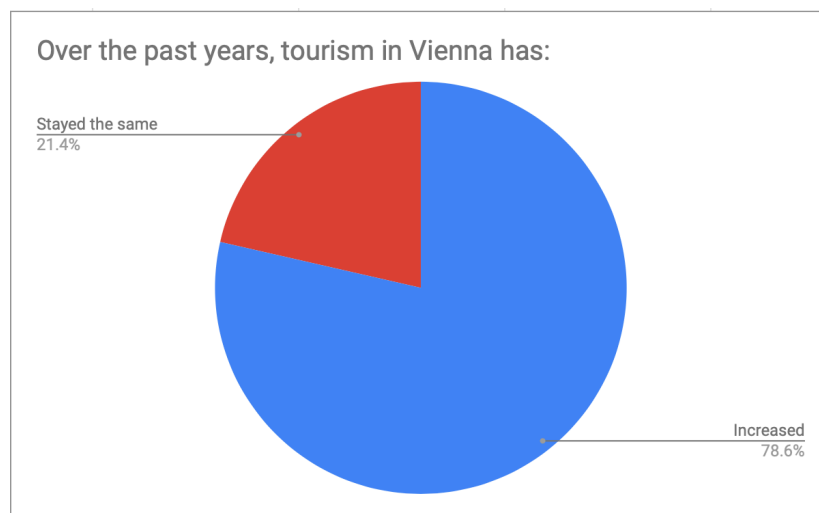
I enjoy meeting and talking to tourists.	3,196	1,13
I feel that too many tourists visit Vienna.	3,179	1,06
1=Fully agree 5=Fully disagree		

One of the most direct questions to residents based on this topic would be whether, in their opinion, there are too many tourists in Vienna. Although this result was already mentioned previously, it should be connected to this research question as well. As the average answer was 3,18, it could be said that on one hand respondents think that there is already quite a number of tourists coming to Vienna, but on the other hand, there is still room for

expansion as they have not agreed to this statement fully respectively to at all. The standard deviation with 1,06 shows that there has been a high variation between the opinions of the respondents, which again indicates the differences of how people living here feel about tourism and that a limit on how much tourism can be accepted depends on the person. Some might see too many people at a certain location where others think there is about enough or even too little.

Comparing the previous results and opinions of residents on whether there is too much tourism, this should also be compared to the results on whether tourism has increased in the past years, or not, or even decreased. Looking at figure 7, with 78,6% it is clear to see that residents have the feeling that the number of tourists have increased in the last years. When only 21,4% on the other hand have mentioned the fact that the number of people coming to Vienna has not really changed at all. Figure 7 also shows that none of the respondents think that tourism has decreased in the past. With this quite high result on the fact that tourism has increased, there is an obvious indication of tourism not being even close to staying constant in Vienna.

**Figure 7: How tourism has changed over the past years**



Whether Vienna would be a better place without tourism. With this statement the results were more than clear as the both the average response and the standard deviation have proven. With a mean of 4,07, it can positively be said that most respondents agree on the same answer. This answer would be that they disagree with this statement and therefore think that Vienna would not be better off without tourists, as most of them probably think that this city needs the tourism and that it is a large part of

the economy. A standard deviation of 0,95 and therefore a low variation in the answers, also supports the agreement across the respondents.

All in all it could be said that the tourism in Vienna will definitely continue increasing, although it is not an issue yet, it can become an issue in the future. This can only become a problem though, when not enough measures are taken to control the increasing number of people visiting. Another note that can be taken from these results is also that the biggest preventive measures that should be taken, to make sure the city doesn't get too crowded, would be mostly needed during winter and summer when most tourists come to Vienna. Though at the end, reducing the number of tourists coming in, or stopping people from visiting the city will definitely not be a solution now or any time soon. The reason is that the residents do not think that Vienna would be a better place without the tourism industry and its clients.

#### **5.1.6 Potential solutions to prevent overcrowdedness**

During the survey respondents were also asked to give ideas on what could be done to stop the masses of tourists causing overcrowdedness at the different cultural sites. As some answers were quite similar to each other, there were also ideas that were new and could at least make a slight change. These possible laws or rules that could be introduced should not stop the number of tourists, but somehow control them until an extent to which people, whether tourists or citizens can enjoy these sites.

