



MASTER'S IN TOURISM

Specialization in “Tourism, Hospitality and Food Studies”

FIRST YEAR DISSERTATION

Managing the destinations: from overtourism to responsible tourism, The case of the National Park of Calanques

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**Managing the destinations: from overtourism to
responsible tourism,
The case of the National Park of Calanques**

L'ISTHIA de l'Université Toulouse - Jean Jaurès n'entend donner aucune approbation, ni improbation dans les projets tuteurés et mémoires de recherche. Les opinions qui y sont développées doivent être considérées comme propre à leur auteur(e).

« Tourists don't know where they've been. Travelers don't know where they are going. » –

Paul Thérout

" The one who travels without meeting the other does not travel, he moves." -

Alexandra David-Née

Dedication

First of all, I would like to express my gratitude to my dissertation supervisor, Mrs. Aurélie Sanchez, for her teaching at ISTHIA and for her follow-up and her judicious advices during the whole process leading me to the writing of this dissertation.

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General introduction

Overtourism is a subject that is very important to us, especially since the climate emergency that has been highlighted in recent years. Indeed, these two points are closely linked because overtourism produces a large amount of greenhouse gases and therefore, a particularly high carbon footprint per person. At the same time, we can see the tendency of responsible tourism growing, in comparison or not with overtourism, which allows us to consider that a more sustainable version of tourism exists.

The impact of the Covid-19 health crisis and its aftermath have made us realize the disproportionate impact of overtourism in the world and the urgency of taking measures to reduce it. Indeed, we were particularly affected to see images during the various lockdowns in various countries, concerning the fact that nature regains its rights and regenerates in the absence of the visitors usually present. Indeed, during the lockdowns, no tourist was walking in the streets of Venice, Barcelona or Marseille, which are considered places usually affected by overtourism. For example, during news reports, we could see marine animals getting closer and closer to the coasts as in the port of Marseille where dolphins were seen several times. These images alerted us to the urgent need to reduce overtourism.

Today, tourists tend to want to travel to destinations that are less affected by mass tourism and that offer activities that are more respectful of the environment, health and local populations (Appendix A). So, in the course of this paper we will ask ourselves what destinations can do to reduce overtourism and tend towards a more responsible tourism on their territory?

In this paper, we will focus more precisely on the territory of the National Park of Calanques because it appears to be a territory especially affected by overtourism and its consequences. It is also part of the regions that could tend to be visited by more people because it represents an outdoor territory, close to the city but which allows to be in an environment favorable to relaxation. However, it also represents a territory marked by an excess of visitors in recent years and is therefore considered a territory to preserve. We are thus going to ask ourselves if there are solutions to limit overtourism in this region and to tend to a more responsible tourism.

In the first part of our writing, we will focus on the two main themes that are overtourism and responsible tourism. We will clarify more precisely these terms and put them in relation to each other in order to have more information about the possibilities and tools available to the territories to mitigate overtourism.

In the second part, we will focus on the main question of this paper by putting forward hypotheses to answer it. In this part, we will analyze what has already been established and what can be done or improved to move towards a more responsible tourism. We will explore the system of quotas, soft mobility, seasonality as well as demarketing.

In the third and last part, we will go back to the stages of the writing of the dissertation, on the first year but also on the second year. We will criticize what was carried out in the first year and plan what will be undertaken in the second year. We will detail these steps by showing the tools and means that are available to perform data collection and data analysis during these two years. We will also discuss the internships that are being considered by linking them to the writing of the dissertation to show the coherence of the project related to environmental and societal values.

Part 1 - Relation between overtourism and responsible tourism

Introduction

In this part, we will set out the main terms specific to the world of overtourism, responsible tourism and the various possibilities for destinations to deal with over-visitation. Indeed, we will first focus on overtourism, its creation, causes and consequences. Then we will focus on the key region of this paper, the National Park of Calanques in the region of Marseille.

In a second chapter, we will focus on responsible tourism in order to understand its stakes and influence. We will discover the possibilities that tourists and destinations have to move towards responsible tourism. We will also make a link with the National Park of Calanques as well as with the term "greenwashing" which can be linked to responsible tourism.

Finally, we will compare overtourism and responsible tourism to see what solutions are available to destinations to reduce overtourism and move towards responsible tourism. We will see that some tools are available for destinations to mitigate overtourism such as digital communication, advertising, mediation or seasonal adaptation. The tools listed here represent a non-exhaustive list of what can be done for destinations, but we will focus on them in this paper.

Chapter 1 – The phenomenon of overtourism

1. Definition of overtourism and presentation of the destination

1.1. Definition of overtourism

Two main definitions of “overtourism” emerged at the end of the 2010’s when the word itself was first coined. Actually, the word “*overtourism*” was first used by the company Skift internally before being used more globally. It was first written on June 14th, 2016 and, then, has been spread thanks to the report they have done in August, 2016. (World Tourism Organization (UNWTO) et al. (eds.) 2018).

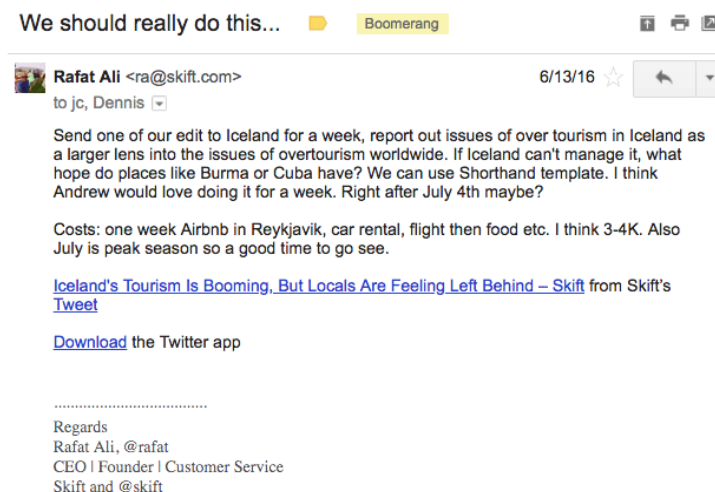


Figure 1. Internal message in Skift company

Source: (World Tourism Organization (UNWTO) et al. (eds.) 2018)

Since then, many definitions of the word have emerged and nowadays, this word is commonly used and is seen as something concrete for most people.

According to the Responsible Tourism Partnership, “*Overtourism* describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably”¹.

¹ *Vanishing Venice: The sinking city losing its soul | Foreign Correspondent*, 2019, s.l.

The United Nations World Tourism Organization (UNWTO) defines 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 visitor experiences in a negative way*" (World Tourism Organization (UNWTO) et al. (eds.) 2018)².

Here the two organizations don't use the word the same way, the Responsible Tourism Partnership is using overtourism as a way to describe a destination when the UNWTO is referring to the consequences of an excess of tourists in a destination. In the end, the main idea is the same, it is a part of tourism that is negative for destinations, but the meaning of the words used in the definition can be interpreted differently.

We will take as the main definition the one of the UNWTO because we will put the emphasis on the issues of overtourism and the possibilities for destinations to overcome these negative consequences.

1.2. *The word "tourism carrying capacity", used before "overtourism"*

Previously, UNWTO used another word to say if a destination has been largely impacted by what is now called overtourism, or not: "*tourism's carrying capacity*". This term is defined by the UNWTO as "*the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction*" (World Tourism Organization (UNWTO) et al. (eds.) 2018). The words chosen here by the UNWTO are not as negative as they are in the definition they give of "overtourism" but we can see that they are assuming that an excess of the number of people in a same destination at the same time is causing negative consequences.

² WIKIPÉDIA, 2023, « Overtourism » dans *Wikipedia*, s.l.

1.3. *Intensification of tourism*

Now we will focus on the intensification of tourism: when, how and to what overtourism is due. We will take some examples to illustrate the ideas.

According to the UNWTO, “*the growth of the tourism sector led by economic development, lower transport costs, travel facilitation and a growing middle class in advanced and emerging economies, made cities increasingly popular destinations for business and leisure tourists.*” (*Ibid.*). The main cause highlighted by the organization is that tourism has become more and more accessible to customers and that they have the trip within easy reach.

The Responsible Tourism Partnership puts a light on six main causes for tourism to grow: cheap flights, travel writing, honeymoon sites, cruise liners, holiday apartments and demographics³.

In recent years, more and more countries are developing or developed and therefore have a population that tends to have more and more income that allows them to travel around the world. Indeed, since the 1960s we have seen countries offering paid leave and thus, allowing the democratization of travel for the middle classes. Moreover, as explained by The Responsible Tourism Partnership⁴, demography plays an important role today in tourism and in its densification. Indeed, the "baby boom" generation is now reaching retirement age and these people are therefore more likely to travel around the world and especially in places already impacted by dense tourism, which further increases the number of people in a single destination.

This possibility for the population to travel more easily financially is also explained by the evolution of the prices of the air and sea travels.

³ RESPONSIBLE TRAVEL, 2018, « Crowded Out: The Story of Overtourism », <https://youtu.be/U-52L7hYQiE>.

⁴ (*Ibid.*)

According to the International Civil Aviation Organization (ICAO)⁵, the number of global air passengers has been increasing from 50 million passengers in 1945 to 4.5 billion passengers in 2019.

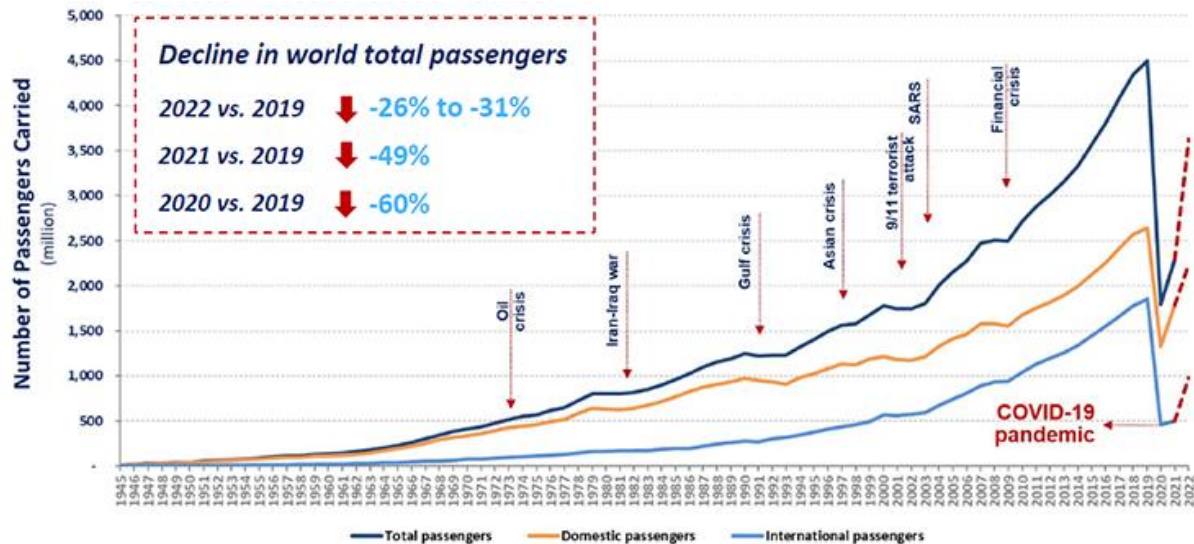


Figure 2. Graph about the number of global air passengers

Source: OACI, 2021

This can be explained by the phenomenon of the democratization of low-cost companies and the decrease of the airfare. Indeed, a comparative study reports that, in 2010, economy class fares were 39% cheaper than in 1985⁶. This means that more and more people can afford traveling by plane and then, discovering well known places or places near hubs and then, increase the number of people in the same area.

In the same time, cruise lines also impacted the increase of the number of travelers in the world. Another comparative survey (Peručić 2019) (Table 1 and 2) found that, in 2017, the number of passengers in cruise ships was 7.5% higher than in 1980. Also, it highlighted that most of the cruise travelers are visiting three main regions: Caribbean (38.9% of the global sailing regions), Asia/Pacific (15.7%) and Mediterranean (13.6%) in 2017. This survey reveals that cruise ships is also an alternative clearly used by travelers to discover the world.

⁵ OACI, 2021 global air passenger totals show improvement from 2020, but still only half pre-pandemic levels, <https://www.icao.int/Newsroom/Pages/2021-global-air-passenger-totals-show-improvement.aspx>, consulté le 24 février 2023.

⁶ TOURMAG, *Aérien : le tarif en classe éco a chuté de 39% en 25 ans*, https://www.tourmag.com/Aerien-le-tarif-en-classe-eco-a-chute-de-39-en-25-ans_a45474.html, consulté le 24 février 2023.

Table 1. International arrivals and the number of cruise passengers in the world from 1980 to 2017

Table 1 International arrivals and the number of cruise passengers in the world, 1980 – 2017

Year	Tourist arrivals in mil.	Annual growth rate (%)	Cruise passengers In mil.	Annual growth rate (%)
1980 – 1985	285,9 – 327,2	2.3	1,8 – 2,8	7.7
1986 – 1990	338,9 – 458,2	6.2	3,3 – 4,5	6.4
1991 – 1995	463,9 – 565,5	4.0	4,92 – 5,67	2.9
1996 – 2000	596,5 – 681,3	2.7	6,5 – 9,72	8.5
2001 – 2005	680,3 – 802,0	3.3	9,92 – 14,47	7.8
2006 - 2010	846,0 - 952,0	3.0	15,11 – 18,8	5.6
2011 - 2017	983,0 - 1326,0	5.1	20,6 – 26,75	4.5
1980 – 2017	285,9 – 1326,0	4.9	1,8 – 26,75	7.5

Source: (Peručić 2019)

Table 2. Major Sailing Regions in the 2013 – 2017 period

Table 6 Major Sailing Regions in the 2013 – 2017 period (% share) (total bed-days)

Region	2017	2016	2015	2014	2013
Caribbean	38.9	38.4	39.9	42.2	39.5
Asia/Pacific	15.7	13.5	10.4	9.1	8.0
Mediterranean	13.6	16.1	17.9	17.7	19.6
North/West Europe	9.0	9.2	8.5	9.0	9.4
Australia	4.3	4.3	3.0	2.3	2.9
Alaska	3.9	4.0	4.1	4.2	4.6
West Coast	3.3	3.7	4.2	3.5	2.2
Canary Islands	2.0	1.9	2.3	2.1	2.0
South America	2.0	1.5	2.6	2.6	3.3
Trans-Atlantic	1.3	1.4	1.4	1.4	1.6
Bermuda	1.2	1.5	1.2	1.2	1.1
Canada/New England	1.2	1.0	1.1	1.1	1.3
Indian Ocean/Red Sea	1.2	1.2	1.0	1.0	1.4
Hawaii	0.9	0.9	1.0	1.0	1.2
Africa	0.5	0.5	0.5	0.6	0.6
Panama Canal	0.5	0.4	0.5	0.5	0.7
Domestic Waterways (U.S.)	0.3	0.3	0.3	0.3	0.3
Antarctica	0.1	0.1	0.1	0.1	0.1
World	0.1	0.1	0.1	0.1	0.1

Source: (Peručić 2019)

We can take Venice as an example of a cruise ship destination targeted by tourists. Indeed, almost 1.5 million travelers come in Venice every year by cruise ships and these boats are defined as “6 times higher” than the tallest house in Venice⁷.

⁷ (Ibid.)



Figure 3. Picture of the size of a cruise ship in the city of Venice

Source: *Vanishing Venice: The sinking city losing its soul* | *Foreign Correspondent*, 2019, s.l

We have seen that a lot of people want to travel in 3 main regions in the world (according to the cruise lines' statistics) and it is part of the issues of overtourism. Indeed, many destinations are victims of their success like Venice and are becoming aware of the consequences of this phenomenon. But some places have been put forward because of some events related to overtourism. In these places, we can see the need for local people to be respected by tourists and to return back to their life before overtourism (or at least limit the number of tourists)⁸. Many destinations have used demonstrations to show to the world the problem for them to live properly in their city that they describe as being overcrowded. For example, in Barcelona, local people were demonstrating especially in 2017 against this surplus of tourists and to alert on the consequences of this growing tourism in their city. They also demonstrated against the accommodations reserved by the owners for tourists and not for local people and which, therefore, prevents them from reconnecting with neighborhood life. Venice, in turn, raised the issue of overtourism because it represents a danger to its infrastructure and its local economy. Indeed, overtourism alters the lagoon of Venice and the type of tourists who visit the city are mostly passing through for a day and therefore visit the same places and do not enable local people and artisans to live from this tourism.

These demonstrations alerted the world more globally and allowed to point out these phenomena almost everywhere in the world. Thus, the expression "overtourism" has become

⁸ RESPONSIBLE TOURISM PARTNERSHIP, 2016, *OverTourism: What is it and how do we address it? - Responsible Tourism Partnership*, <https://responsibletourismpartnership.org/overtourism/> , 27 octobre 2016, consulté le 3 décembre 2022.

commonplace thanks to the media coverage of these events and it is now easy to associate it with tourism that causes more damage to the environment and local populations than it should.

1.4. *Introduction to the destination of Calanques*

Throughout this writing, we will look at the subject of national parks and more specifically the National Park of Calanques (Appendix B) which is located in the department of Bouches-du-Rhône, between Marseille and La Ciotat, on the Mediterranean side. This space was "*classified as a National Park in 2012. It is the 10th French national park, and the first national park in Europe that is both terrestrial, marine, island, and peri urban.*"⁹. We will take this example because it corresponds to a protected space but nevertheless very touristic especially in the summer period. As described by the Marseille Tourist Office, "*it is visited by more than 3 million people every year*". This park is home to a fauna and flora that represent protected species and its classification as a National Park must ensure "*[the] protection, [the] respect of the character of the site and [the] reception of all the public, while ensuring the sustainable development and the influence of the territory*".¹⁰

⁹ OFFICE DE TOURISME DE MARSEILLE, *Quelles calanques découvrir ?*, <https://www.marseille-tourisme.com/decouvrez-marseille/calanques-plages-et-nature/les-calanques-de-marseille/quelles-calanques-decouvrir/>, consulté le 2 février 2023.

¹⁰ (*Ibid.*)

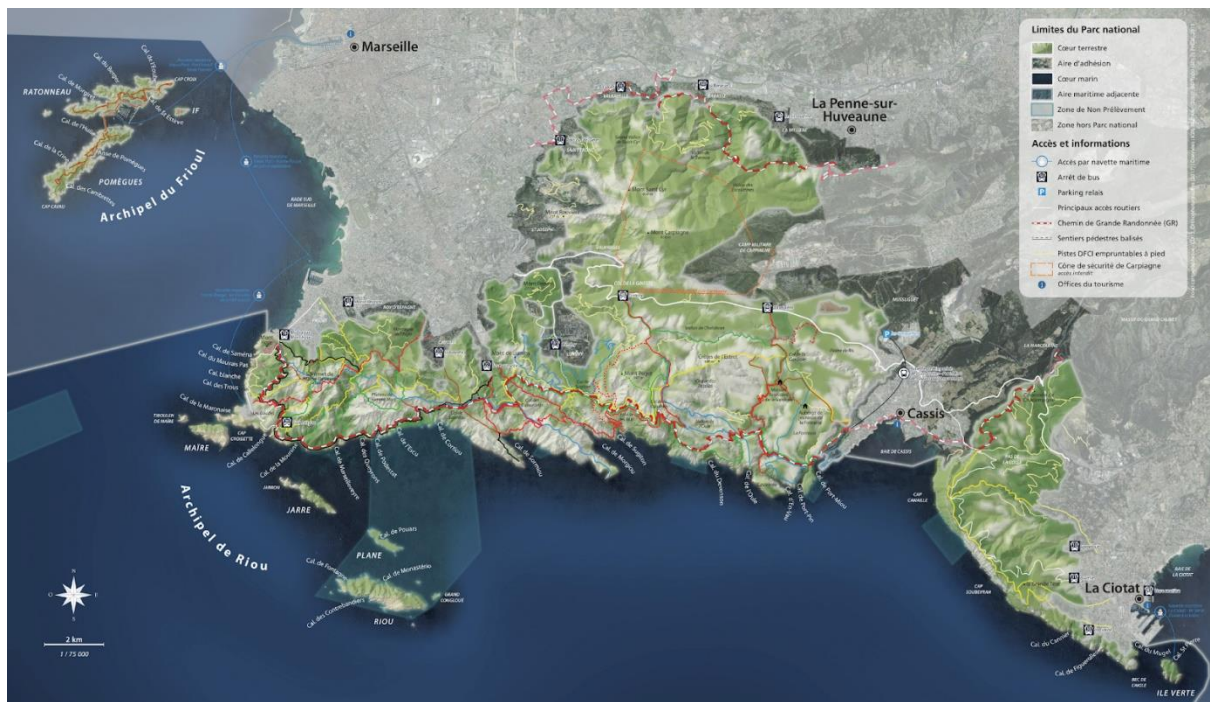


Figure 4. Map of the Calanques in the region of the National Park of Calanques¹¹

We can also find other Calanques, especially the Calanques of the Côte Bleue (Blue Coast), the ones in the National Park of Port-Cros in the department of Var which are located west of Marseille or the ones in Corsica¹² (Appendix C). These Calanques are closely in relation with sustainable tourism saying: "the main issues for the national park are the frequentation and the mutation of a seaside tourism towards a sustainable tourism, combining economic, social and environmental balanced development."¹³ However, these Calanques are much less touristic than those of the National Park of Calanques¹⁴.