One of the most popular ideas to keep the numbers under control was the increase of fees for the various sites and locations where fees can be applied. A limitation for this proposition is that most sites that are being so frequently visited by tourists are public spaces unless people decide to go inside. This would apply to the locations such as the city hall, Hofburg or the Schönbrunn palace itself. The Stephen's cathedral and Kärtnerstrasse are difficult places to ask for a fee. The cathedral is a building where anyone should have the right to go in, especially if the church were to introduce fees, the citizens living in that area would not be very satisfied. The same goes for the Kärtnerstrasse which actually is just a public street, and except for the architectural design, with the shops creating one of the main attractions for tourists.



Another possible rule that was also proposed was that Vienna should be encouraging and advertising more tourists to come during the week or generally during low season where the city is not as crowded. This could spread out the number of people a little bit and already give a sense of control. What also has been suggested was the complete elimination of advertisement that promotes all the known and popular sites, as an idea also mentioned and proposed by Gfrerer et al. (2019). They are already very famous around the world, it is probably not necessary to support them with even more advertisement. Instead, this type of focus could be moved on locations and places that are rather unknown to the public coming from outside the country or city, such as other beautiful districts. It could even become useful for residents living in the city. The possible limitation for this idea is that this type of advertisement can not be applied to anyone. Tourists coming to Vienna for the first time, want to naturally see everything that Vienna stands and is known for which includes all the historical sites as well. Therefore it would also be useful for the Viennese tourist office to target those tourist that are interested in coming again, offering them locations that have not been seen by anyone yet.

A rule that has already been applied to some hotspots such as the Schönbrunn palace, but were also mentioned by some respondents, are different time slots for groups, that can still be applied to different museums and locations that ask for an entrance fee. In the case of the Schönbrunn palace, it requires the visitors to gather for a specific time, so they cannot spread across the entire palace. With such a rule it is easier to control the number of people going in, as soon as they buy the tickets. The disadvantage coming with this is that if visitors do not know about these regulations, and so decide to just go there last minute to buy the tickets, it might happen that the next group with available spots would be hours away. This could cause a dissatisfaction and a negative experience among the tourists, as they could lose valuable hours by waiting for some spots to free up in a group and by travelling to the location in the first place, when they could have spent it on visiting other places. Therefore when introducing such a rule, it must be made sure that there is enough information on the visiting procedures to hinder any bad surprises for visitors.

One of the last but also not so frequent ideas was to restrict the hours of when tourist guides would be able to come with their group of tourists. This way tourists that are visiting individually, can decide to come during times where these groups are not present, and therefore spread out during the day. Another useful action would be if subsidies for building more hotels were to be reduced, and therefore decrease the availability of accommodation for more tourists. A similar idea was mentioned by Cooper et al. (2008) that would give the government more control over tourism and less chances to just start building various accommodation possibilities.

All in all if only some ideas would be implemented, it could already make a difference. Of course some regulations are more necessary than others, as some measures could be too drastic for the current state of tourism in Vienna. Though it is important for sure to implement the useful ones soon, as later on it could either be too late, as the number of tourists will be growing in the future, or very difficult.

## **5.2 Limitation**

Unfortunately there were also some problems that have occurred during this project. One issue that could have been done better is the number of respondents that have answered the questionnaire. Even though the planned number of answered questionnaires was 100, it was difficult to find enough respondents that fulfilled the needed criteria. So at the end there were only 60 filled out questionnaires, that actually should have been higher in order to have an even better validity of this research. Additionally it was also not possible to use all filled out questionnaires as some respondents did not fulfil the necessary criteria in order for their answers to be taken into consideration for the research. One example of a criteria that was not met by some participants was their length of stay in Vienna, a few people have only lived in Vienna for less than six months. Others did not fill this field in at all, therefore it was necessary to eliminate their answered questionnaire and not take their answers into account when analysing the results. One last issue that arose and would have been helpful is a variation between ages of the respondents. If the variety would have existed, it would have been advantageous to also make comparisons of the answers between the different age groups. This analysis would be able to show us whether there are differences between the perception of tourism and overtourism in Vienna, the younger in comparison to the older residents.

## 6 Conclusion

This project was aimed to find out from a residents point of view, whether overtourism in Vienna already exists or not. It was also meant to find out in the case of overtourism not being present in Vienna yet, whether the number of tourists can still grow before it becomes an issue in the famous Austrian capital. As shown by the literature review, there are various subtopics that go into overtourism such as carrying capacity, what the perception of tourism is in other famous cities in the world and how introducing tourism laws to prevent problems from rising can be advantageous.