In this document, we will concentrate only on the Calanques of the National Park.

¹¹ PARC NATIONAL DES CALANQUES, *Cartothèque | Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/cartes-plans-marseille-cassis-la-ciotat>, consulté le 11 mars 2023.

¹² WIKIPEDIA, 2022, « Calanque » dans *Wikipédia*, s.l.

¹³ PARCS NATIONAUX DE FRANCE, *Vers un tourisme durable | Parc national de Port-Cros et Porquerolles*, <http://www.portcros-parcnational.fr/fr/des-actions/accompagner-le-developpement-durable-du-territoire/vers-un-tourisme-durable>, consulté le 30 mars 2023.

¹⁴ (*Ibid.*)

2. Overtourism general consequences

We have previously introduced some notions concerning the consequences of overtourism. Here we will see the main consequences of excessive tourism.

2.1. *Positive consequences*

First of all, we can say that overtourism has positive consequences for the territory, especially economic. We will name some of them here as examples, this is a non-exhaustive list.

Indeed, tourism in general allows positive economic effects. We can think of a growth of the GDP of the territory, which allows a distribution of wealth (if these transactions are well managed) or a preservation of the heritage thanks to the investment of the money received from the visits. Indeed, most destinations take advantage of their attractiveness and its financial benefit to reinvest this money in the renovation and maintenance of tourist infrastructures¹⁵. In addition, tourism creates jobs and, thus, reduces poverty in a sense.

Also, tourism allows for cultural exchange and can increase the sense of pride of belonging to a community on the part of local people. In fact, more and more visitors are looking for an experience with local people who can show their daily life to visitors and transmit their knowledge in a certain way. However, we can see that this depends on the destination: in some destinations, local people tend to be more critical about overtourism because it encroaches too much on the lives of local people¹⁶.

¹⁵ BUCHARD VOYAGES, 2023, *Le tourisme est-il utile ou nuisible à la culture d'un pays ?*, <https://www.buchard.ch/blog/buchardises/le-tourisme-est-il-utile-ou-nuisible-a-la-culture-dun-pays/>, 15 février 2023, consulté le 24 février 2023.

¹⁶ (*Ibid.*)

2.2. Negative consequences

Indeed, the problem of tourists perceived by local populations is, and has been, at the heart of several debates and remains an issue that highlights the negative consequences of overtourism. Considering the societal issues, we can also think of the local economy of destinations and the crafts that are less and less represented in the alleys of tourist destinations in favor of stores specializing in souvenirs for example¹⁷. We can also think that overtourism makes local populations hostile to visitors and, thus, leads to a loss of authenticity in the relationship with them.

Moreover, we can clearly think about the environmental consequences of overtourism which are strongly criticized. From greenhouse gases to the consequences on the fauna and flora, overtourism has become a real problem for some destinations.

"*Tourism is responsible for 5% of global greenhouse gas (GHG) emissions*" according to the French Ministry of Ecological Transition. "*The carbon footprint of tourism is generated by everything that is purchased by tourists on their vacation (food, accommodation, shopping), and especially by transportation*"¹⁸. Indeed, we have seen previously that air transport is indeed very much used by visitors to visit destinations mainly affected by overtourism. Also, the problem of the carbon footprint left by tourists is increased by their consumption on site and the production of waste that can lead to water pollution and harm biodiversity but also, little by little, to a destruction of ecosystems (marine or terrestrial fauna and flora). Thus, we can see that all these points can be seen as part of a vicious circle because the more the number of tourists increases, the more these negative consequences appear and the more they can get worse. However, for some destinations, it is imperative that tourism activity is dense in order to thrive.

¹⁷ (*Ibid.*)

¹⁸ VIE PUBLIQUE, 2019, *Le surtourisme : quel impact sur les villes et sur l'environnement ?*, <http://www.vie-publique.fr/eclairage/24088-le-surtourisme-quel-impact-sur-les-villes-et-sur-lenvironnement> , 1 juin 2019, consulté le 1 mars 2023.

3. Overtourism consequences applied to the destination of Calanques

3.1. *Positive consequences of tourism in Calanques*

As we have seen, tourism has positive aspects, especially economic. Indeed, we can think that tourism in the National Park of the Calanques has positive aspects, especially in the attractiveness of the region from Marseille to La Ciotat, but especially because the Calanques represent a part of a tourist stay in the region, so it allows the prosperity of the surrounding cities.

Tourism in the National Park of Calanques represents nearly 3 million visitors per year¹⁹. "In peak periods (spring weekends and the months of July and August in particular), we can count on certain beaches, as in Sormiou or En-Vau, up to 3,000 or 1,000 people respectively - whereas in terms of comfort, we know that it should not exceed a few hundred"²⁰ according to the National Park of Calanques. We can thus characterize tourism in the Calanques as overtourism because it exceeds by far the adequate capacity to fully enjoy this place. Hand in hand with this excessive tourism, we find negative consequences on several points.

3.2. *Negative consequences of tourism in Calanques*

At the environmental level, overtourism in the Calanques region represents a real problem, especially with erosion and the passage of hundreds of thousands of visitors per year, which have more or less serious consequences on the fauna and flora. Recently, the National Park of Calanques has been classified by the tourist guide Fodor's as one of the ten places not to visit in 2023 because of the increased erosion present on the site²¹. This tourist guide has the

¹⁹ PARC NATIONAL DES CALANQUES, *La surfréquentation* | Parc national des Calanques, <http://www.calanques-parcnational.fr/fr/la-surfréquentation>, consulté le 1 mars 2023.

²⁰ (*Ibid.*)

²¹ TRAVEL Fodor's, 2022, *Fodor's No List 2023*, <https://www.fodors.com/news/news/fodors-no-list-2023>, 2 novembre 2022, consulté le 15 mars 2023.

habit of publishing each year a list of the most visited destinations in the world and therefore those that should not be visited the following year to preserve them. The destinations are listed in 3 main categories: natural attractions that could use a break in order to heal and rejuvenate; cultural hotspots that are plagued with overcrowding and resource depletion; and locations around the world immediately and dramatically impacted by water crises. Here the Calanques are detailed as being subject to heavy erosion from overtourism, which is confirmed by the National Park of Calanques itself which considers that it is a "*major impact on the flora due to the repeated trampling and soil erosion that it generates*"²².

The National Park of Calanques also focuses on the waste produced by visitors during their visit. There are several types of waste in the water as on land. The "*underwater photographer Alexis Rosenfeld [testifies:] 'When I dive [...], I am surrounded by plastic, gloves, masks,' laments the professional. 'Deep down, it's the cans, plastic bottles, bicycles and other scooters that stain the Mediterranean.'*"²³.

Moreover, some regular visitors have known former times with self-service garbage cans in the site of the Calanques. Today, these garbage cans have been removed in particular for security reasons and some visitors still continue to dump their waste where the garbage cans were previously installed²⁴. Thus, generally, we can find nearly 600 kg of waste for some missions carried out by Clean My Calanques, a collective that regularly collects waste in the National Park²⁵ and this represents only the missions carried out by this collective, meanwhile we can think that more and more waste circulates and is thrown in the sea or on land in this national park.

Moreover, we can raise the problem of the local populations and the impact of overtourism on their daily life, especially during the summer period. According to Julien Auray, responsible for the communication pole of the PACA region, "*3/4 of the visitors of the*

²² (*Ibid.*)

²³ BRUT, *Marseille : Plongée dans la mer de déchets dans le parc national des Calanques*, <https://www.20minutes.fr/planete/2982867-20210222-marseille-plongee-mer-dechets-parc-national-calanques>, consulté le 1 mars 2023.

²⁴ PARC NATIONAL DES CALANQUES, *Des déchets dans les Calanques / Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/des-dechets-dans-les-calanques>, consulté le 1 mars 2023.

²⁵ CLEAN MY CALANQUES, *Clean my Calanques*, <https://www.cleanmycalanques.fr/>, consulté le 2 mars 2023.

Calanques are local inhabitants"²⁶. We can think that he speaks about annual visitors, however, during the peaks of frequentation in summer period, we can think that the majority of the visitors are tourists coming to spend some hours on the site to discover its beauty. This becomes a problem for the local populations when their activities are hindered by the behavior of tourists and according to Laurent Lhardit, elected member for the economy, employment and tourism "*Overtourism has a negative impact on the way of life, comfort and well-being of the inhabitants*"²⁷. Indeed, we can read a certain number of testimonies listing problematic behaviors towards the local populations, notably in terms of traffic or incivility²⁸.

3.3. "Over-visitation" highlighted by National Park of Calanques

Today, there are messages from the National Park of Calanques addressed to visitors to the destination, such as this one: "*Beware, the Calanque of Sugiton is a victim of over-visitation in the summer, especially regarding swimming. Please use the bus to go to Luminy (the parking lots can quickly be saturated), and respect the natural areas: no waste disposal or noise pollution.*"²⁹. We can see here that the park does not hide from highlighting the "over-visitation" that it faces in the summer period. Here they speak of "over-visitation", of alternative means of transport to the car but also of the problems of "waste" and "noise pollution". We can thus see that the environmental problems (of transport here and of waste) as well as societal problems (of civic-mindedness in particular) are put forward by the National Park of Calanques and are part of the essential points to be taken into account by the visitors.

²⁶ AURAY Julien, *Publier | LinkedIn*, https://www.linkedin.com/posts/julien-auray-0451b117_les-falaises-detretat-et-les-calanques-dans-activity-7028267137609703424-Zn_K/?utm_source=share&utm_medium=member_android, consulté le 7 février 2023.

²⁷ ARTAUD Violette, 2022, *Nous avons strictement le même problème de tourisme de masse qu'à Barcelone*, <https://marsactu.fr/nous-avons-strictement-le-meme-probleme-de-tourisme-de-masse-qua-barcelone/>, 3 octobre 2022, consulté le 1 mars 2023.

²⁸ GRATIAN Paul, 2021, « *Trop de touristes...* » : *les habitants de cette calanque de Marseille inquiets pour leur paradis*, <https://www.ouest-france.fr/economie/tourisme/des-habitants-inquiets-pour-leur-coin-de-paradis-e87e92f2-d451-11eb-a666-43bfa2f92df9>, 29 juillet 2021, consulté le 1 mars 2023.

²⁹ PARC NATIONAL DES CALANQUES, *Sugiton | Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/belvedere-et-calanque-de-sugiton>, consulté le 1 mars 2023.

We can say that this type of message perhaps encourages the tourists to take precautions as for their visit in the Calanques, especially concerning the period in which they travel but also concerning the transport which they can privilege. We are going to see that it is about behaviors which can help to switch from overtourism to a more responsible tourism.

Chapter 2 - Responsible tourism and link with overtourism

1. Definition of responsible tourism

1.1. *Responsible tourism in opposition to sustainable tourism*

We have previously stated responsible tourism in this article. In fact, this term has been used for several years now and tends to be more positive than the term "overtourism". According to the Responsible Tourism Partnership, "*Responsible Tourism is what we do to make tourism more sustainable, it is about how we use tourism to create sustainable development to benefit communities and destinations*"³⁰. We see here that they are differentiating two words: "*responsible*" and "*sustainable*". For them, "*Sustainability is the ambition; Responsible Tourism is about what we do as producers and consumers to realize the aspiration.*"³¹.

In this case we can say that being "sustainable" is a goal and being "responsible" in tourism could be a way to tend to be more sustainable.

According to the UNWTO, sustainable tourism represents a "*tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*"³². We can see that this definition is in relation with the one of sustainable tourism: according to the International Institute for Sustainable Development, "*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs*"³³. In this paper, we will use the term "responsible" tourism because it refers to tourism that is accessible to visitors, taking into account that sustainable tourism is a long-term goal and responsible tourism could be a means to achieve it.

³⁰ RESPONSIBLE TOURISM PARTNERSHIP, *Responsible Tourism Partnership - creating partnerships for change*, <https://responsibletourismpartnership.org/>, consulté le 3 décembre 2022.

³¹ (*Ibid.*)

³² UNWTO, *Sustainable development | UNWTO*, <https://www.unwto.org/sustainable-development>, consulté le 3 décembre 2022.

³³ IISD, *Sustainable Development*, <https://www.iisd.org/mission-and-goals/sustainable-development>, consulté le 13 février 2023.

1.2. Sustainable tourism

According to the organization Acteurs du Tourisme Durable, "*the principles of sustainable tourism were defined in 1995 by Committee 21 and updated in 2004 by the United Nations World Tourism Organization (UNWTO) Committee on Sustainable Tourism Development: they are applicable to all forms and niches of tourism, including overtourism, in all types of destinations*"³⁴. Following the definition of the principles of sustainable tourism by the Committee 21 in 1995, the European Federation of Protected Areas (EUROPARC) established the European Charter for Sustainable Tourism (ECST), which "*constitutes a tool for implementing sustainable tourism in protected areas in order to establish sustainable management of tourist activities.*"³⁵. Here, they base themselves on two main objectives of the implementation of this charter. The first is "*to increase interest and support for protected areas as a fundamental part of the heritage to be preserved and enjoyed by present and future generations*". The second is described as "*the development and management of tourism in protected areas in a sustainable manner, taking into account the needs of the environment, local people, local businesses and tourists*". We can see here that the pillars of sustainable development are clearly described and are an integral part of the issues of this charter.

Moreover, the organization Acteurs du Tourisme Durable specifies that "*sustainable tourism is not a separate practice, nor a particular tourism market. It is an approach that can be adopted by any tourism actor by integrating the principles of sustainable development in its strategic management and/or the offer it proposes. Sustainable tourism is also the responsibility of individual travelers: in their behavior, daily actions and choice of service providers and/or destinations according to sustainability criteria.*"³⁶. Thus, we can see through these definitions that sustainable tourism is an objective towards which to strive to allow everyone, tourists and local populations alike, to live serenely while benefiting from tourism and being in accordance with the three pillars of sustainable development: economic, social and environmental.

³⁴ ATD, *Le tourisme durable*, <https://www.tourisme-durable.org/tourisme-durable/definitions>, consulté le 2 mars 2023.

³⁵ PARCS NATIONAUX DE FRANCE, *La Charte Européenne du Tourisme Durable | Portail des parcs nationaux de France*, <http://www.parcsnationaux.fr/fr/des-actions/tourisme-durable/la-charte-europeenne-du-tourisme-durable>, consulté le 2 mars 2023.

³⁶ (*Ibid.*)

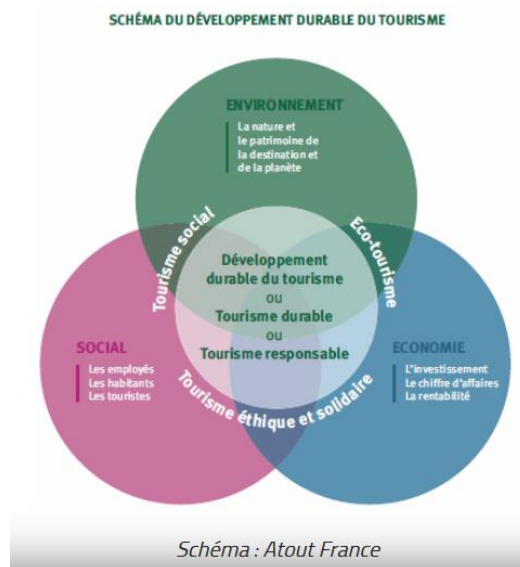


Figure 5. Diagram of the tourism sustainable development³⁷

We will look more closely at sustainable tourism in national parks, what is being done, and the consequences of doing so.

More globally, commissions such as the Global Sustainable Tourism Council (GSTC) establish and direct the basic standards for sustainable development in the tourism sector at the global level³⁸ and thus allow all tourism organizations to be based on the same terms and objectives of responsible tourism to achieve a more sustainable tourism. In Europe, we can remind that the ECST proposes to accompany national parks towards a more sustainable transition. In France, for example, four national parks signed this charter in 2011 and thus affirm "*their commitment to develop 'sustainable' tourism in their territories*"³⁹.

We find these organizations in the U.S. national parks as well. Some, like Theodore Roosevelt National Park in North Dakota, have attempted an approach to be certified by the GSTC in an effort to standardize sustainable tourism criteria. They conducted a survey to "*explore the applicability of the GSTC Destination Criteria to parks.*" (Bricker, Lackey et Joyner 2022). They showed under several criteria that the majority of them were already applicable, however, for some others, efforts were still needed. Thus, we can see here that

³⁷ (Ibid.)

³⁸ WIKIPÉDIA, 2021, « Global Sustainable Tourism Council » dans *Wikipédia*, s.l.

³⁹ (Ibid.)

responsible tourism is slowly making its way as a certification in national parks but that these are not yet applied in the majority of parks.

2. Comparison with overtourism

2.1. Tendency of responsible tourism

More and more today, and especially after the Covid-19 crisis, travelers are more likely to be interested in responsible tourism or at least to be interested in traveling to quieter places to "*escape the crowded places as the ones touched by 'overtourism'*" (El Gamil 2022). We see more and more travelers who decide to choose less crowded destinations and for some, this "*can also be interpreted as a desire on the part of tourists to break with the practices of overtourism*" (Chebli et Ben Said 2020). This is a trend that is still present today and that continues to persist over time as well as through the media coverage of destinations affected by overtourism.

2.2. Behaviors from the visitors

The concrete actions of responsible tourism allow travelers to have solutions to compensate for overtourism. The visitor can make choices more in line with sustainable tourism than with overtourism through various behaviors. We will propose a non-exhaustive list below.

Responsible tourism can help reduce overtourism because it is about more responsible behavior on the environmental and societal aspects of overtourism. If visitors, instead of doing actions that fall under overtourism, do actions that are more in line with responsible tourism, we can think that overtourism can be drastically reduced.

Responsible behaviors that are carried out before, during or even after the trip can help reduce overtourism.

Indeed, before the trip, responsible choices can be made such as the choice of destination, the frequency and duration of the trip, the type of accommodation or the period of departure.

First of all, the choice of the destination is determining because by avoiding destinations too exposed to overtourism, we can help the fauna and flora to regenerate little by little. The principle of responsible tourism will thus propose to travel to unusual sites, little known by the general public, protected reserves or national parks or destinations closer to home. This last point is defined as domestic tourism, defined by the UNWTO as a form of tourism that "*comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip*". An outbound tourism trip is then described as one "*which comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip*"⁴⁰.

Lowering the frequency of travel and increasing the duration of travel can also be considered responsible behavior because it means reducing one's carbon footprint and annual ecological impact by traveling long distances only infrequently and thus using polluting transportation less often than normal.

Also, for responsible tourism, choosing an ecological accommodation can be a new point. What we call an ecological accommodation will be any type of accommodation that uses biological and biodegradable products (to avoid polluting water in particular), that proposes a recycling system, that consumes resources in a responsible way, as well as using renewable energies in a large part. We can also think of guesthouse or couch surfing type accommodations or independent hotels that allow travelers to immerse themselves in the culture of the host region. Also, a responsible behavior could be to book in advance his accommodation, which will allow the hosts a financial stability and an insurance to receive customers.

Moreover, the choice of the departure period is also determining for the principle of responsible tourism. Traveling at the same time as the majority of other travelers can lead to overtourism. Conversely, if the traveler prefers to travel in off-peak periods, when few

⁴⁰ UNWTO, *Glossary of tourism terms* / UNWTO, <https://www.unwto.org/glossary-tourism-terms>, consulté le 4 mars 2023.

people travel globally, this allows destinations to live serenely all year round and also allows visitors to be quieter and share more authentic moments with locals during their stay^{41 42 43}.

During the trip, other behaviors can be initiated such as the management of waste production, the use of soft mobility or the principle of local tourism or "slow tourism".

First of all, we can say that waste management is part of the responsible behaviors during the trip that can help preserve the ecosystems. For example, the principle of responsible tourism can propose to use reusable objects (water bottle, straw, cloth bag, washable towels etc.), to control water consumption (in particular to avoid certain regions to suffer more from the lack of water they experience) or to take a bag with you to collect the waste left in nature for example.

Other responsible behaviors can be associated with the principle of responsible tourism such as not going off-road or off-path when hiking to avoid damaging the surrounding fauna and flora or simply for safety reasons.

The principle of responsible tourism also proposes to travel more often by soft mobility such as train, public transport, bicycle or even walking to drastically reduce one's carbon footprint during travel.