Firstly and mainly can be concluded, that according to the results of residents, a high number of tourists does exist in Vienna, but it is still far from being called overtourism or, for that matter too much. Residents start feeling uncomfortable in certain areas in the city, especially at the tourism hotspots such as the Stephen's Cathedral or the Schönbrunn palace, where 53,6% say that they do not enjoy going to these locations anymore. Even though that sounds alarming, at the same time people do not feel like there is too much tourism (mean = 3,18) generally in Vienna yet, and therefore there is still potential for possible growth of tourism. Such as mentioned previously, 78,6% of the respondents do believe that tourism has increased in the last couple of years, and it can be predicted that the number will not stop growing any time soon.

At the same time though, it is essential to mention that the number of tourists should not be stopped or decreased in any way, especially since the limit of carrying capacity has clearly not been reached yet. Vienna is also highly benefitting from tourism as a city, in terms of economy, good quality of life and the protection of historical sites (Belisle & Hoy, 1980; Andereck et al., 2005). Therefore it would be better and more efficient, if the city would introduce rules and regulations, such as mentioned in the previous chapter, that control, manage and keep the number of tourists visiting Vienna organised.

It is just essential to make sure that measures are being taken early enough to prevent situations from happening, such as they are currently in cities such as Barcelona and Venice, where citizens either decide to move away or are just furious about the current situation. Especially the ones responsible

for the tourism management of the tourism hotspot locations in Vienna, should sit down and discuss solutions with the city soon. It would be an absolute pity if this would occur in a city such as Vienna.

## **6.1 Recommendations**

One recommendation for future research on a similar topic could be whether tourism in Vienna has an impact on the environment of the city or not. Even though the city is known for having strict and good laws preventing the environment from being affected and the quality of life being influenced, it could still be useful to see whether residents are after all satisfied with the current environmental situation. Another recommendation for further research would be to find out whether different age groups in Vienna think differently about the number of tourists. It could be that the older generation will think it has reached its limit, since they still remember the times where tourism has not been so developed yet. Compared to the younger generation, that grew up with globalisation and tourism being a large part of it, they do not consider this being the most Vienna can hold in terms of tourists. The last recommendation for a research would be to find out whether certain tourism laws are or would be effective and efficient. Though, not only rules that were already implemented, but also find out which new ones could still be introduced.

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## 8 Appendices

### Appendix 1: Facebook post on the wall of the 'Modul University Vienna' Group

Hello! I know this is one of those survey posts but I am currently writing my bachelor thesis and it would mean a lot to me if you could take around 8 minutes of your time to answer this questionnaire. It would be very helpful and appreciated. Thank you!

The screenshot shows a Facebook post with a survey titled "Overtourism in Vienna". The survey text includes: "Hello, thank you very much for participating in this survey. You are supporting a Bachelor Thesis project of the MODUL University Vienna. In this research, I investigate Overtourism in Vienna. Please put yourself in the following situation: You are currently living in Vienna, while you are visiting certain places, you see many tourists. Please take a look at the following questions and answer them according to your personal experience. There are no right or wrong answers, we are interested in your personal opinion. The questionnaire is anonymous and will take about 8 minutes. Thank you very much for your participation!" The survey also features a question labeled "Nationality" with a red asterisk indicating it is required. Below the question is a text input field labeled "Your answer". To the right of the survey is a grey box with the text "DOCS.GOOGLE.COM" and "Overtourism in Vienna" followed by the beginning of the thank-you message: "Hello, thank you very much for participating in this survey. You are supporting a Bachelor Thesis project of the MODUL University Vienna. In this research, I investigate Overtourism in Vienna." An information icon (i) is visible in the top right corner of the grey box.

### Appendix 2: Facebook post on the wall of the researcher

Hi guys! I am currently writing my bachelor thesis and I would like to ask you, to take around 8 minutes of your time to answer this survey.  
 Note: Please only answer this questionnaire if you are currently living or if you have lived in Vienna.  
 Thank you!