Finally, local or domestic tourism and "slow tourism" are two practices encouraged by the principle of responsible tourism because they integrate sharing with local populations as the main pillar of their type of tourism. We have previously defined domestic tourism in this paper. As for slow tourism, the company Breathing Land proposes this definition: "*Under slow tourism, the tourist has more time to explore culture and history, travel through landscapes and enjoy local natural cities and experiences*"⁴⁴. We can say that it is a form of tourism that allows the traveler to take his time to discover the place and to be in touch with the local populations. This type of tourism is encouraged because it allows first of all to be in relation with the local people, in their traditions, in the cultural sharing but also and

⁴¹ RAMZI Mehdi, *Comment faire du Tourisme durable ?*, https://www.tourmag.com/Comment-faire-du-Tourisme-durable_a113453.html, consulté le 3 mars 2023.

⁴² MACIF, *Tourisme de masse : les solutions pour un voyage plus responsable*, <https://lessentiel.macif.fr/tourisme-masse-solutions-pour-voyage-responsable>, consulté le 3 mars 2023.

⁴³ SLOWBREAK, 2022, *Quelles solutions pour ne pas participer au tourisme de masse ?*, <https://www.slowbreak.fr/post/quelles-solutions-pour-ne-pas-participer-au-tourisme-de-masse>, 3 août 2022, consulté le 3 mars 2023.

⁴⁴ CLASTRES Geneviève, *La Catalogne se décentre pour un tourisme plus durable*, <https://www.voyageons-autrement.com/la-catalogne-se-decentre-pour-un-tourisme-plus-durable>, consulté le 6 janvier 2023.

specially to encourage the local people in their work of craft industry and agricultural production⁴⁵.

As said before, if these behaviors are multiplied on a global scale and taken into account by the majority of visitors and become a habit for them, we can tend to a reduction of overtourism.

2.3. *Link with greenwashing*

We can also make the connection with the term "greenwashing". Indeed, we can think that some destinations are with a view of doing "greenwashing" when they make advertising or any other type of marketing on their destination. Greenwashing is defined by the Larousse dictionary as "*the false use of arguments claiming to be good ecological practices in marketing or communication operations*"⁴⁶. It is actually a marketing strategy used by companies to be perceived as putting forward the ecological aspects of their actions but not having any real positive impact on ecology. We can associate this practice to the field of tourism because each destination, through its communication, is led to put forward ecological aspects (especially with the current trend of environmental preservation and responsible travel).

However, in some of the cases^{47 48}, we have noticed that responsible tourism is linked with greenwashing whereas we have seen previously that responsible tourism has a precise definition and that it is possible to make overtourism without falling into a greenwashing approach. Some tourist brands are pointed out because they rely on the responsible tourism trend to make travelers believe that their approach is oriented towards the protection of the environment. On the other hand, other brands offer solutions to mitigate the environmental

⁴⁵ (*Ibid.*)

⁴⁶ LAROUSSE Éditions, *Définitions : écoblanchiment - Dictionnaire de français Larousse*, <https://www.larousse.fr/dictionnaires/francais/%C3%A9coblanchiment/10910961>, consulté le 21 mars 2023.

⁴⁷ AUTHENTRIP Amandine D', 2020, *Le greenwashing du tourisme - Authentrip, blog voyage*, <https://authentrip.fr/2020/01/20/greenwashing-du-tourisme/>, 20 janvier 2020, consulté le 4 mars 2023.

⁴⁸ FELDZER Gérard, 2022, *Tourisme durable : réalité ou greenwashing ?*, https://www.francetvinfo.fr/replay-radio/transportez-moi/tourisme-durable-realite-ou-greenwashing_4993599.html, 20 mars 2022, consulté le 4 mars 2023.

consequences of tourism, such as the travel agency Voyageurs du monde, which offers a system for offsetting the carbon emissions of its travelers by reforestation through a foundation⁴⁹.

⁴⁹ VOYAGEURS DU MONDE, *Absorption carbone : Voyageurs du Monde s'engage en absorbant 100% des émissions de CO2*, <https://www.voyageursdumonde.fr/voyage-sur-mesure/esprit-voyageurs/qui-sommes-nous/carbone-neutre>, consulté le 4 mars 2023.

Chapter 3 - Tools which permit the destination to move from overtourism to responsible tourism

Destinations can use certain tools that will allow them to reduce the tendency of overtourism within their destination but also, and if they wish, to move towards a more responsible tourism in their territory. Below is a non-exhaustive list of these tools and how destinations can use them.

1. Digital communication

First of all, we can think about digital communication, very used by destinations in general, which can allow those affected by overtourism to reduce it little by little. In fact, two main ideas are linked to this tool that is digital communication.

1.1. Marketing of less known places

First of all, the marketing of unusual and/or little-known places can be a solution for destinations to reduce the number of people in crowded places that are very popular with tourists. Marketing corresponds to "*all the studies and actions that contribute to creating products that satisfy the needs and desires of consumers and to ensuring their commercialization in the best conditions of profit*"⁵⁰. In the field of tourism, the term destination marketing is used to consider "*a marketing approach in the travel industry that involves promoting a specific location and its benefits instead of the product or service that a company offers. This could be a country, a town or city, or even a specific holiday resort*

⁵⁰ CNRTL, *MARKETING : Définition de MARKETING*, <https://www.cnrtl.fr/definition/marketing>, consulté le 4 mars 2023.

or attraction"⁵¹. Thus, destinations will be able to increase their visibility thanks to this tool. The majority of destinations have now established themselves in the market through destination marketing. However, some destinations or places are still not well known by the general public, and this could be an opportunity for them to make themselves known through marketing. Marketing can also allow destinations to relieve the crowding of known places and make travelers want to discover other places than those that are very popular. It is an opportunity to show that there are other places with as much charm that are not crowded and that allow to experience the life of the locals and to be immersed with them.

1.2. Demarketing of crowded places

In some cases, destinations have no choice but to turn to a new form of marketing: demarketing. According to Kotler and Levy, who pioneered the principle in 1971, demarketing is defined as "*the aspect of marketing that seeks to discourage consumers in general or a certain class of consumers in particular on a temporary or permanent basis*". It can be distinguished under three different categories. In particular, we can notice a category that we will use in this writing: "*managing a chronic excess of popularity (to preserve the beauty of a tourist site...)*" (Milliot 2011), which we can relate to the phenomenon of overtourism.

Demarketing can be taken as marketing itself, following the same principles, a technique framing the promotion, the place, the product and the price (technique of the 4P of marketing). Demarketing can then be found in many forms.

For example, a destination wishing to use demarketing can cease all promotion (remaining silent not to voluntarily attract new travelers): this technique can make it possible to redirect the budget that was otherwise used for promotion to a service that welcomes travelers and redirects them to lesser-known places.

The destination can also encourage tourists to geotag the destination more responsibly, for example, not listing the specific place they went but rather listing a more general location on their social networks for example. This allows the surrounding area to also benefit from the tourist attraction. We can take the example of the Jackson Hole National Park in the state of

⁵¹ MCLOUGHLIN Tom, 2021, *What is Destination Marketing?* | WTM Global Hub, <https://hub.wtm.com/blog/travelindustry/what-is-destination-marketing/>, 5 novembre 2021, consulté le 4 mars 2023.

Wyoming in the United States, which has created a series of promotions to preserve the environment within their park, such as the "*Tag responsibility, keep Jackson Hole wild*" campaign, which aims at tourists using social networks to geotag not the exact location but the region of the national park as a whole⁵².

The reservation system is also a way for the destination to manage the flow of tourists on the same place, it has been used in particular by the National Park of Calanques, we will talk about it in another part of the writing. Also, the site of Machu Picchu in Peru uses this tool since summer 2017 to reduce the number of visitors, they propose to reserve a time slot to visit the site^{53 54}.

Moreover, the modification of the access tariff to a site can be considered as a demarketing tariff approach. This can be done through a visitor's tax, an ecological tax, or other taxes for visitors who do not wish to be accommodated on site during their visit.

These forms of destination demarketing applied to the 4Ps of marketing are examples and represent a non-exhaustive list of solutions available to destinations to reduce the number of tourists in a destination affected by overtourism⁵⁵.

Other examples include showing crowded places to discourage travelers from going there⁵⁶. Demarketing can also be found in the form of selecting tourists (some will be encouraged to come while others will be discouraged, depending on their behavior) (Clements 1989).

However, we can think of some limits of demarketing. First of all, the fact of doing demarketing on a destination can increase its attractiveness and the knowledge of this destination by the tourists. Thus, we can think that this will lead to the opposite effect of what was expected, it can lead to an increase in the number of tourists in this territory because it corresponds to an increase in the knowledge of the destination, as explained by Julien Auray, head of the communication pole of the PACA region in France⁵⁷. On the other hand,

⁵² VISIT JACKSON HOLE, *Sustainability | Visit Jackson Hole*, <https://www.visitjacksonhole.com/sustainability>, consulté le 4 mars 2023.

⁵³ BEAULIEU CORMIER Fanny, *Le démarketing pour une meilleure gestion des flux touristiques*, https://www.tourmag.com/Le-demarketing-pour-une-meilleure-gestion-des-flux-touristiques_a110445.html, consulté le 4 mars 2023.

⁵⁴ BAKER Vicky, 2018, « Tourism pressures: Five places tackling too many visitors », *BBC News*, 16 avr. 2018 p.

⁵⁵ (*Ibid.*)

⁵⁶ GIAMPIERI Frederico, 2022, *Quel rôle la communication digitale peut-elle jouer dans la lutte contre le surtourisme ?*, <https://www.tom.travel/2022/11/30/quel-role-la-communication-digitale-peut-elle-jouer-dans-la-lutte-contre-le-surtourisme/>, 30 novembre 2022, consulté le 5 décembre 2022.

⁵⁷ (*Ibid.*)

we can think that certain forms of demarketing, such as price demarketing, can slow down or even suspend tourist activity, even during off-peak periods of the year when local people are already having difficulty being financially stable. However, the objective of demarketing is to reduce the excess of tourists in a given location, but not to completely reduce the tourist activity of the destination.

Other digital communication systems can help destinations to regulate traffic, such as remote parking control or partnerships with road navigation assistance applications⁵⁸; however, we prefer to focus on the two digital communication tools described earlier in this paper.

2. Advertisement

Advertising is part of marketing; it is a communication technique that is related to the promotion and its objectives. We can identify different types of advertising formats. First of all, we find traditional advertising, physical advertising and then internet advertising. Traditional advertising is advertising via television or radio; physical advertising is done through the print media, billboards in the streets or "street marketing" which consists of distributing flyers in the city for example, and internet advertising includes all types of advertising via social networks, ads on search engines or on websites⁵⁹. These advertising formats are more or less applicable to tourism advertising because they are more or less consulted by travelers. We can also ask ourselves if certain types of tourists are more likely to be affected by an advertising format than another depending on the type of tourism they practice. We can therefore think that today, a consumer or a tourist will be more likely to be attracted by internet advertising or traditional advertising than by physical advertising for example. We can see the trend and the impact of attractive photos on social networks that encourage travelers to be tempted by destinations they would never have thought of for example.