The screenshot shows a Facebook post with a survey titled "Overtourism in Vienna". The survey text includes: "Hello, thank you very much for participating in this survey. You are supporting a Bachelor Thesis project of the MODUL University Vienna. In this research, I investigate Overtourism in Vienna. Please put yourself in the following situation: You are currently living in Vienna, while you are visiting certain places, you see many tourists. Please take a look at the following questions and answer them according to your personal experience. There are no right or wrong answers, we are interested in your personal opinion. The questionnaire is anonymous and will take about 8 minutes. Thank you very much for your participation!" The survey also features a question labeled "Nationality" with a red asterisk indicating it is required. Below the question is a text input field labeled "Your answer". To the right of the survey is a grey box with the text "DOCS.GOOGLE.COM" and "Overtourism in Vienna" followed by the beginning of the thank-you message: "Hello, thank you very much for participating in this survey. You are..." An information icon (i) is visible in the top right corner of the grey box.

### Appendix 3: Post on the 'Vienna Expats' wall

Hello!

I am currently writing my bachelor thesis on overtourism in Vienna. Therefore it would be great and very helpful if you could take 8 minutes of your time and answer the questionnaire on this topic below. Thank you very much in advance!

**Overtourism in Vienna**

Hello,  
thank you very much for participating in this survey. You are supporting a Bachelor Thesis project of the MODUL University Vienna. In this research, I investigate Overtourism in Vienna.

Please put yourself in the following situation:  
You are currently living in Vienna, while you are visiting certain places, you see many tourists. Please take a look at the following questions and answer them according to your personal experience.

There are no right or wrong answers, we are interested in your personal opinion. The questionnaire is anonymous and will take about 8 minutes.

Thank you very much for your participation!

\* Required

**Nationality \***

Your answer \_\_\_\_\_

DOCS.GOOGLE.COM

**Overtourism in Vienna**

Hello, thank you very much for participating in this survey. You are...

## Appendix 4: Google Questionnaire

Overtourism in Vienna

06.02.19, 17:57

### Overtourism in Vienna

Hello,  
thank you very much for participating in this survey. You are supporting a Bachelor Thesis project of the MODUL University Vienna. In this research, I investigate Overtourism in Vienna.

Please put yourself in the following situation:

You are currently living in Vienna, while you are visiting certain places, you see many tourists. Please take a look at the following questions and answer them according to your personal experience.

There are no right or wrong answers, we are interested in your personal opinion. The questionnaire is anonymous and will take about 8 minutes.

Thank you very much for your participation!

\* Required

1. **Nationality \***

---

2. **Age \***

---

3. **Do you currently live in Vienna? \***

Mark only one oval.

Yes

No

4. **If yes, for how many years have you been living in Vienna?**

---

5. **Schönbrunn Palace is very frequented by tourists. \***

Mark only one oval.

1    2    3    4    5

Fully agree                  Fully disagree

**6. Stephansplatz/Graben is very frequented by tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

**7. Rathaus is very frequented by tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

**8. Hofburg is very frequented by tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

**9. Kärntnerstrasse is very frequented by tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

**10. Based on the previous question, how often do you visit these location(s)? \***

Mark only one oval.

- Once a week
- A few times a week
- Once a month
- Once a year
- A few times a year

**11. I enjoy meeting and talking to tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

12. **Do these attractions have room for growth of visitors? \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

13. **Do you enjoy visiting these attractions? \***

Mark only one oval.

- Yes, it is not so crowded.
- No, it is too crowded.

14. **If there are too many tourists visiting an attraction or location, does that have an influence on whether you decide to visit it or not? \***

Mark only one oval.

- Yes, I try to avoid such crowded locations.
- No, I like visiting places no matter how many tourists there are.

15. **What would you suggest to avoid over crowdedness at the aforementioned cultural sites? \***

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## Vienna in general

16. **In your opinion, during which time of the year is Vienna the most crowded? (single choice) \***

Mark only one oval.

- Autumn
- Winter/Christmas
- Spring
- Summer

17. **Over the past years, tourism in Vienna has: \***

Mark only one oval.

- Increased
- Stayed the same
- Decreased



18. **Tourism has an impact on my quality of life? \***

Mark only one oval.

	1	2	3	4	5	
Positive Impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative Impact

19. **Do you feel like the tourists in Vienna have an impact on the historical sites? \***

Mark only one oval.

	1	2	3	4	5	
Positive Impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative Impact

20. **Do you feel like the tourists have an impact on the environment of Vienna? \***

Mark only one oval.

	1	2	3	4	5	
Positive Impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative Impact

21. **Because of tourism, Vienna is losing it's authentic culture. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

22. **I feel that too many tourists visit Vienna. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree

23. **Vienna would be a better place without tourists. \***

Mark only one oval.

	1	2	3	4	5	
Fully agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully disagree