⁵⁸ (*Ibid.*)

⁵⁹ SANSONETTI Julie, *Quels sont les différents types & formats de publicités en 2023 ?*, <https://www.wizishop.fr/blog/types-publicite>, consulté le 4 mars 2023.

We can think that these types of advertising can be to the advantage of destinations and that they can represent a tool to reduce the excess of tourists in certain destinations. Indeed, increased advertising in places that are not well known by the general public can attract tourists to these places and thus relieve other places affected by overtourism.

We can also think that this type of advertising can be applied not directly to destinations but also to types of tourism that can be found in these destinations such as local tourism, slow tourism or responsible tourism through communication and advertising campaigns.

3. Mediation

Mediation can be used by destinations, particularly when it comes to environmental mediation and mediation concerning the behavior of individuals on the territory (Le Méhauté 2022). According to the Larousse dictionary, mediation corresponds to an "*intermediation, an intervention intended to bring about an agreement*" but also as the "*fact of serving as an intermediary, particularly in communication*"⁶⁰. Thus, we can see that mediation is a means of communication between the destination (or at least the actors of the destination) and the visitors. We can say that tourism is, in a sense, globally a form of mediation because it allows to link all the actors of tourism in a tangible or intangible way⁶¹.

We have previously stated that certain destinations could be led to reduce the budget allocated to promotion and to use it to benefit services specialized in redirecting tourists to little-known places. We can thus think that this type of action is linked to the principle of tourist mediation and that it can make it possible to reduce the number of tourists in the same territory during peak periods. Indeed, mediation can be a way for some destinations to allow a better management of conflicts⁶² and thus, to propose a more secure and organized service.

⁶⁰ LAROUSSE, *Définitions : médiation - Dictionnaire de français Larousse*,

<https://www.larousse.fr/dictionnaires/francais/m%C3%A9diation/50103>, consulté le 4 mars 2023.

⁶¹ BLANCHET Cyril, *Médiation et tourisme : la donnée touristique comme objet communicationnel*,

<http://cahiers.sfsic.org/sfsic/index.php?id=865>, consulté le 6 mars 2023.

⁶² EQUILIBRES ET MEDIATIONS, *La médiation dans le tourisme - Management et médiation au service de la performance*, <https://equilibres-mediations.com/la-mediation-dans-le-tourisme/>, consulté le 6 mars 2023.

4. Seasonality

Seasonality is defined by the UNWTO as "*a measurable feature with significant economic and social impacts*". Seasonality in tourism refers to the time period in which tourists visit a destination. This can be related to natural phenomena "*such as the seasons and related climate conditions, or institutional such as public and school holidays*". The UNWTO adds: "*consequently, seasonality is regular and consistent and can be predictable and anticipated.*" (Professor Baum 2015). Thus, according to the organization, this phenomenon can be predicted, particularly by destinations, which should be able to manage the flow of tourists during these periods.

We can read that this phenomenon involves two seasons: the "high season" and the "low season". In the low season, tourists are in small numbers and occupancy rates are at their lowest. On the contrary, in high season, we can find phenomena of overtourism, with several visitors per square meter, and an increase in prices in view of the demand.

Concerning the national parks, we can say that it is possible for the visitors to go there in any season but that the summer period is more attractive because some parks are endowed with lakes or rivers which allow the visitors to refresh themselves there.

As far as the Calanques are concerned, we can see an increased tendency to visit during the summer period for the same reasons mentioned above.

We have already seen that seasonality is a point on which destinations can rely in terms of demarketing. Indeed, we have stated that destinations could incite visitors to review the period in which they travel to reduce the number of tourists in the same place at the same time.

For several actors, better managing the phenomenon of seasonality would be a good way for destinations to manage the excess of tourists. For them, it could be interesting to "*Attracting tourists to visit at other times of the year, week and day to disperse the positive and negative impacts of tourism.*"(WTTC 2017). They also suggest concrete tools such as "*arrival limits and ticketing systems.*" (*Ibid.*).

During the high season, destinations can use tools to help reduce the excess of tourists. On the contrary, the destination can insist on its communication to encourage tourists to travel in low season, such as communication on the advantages or the changes of landscapes that are visible in low season.

We can think of tools that would allow a management of tourists over time as for example the implementation of reservation with limited duration (as the Machu Picchu previously mentioned and the Galapagos islands (*Ibid.*), more and more national parks use this method to reduce overtourism), the use of technology to manage the flow of tourists in real time or propose promotions to tourists who decide to travel in low season.

We can think of some natural parks that now use these techniques like the Milford Track in New Zealand, to regulate the number of people entering and visiting the park at the same time during the day or over a week for example. The Ecuadorian government has also introduced regulations: "*in 2012, the government established a visit limit of 15 days and 14 nights per cruise ship, during which the ship may not visit the same site twice*" (*Ibid.*). We can therefore believe that this type of solution has positive consequences on the management of tourist flows, as it is used by several destinations today.

Thus, the tools presented above could help destinations to reduce the overtourism they experience and thus encourage tourists to adopt more responsible behavior, in line with the proposed tools.

Conclusion

We have seen in this part that overtourism has become a word to highlight the phenomenon of surplus of tourists in a single place. The causes of overtourism are multiple and have been increasing over the past years, as the economic development of the countries, demographics, the evolution of transport cost and the hospitality supply. Thus, significant events such as the demonstrations have enabled public opinion to be alerted to this issue and have allowed destinations to see the urgency they were facing.

Since then, responsible tourism is taking more and more importance in the tourism world. It is a new type of tourism that enables visitors to better manage their carbon footprint through simple and easy behaviors during their trips (choosing an ecological accommodation, experiencing new types of tourism like slow tourism or domestic tourism...). This type of tourism can be linked to greenwashing but we have seen that it is not part of it because it has a real objective of preserving the environment and respecting the local populations and their traditions. Some tools are available to destinations in order to reach a more responsible tourism and we have listed some of them: digital communication, advertising, mediation or the principle of seasonality and its effects.

We were also able to connect the terms stated with the case study on the National Park of Calanques or the National Parks more globally. Indeed, the National Park of Calanques suffers from overtourism and sees its fauna and flora increasingly degraded because of waste, erosion, and the surplus of tourists in its area. The consequences are environmental but also affect the local population which also suffers from this overtourism. Its attractiveness has become its enemy and it is obliged to put in place strategies to mitigate the negative consequences of this overtourism. We will see more particularly in the second part the solutions which are offered to the National Park of Calanques to overcome these harmful consequences.

Part 2 – Solutions suggested for destinations to manage overtourism

Introduction

In this part, we will look at the problematic, as well as the hypotheses that can be a way to answer it.

The problematic proposed was to ask **what destinations can do to reduce overtourism and tend towards a more responsible tourism on their territory?** We will try to answer this by hypothesizing, looking at what has been done previously and focusing on what could be done. As previously stated, we will focus on the territory of the National Park of Calanques. We will frame this part and the hypotheses with a theoretical framework that will be explained as we go along the part and that will be based on marketing, demarketing, overtourism, responsible tourism and communication.

We will now turn to a section that hypothesizes the different ways in which destinations can reduce overtourism and move towards increased responsible visitor behavior. The hypotheses we will develop are the following. The first hypothesis is that implementing a quota for the number of tourists that will be welcomed in a precise place could be a way to overcome overtourism in these areas. The second hypothesis is that influencing tourists through communication could be a way to tend to sustainable tourism for destinations. The last hypothesis assumes that using the concept of demarketing helps reduce overtourism. We will therefore explain these hypotheses in more detail below.

Thus, in this section, we will focus on the solutions available to the destination to manage the flow of visitors it receives and on the tools it has already deployed to best enable this tourists management.

Chapter 4 - The use of quotas

As previously stated, the first hypothesis is that implementing a quota for the number of tourists that will be welcomed in a precise place could be a way to overcome overtourism in these areas.

The term “quota” here refers to a restriction on the number of people that can be in a place at the same time. This system is used by several destinations today, including the Machu Picchu site in Peru, one of the Wonders of the World, the city of Dubrovnik in Croatia, and other national parks and nature reserves such as Petite Terre, an island in Guadeloupe. Quotas can be put in place by destinations themselves or by global organizations such as, for example, UNESCO in the case of the Dubrovnik site: *"In 2005, the Peruvian government placed a limit on the number of people allowed to hike the trail per season"*⁶³ and in Dubrovnik, *"UNESCO recommended that the city limit the number of daily visitors to 8,000 in order to reduce traffic, indicating that the high number of visitors exposed the city to the risk of losing its status as a World Heritage Site."*⁶⁴. Generally, restrictions on the number of people in a place like these are related to environmental and biodiversity protection as *"Faber Ramos, co-ordinator of the ecotourism program, told news site Semana Sostenible: "Human presence can harm the plants' reproduction processes. That's why we decided to implement the restriction.""*⁶⁵. In addition, some national parks or other reserves have seen that *"the number of accidents with animals increased"* (Peeters et al. 2018) and therefore have a strong desire to stop overtourism in the territory, particularly with the tool that is the quota.

We can think that there are positive consequences for biodiversity of setting up quotas such as these, they allow nature to regain its rights where it has been prevented because of over-visitation by tourists: the fauna and flora are able to regenerate when there are only a few tourists. We can also think of the negative consequences of the implementation of these quotas, notably regarding the local populations who would be unable to go to these places without reservation constraints during the high tourist season and the implementation of these quotas (if they are temporarily implemented). We can also think of a form of frustration

⁶³ BAKER Vicky, 2018, « Tourism pressures: Five places tackling too many visitors », *BBC News*, 16 avr. 2018 p.

⁶⁴ ROBSON Karen et HEILGENBERG Kerstin, *Case Study: Game of Thrones: Tourism in Dubrovnik, Croatia (English version)* / Ivey Publishing, <https://www.iveypublishing.ca/s/product/game-of-thrones-tourism-in-dubrovnik-croatia/01t5c00000CwolxAAB>, consulté le 6 janvier 2023.

⁶⁵ (*Ibid.*)

that could be created among visitors who did not have enough information about the destination before going there, or other examples.

The destination of the Calanques has also implemented this system of quotas. Indeed, on their website, we can clearly read "*the calanque of Sugiton and the Pierres Tombées is a victim of a very marked erosion related to over-visitation. To protect the cove, the National Park limits the number of visitors on June 26, July 3, then every day from July 10 to August 21, 2022*"⁶⁶. The number of visitors is reduced according to the severity of erosion on the site "*The municipality validated on July 13, 2021 the establishment of a reservation system for the calanque of Sugiton. [...] From February 2022, the permits, free and nominative, will be limited to between 500 and 600 per day, that is to say five times less than during the peaks of frequentation observed in summer*"⁶⁷.

In the Calanques, the professionals were able to notice positive effects on biodiversity, even shortly after "*We found small thumbs, we found a soil that could show that it had been less used*", Gaëlle Berthaud, director of the National Park of Calanques, is pleased to say. She affirms that "*If we did not act, this cove would lose all its environmental value in spite of its great landscape quality*"⁶⁸. We can therefore see here that the use of quotas appears to be a means of drastically reducing the harmful effects of tourist activity on the Calanques site and that it has been envisaged by the National Park to allow biodiversity to regenerate.

Some destinations are also victims of overtourism because UNESCO has listed them as world heritage. Thus, these destinations have been struggling to accommodate visitors in numbers. We can then ask ourselves what is the procedure for UNESCO to inscribe these destinations as world heritage and if the destinations are well aware of the consequences that result from this, especially with regard to the number of daily visitors that they will have to manage. Moreover, we can ask ourselves if it is judicious on the part of UNESCO to set up quotas of visits with sanctions if these are not respected, in particular because we have seen that the inscription of the world heritage has effects on these tourist flows.

⁶⁶ PARC NATIONAL DES CALANQUES, *Réservation Sugiton | Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/des-decouvertes/preparer-sa-visite/reservation-sugiton>, consulté le 11 mars 2023.

⁶⁷ JEAN-MARC DE JAEGER, 2021, *Quotas, taxes, interdictions... Les mesures de 12 destinations contre le surtourisme*, <https://www.lefigaro.fr/voyages/quotas-taxes-interdictions-les-mesures-de-12-destinations-contre-le-surtourisme-20210731>, 31 juillet 2021, consulté le 9 mars 2023.

⁶⁸ (*Ibid.*)

We can thus wonder in the case of the Calanques if the inscription to the National Park did not have undesired consequences on the park. We can think that this inscription could have led the amateurs of National Parks to visit this one, which could have increased the number of visitors. We can also think that the regulations concerning the inscription to the National Parks are strict and that perhaps the Park was not able, quickly enough, to put in place control or flow management devices that were equal to these regulations or to the number of people present on site.

It would be interesting to see what consequences the establishment of quotas has had on different aspects (local populations, environment, local economy...) and if the inscription to the National Parks has had negative or, on the contrary, positive consequences on the territory of the National Park of Calanques.

Chapter 5 – The influence through communication

As previously stated, the second hypothesis is that influencing tourists through communication could be a way to tend to sustainable tourism for destinations. We will see here two means of influence or communication available for destinations to influence the tourist in his way of consuming the destination. First, we will talk about the possible incentive to use green transportation and in the second part we will look at the communication on seasonality and the influence that destinations can have on tourists.

1. Encouraging to the use of green transportation

Incentives from destinations to use green transport can be seen as a way to influence tourists to practice responsible tourism.

The OECD refers to "*environmentally sustainable transportation (EST)*" and defines it as "*an environmentally sustainable transport system is one that does not endanger public health or ecosystems and meets needs for access consistent with (a) use of renewable resources at below their rates of regeneration, and (b) use of non-renewable resources at below the rates of development of renewable substitutes*" (The Centre for Sustainable Transportation 2005). We can say that this is a definition that is linked to the definition of sustainable development introduced earlier and that therefore takes into account the present and future consequences for future generations. This type of transport can be promoted by destinations to their visitors in several ways.

First of all, we can think of the concept of ecomobility or sustainable mobility, which corresponds to "*a policy of planning and management of the territory and the city that favors practical, low-polluting mobility that respects the environment and the living environment*"⁶⁹. It is therefore a way of getting around that reduces our daily carbon footprint.

Sustainable transportation can be applied by individuals in several ways. First of all, we can think of carpooling, which allows several people to use a car on a more or less long trip and

⁶⁹ FUTURA SCIENCES, *Définition | Écomobilité - Mobilité durable | Futura Planète*, <https://www.futura-sciences.com/planete/definitions/developpement-durable-ecomobilite-7529/>, consulté le 11 mars 2023.

thus, to reduce its carbon footprint. We can also think about electric scooters for short trips or even cycling or walking, which are even less or not at all polluting. For longer journeys, the train is a good alternative because it consumes very little energy to allow a large number of passengers to travel. Public transport such as the metro or tramway are also good alternatives for getting around the city with the least possible pollution⁷⁰. These types of transport are adaptable to the destinations, and the latter are thus able to communicate and influence visitors to use this transportation to move around the city or the surrounding area.

Today, at a time when air pollution is increasingly scrutinized in cities, this type of mobility is proving to be a way for destinations to mitigate the increase in this pollution. In 2017, nearly 82% of French people were willing to use public transport, cycling or walking more often according to a survey conducted by the NGO WWF⁷¹. We can think that this type of mobility is becoming a necessity for individuals to get around in view of the restrictions that apply today for cars for example. We can think of the implementation of Low Emission Zones (LEZ) that are being set up in several metropolises, which encourage individuals to use more and more sustainable means of transport. These zones delimit parts of the city that are not accessible to the most polluting vehicles, ultimately encouraging individuals to use public transport or other soft mobility to get to these areas. We can see below that the metropolis of Aix-Marseille, near the Calanques, is considered to be in a planned LEZ⁷².

⁷⁰ FLEURY Anaïs, 2021, *Transport durable : les 7 modes à privilégier pour se déplacer sereinement*, <https://www.hellocarbo.com/blog/communaute/transport-durable/> , 15 juillet 2021, consulté le 11 mars 2023.

⁷¹ WWF FRANCE, *Vers des formes de mobilités plus durables | WWF France*, <https://www.wwf.fr/champs-daction/climat-energie/mobilite-durable>, consulté le 11 mars 2023.

⁷² SERVICE PUBLIC, 2022, *Zones à faibles émissions mobilité (ZFE-m) : 11 métropoles concernées en 2022*, <https://www.service-public.fr/particuliers/actualites/A14587> , 2022, consulté le 15 mars 2023.



DÉPLOIEMENT DES ZONES À FAIBLES ÉMISSIONS MOBILITÉ (ZFE-M)

Une mobilisation des agglomérations pour faire baisser de 40 % la pollution de l'air en ville dès 2025



Figure 6. Low Emissions Zones France map

Source : SERVICE PUBLIC, 2022

Thus, we can think that the metropolis of Marseille will need to deploy possibilities for visitors and inhabitants to travel in a more sustainable way with types of transport that will allow them to reduce their carbon footprint.

Concerning the destination of the Calanques, on the website of the tourist office of Marseille, we can see that the solution of public transport to reach the Calanques is put forward well before the one of the cars or the boat. Indeed, the tourist office allows the visitors to have a detailed itinerary of each step to make before arriving on the site of the

chosen Calanque⁷³. However, we can see on the website of the tourist office of Cassis, that in the section of the Calanques, only the solution of a shuttle is possible concerning the public transport. We can thus think that the access to the Calanques on the side of Cassis is done only on foot or by car. However, we can read that shuttles are available from the city center of Cassis "*from April to October*", in other words, during the period of great frequentation of the place⁷⁴. On the page, we can then see that parking lots are available for visitors to access the Calanques, as on the website of the tourist office of Marseille. However, we can see that the incentive to use public transport to reach the Calanques seems to be greater on the site of the tourist office of Marseille than on that of Cassis. Even if Cassis has no other means of transport than the shuttle to allow visitors to use public transport, they should communicate more on this option on their website.

We can then ask ourselves what destinations could put in place to encourage visitors to use public transport. We can think that more communication can be done by promoting sustainable types of mobility like walking. We can also wonder if the destination would be able to put in place electric shuttles or buses for example to reach the Calanques, which would minimize the carbon footprint of a means of transportation already considered. We can also ask ourselves, depending on the destination, which type of mobility would be the most feasible for the transport of visitors to the Calanques. Indeed, we can see on the map of the Calanques that some are difficult to access from the city center of Marseille or Cassis for example, but that others are very easy: it would be a question here of describing, according to the city of departure, the most adapted solutions to the EST of visitors.

2. Encouraging to take seasons into account

Seasonality is a very important phenomenon in tourism and more particularly in the Calanques territory. We have previously defined the term seasonality as well as its causes

⁷³ OFFICE DE TOURISME DE MARSEILLE, *Accès aux Calanques*, <https://www.marseille-tourisme.com/decouvrez-marseille/calanques-plages-et-nature/les-calanques-de-marseille/comment-acceder-aux-calanques/>, consulté le 11 mars 2023.

⁷⁴ OFFICE DE TOURISME DE CASSIS, *Les Calanques de Cassis et les Calanques de Marseille : les calanques en bateau, à pied en randonnée*, <https://www.ot-cassis.com/calanques.html>, consulté le 11 mars 2023.

and consequences in terms of tourism and overtourism. In a synthetic way, we can say that it corresponds to one or several tourist seasons and that it is cyclic.

We want to show here that relying on seasonality or temporal dispersion can be a way for destinations to offset overtourism. Traveling out of high season is one of the first and most encouraged solutions to drastically reduce overtourism by the visitors themselves⁷⁵. This system of seasonality can be set up with a destination by the communication to visit these places during the lower seasons but also to regulate the tourist flow only during the high tourist season. In terms of the solutions that destinations have to overcome the problem of seasonality, we will concentrate on the term "temporal dispersion" which corresponds to the fact of "dispersing" the visitors in time, that is to say inciting them to come at times when the tourist flow is less.

The temporal dispersion can be set up on seasons but also on a day or any other duration. Indeed, it is possible for destinations to communicate on the different periods, excluding high season, where there are cultural, sports or other events to encourage tourists to visit these places during other periods than those usually very busy. During the day, it is possible to communicate on little-known lunch spots, on activities to do at different times, etc.

For Julien Buot, concrete solutions can be put in place: *"We need to rethink the offer and present tourists with the advantages of visiting a site at sunrise or sunset rather than during the day. Talk about the events that take place in certain cities during the fall and winter, highlight the attractiveness of the hinterland versus the coast, or deconcentrate the space by presenting other nearby archaeological sites of interest as an alternative, open up new destinations..."*⁷⁶.

In the Manche, the departmental tourism agency Attitude Manche took advantage of the social networking trend to highlight off-season tourism near Mont Saint Michel. They suggested to a photographer with a large social network following to advertise the destination during its off-season to show as many people as possible that there are events and landscapes that are as worth seeing in the low season as in the high season⁷⁷. We can

⁷⁵ LIMOUZIN Maeva, 2022, *Comment éviter le tourisme de masse ?*, <https://blog.wegogreenr.com/comment-eviter-le-tourisme-de-masse/>, 3 mai 2022, consulté le 14 mars 2023.

⁷⁶ RESCH Aurélie, 2017, *Tourisme durable : faut-il des quotas pour préserver les sites touristiques ?*, https://www.tourmag.com/Tourisme-durable-faut-il-des-quotas-pour-preserver-les-sites-touristiques_a89394.html, octobre 2017, consulté le 9 mars 2023.

⁷⁷ OUEST FRANCE, 2023, *Une campagne de communication pour le tourisme hors-saison dans la Manche*, <https://www.ouest-france.fr/normandie/manche/une-campagne-de-communication-pour-le-tourisme-hors-saison-dans-la-manche-48986132-a155-11ed-b727-95140ec04a42>, 1 février 2023, consulté le 11 mars 2023.

therefore ask ourselves if this type of marketing campaign would not be applicable to the destination of the Calanques, especially through their social networks.

On their Instagram page, we can see that the National Park of Calanques highlights the flora present in the low season but does not especially indicate visitors to come to the destination during this period. They inform them about the character of endangered species and encourage visitors to "*stay on the marked path*" to avoid damaging this rare flora.

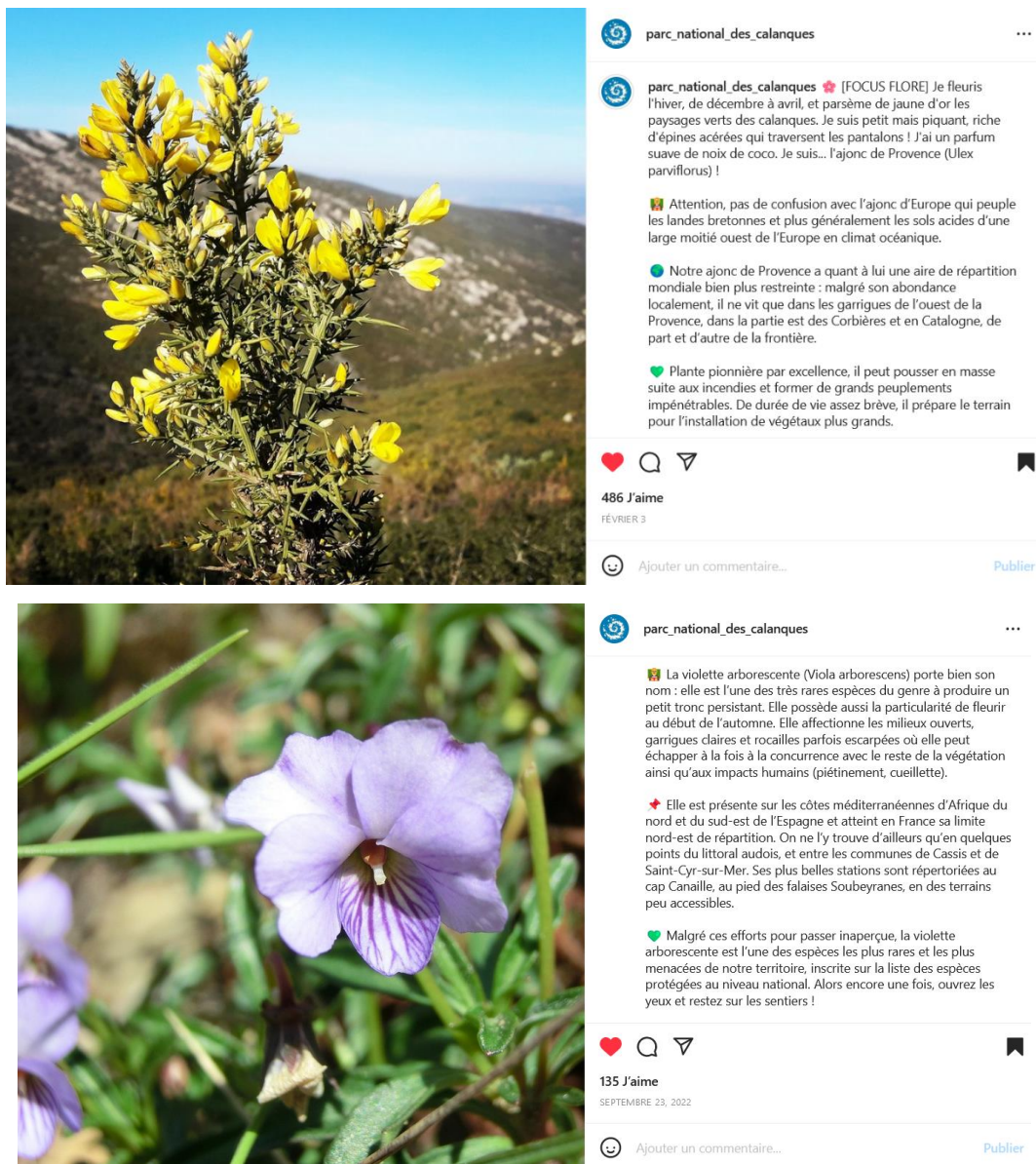


Figure 7. Instagram posts from the National Parc of Calanques

Source: Instagram page of Parc National des Calanques @parc_national_des_calanques

However, we can see that on their website, the National Park of Calanques highlights seasonality by writing "*To avoid crowds, favor a visit in the fall or winter, outside of weekends and school vacations.*"⁷⁸. They also emphasize with their best practices guide "*during the summer period, I will swim rather in the morning or late afternoon to avoid the crowds*"⁷⁹. We can see here that the park warns visitors that it is very crowded during the summer and that it is therefore more pleasant to come either during another period (off-season) or on a schedule with fewer visitors.

We can also say that the system of quotas set up by the destination of the Calanques is a means of influencing the tourist in his choice of vacation period because these quotas were set up "*on June 26, July 3, then every day from July 10 to August 21, 2022*"⁸⁰. Indeed, the implementation of quotas during the summer period can incite visitors to delay or advance their period of visit according to these quotas and thus, to fluidify the traffic during this period. We can think that some visitors will prefer to visit the Calanques during the periods which are not touched by this system of quotas precisely because they do not want to be subjected to this regulation.

We can therefore ask ourselves if the National Park of Calanques or the respective Tourist Offices of Marseille, Cassis or La Ciotat could not put in place communication plans that aim to reduce this phenomenon of seasonality in the Calanques. We can think of tools such as social networks that reach a majority of audiences today so that they can be influenced on their visit, so that they are more encouraged to visit this region in off-peak season or on less frequented hours.

⁷⁸ PARC NATIONAL DES CALANQUES, *À quoi s'attendre ? | Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/a-lire-avant-de-visiter-calanques-marseille-cassis-la-ciotat>, consulté le 14 mars 2023.

⁷⁹ PARC NATIONAL DES CALANQUES, *Plages et baignade | Parc national des Calanques*, <http://www.calanques-parcnational.fr/fr/plages-et-baignade-se-baigner-dans-les-calanques-de-marseille-cassis-la-ciotat>, consulté le 14 mars 2023.

⁸⁰ (*Ibid.*)

Chapter 6 – The impact of demarketing

As described above, demarketing is defined as "*the aspect of marketing that seeks to discourage consumers in general or a certain class of consumers in particular on a temporary or permanent basis*". The hypothesis we make here is that using the concept of demarketing helps reducing overtourism. The type of demarketing we are stating here is to make a communication strategy based on strong images of overcrowded places or, on the contrary, not to communicate at all about the destination. The main motivation here is to encourage visitors to turn back or to come to these places in smaller numbers. It is also a way to show that these places are not profitable with so many people on the same territory at the same time.

We have previously taken examples of national parks, especially in the United States, that were implementing specific types of demarketing. We can see that in the Parc National des Calanques, they also put in place demarketing measures to reduce the number of visitors.

Actually, the National Park has tried to discourage visitors to come and discover the Calanques because too many people on these places at the same time does not allow the biodiversity to regenerate serenely. France Info writes: "*these quotas have been accompanied by an online "demarketing" operation to discourage tourists from coming. One can thus read on the official website of the Calanques: "Few beaches, devoid of facilities, often difficult to access and taken by storm during the summer"*"⁸¹.

On their official website, the National Park of Calanques insists as well on the fact that the park is "*over-visited*" especially with a mention of "*surviving the crowds*" in which they warn visitors of the excessive number of tourists on the beaches and paths while targeting the Calanques most threatened by over-visitation⁸².

⁸¹ (*Ibid.*)

⁸² (*Ibid.*)



...and survive the crowds!

If you are visiting the Calanques in spring and summer, prepare yourself for the crowds. Some of the most popular sites are bombarded with visitors. They include [Marseilleveyre](#), [Sormiou](#), [Sugiton](#), [En-Vau](#) and [Port-Pin](#), and the [Frioul archipelago](#).

If you don't mind crowds, be friendly with other visitors. Please stay on the [paths](#) and do not venture into areas marked by posts and wiring where plant regeneration is underway.

If you'd rather avoid the crowds, visit in autumn or winter, on weekdays, or during term time.

[Swimming in the Calanques](#)

[Call Instagram kill natural sites?](#)

Figure 8. Website message of the National Parc of Calanques about over-visitation

Source: PARC NATIONAL DES CALANQUES, *À quoi s'attendre ?*

We can also see the two links a little further down "*swimming in the Calanques*" and "*can Instagram kill natural sites*". The first one refers to the website of the National Park which encourages visitors to come at different times of the day (as seen before)⁸³. The second link proposes the reading of an article that denounces overtourism in the protected regions and parks and the influence of social networks and especially Instagram on the growing number of visitors in these places. They denounce the over-visitation but also the disrespectful and unbearable behaviors for the local actors of tourism.

However, we can think that visitors do not necessarily consult the website of the National Park but prefer to search for images and information of the place on social networks like Instagram or Facebook. For this, the National Park of Calanques has also set up something. Indeed, on their Instagram page, they post before or during the summer season images of the Calanques crowded with a message of prevention about over-visiting and its consequences on the territory. We can say that it is a demarketing approach because they put forward the fact that the territory is overcrowded hoping that fewer tourists will decide to go there, for fear of not having their privileged space during the visit. "*The National Park of Calanques in Marseille has been communicating about the reality of the midsummer*

⁸³ (*Ibid.*)

experience since 2021"⁸⁴ and so we can see visuals like the ones below to accompany their demarketing strategy.

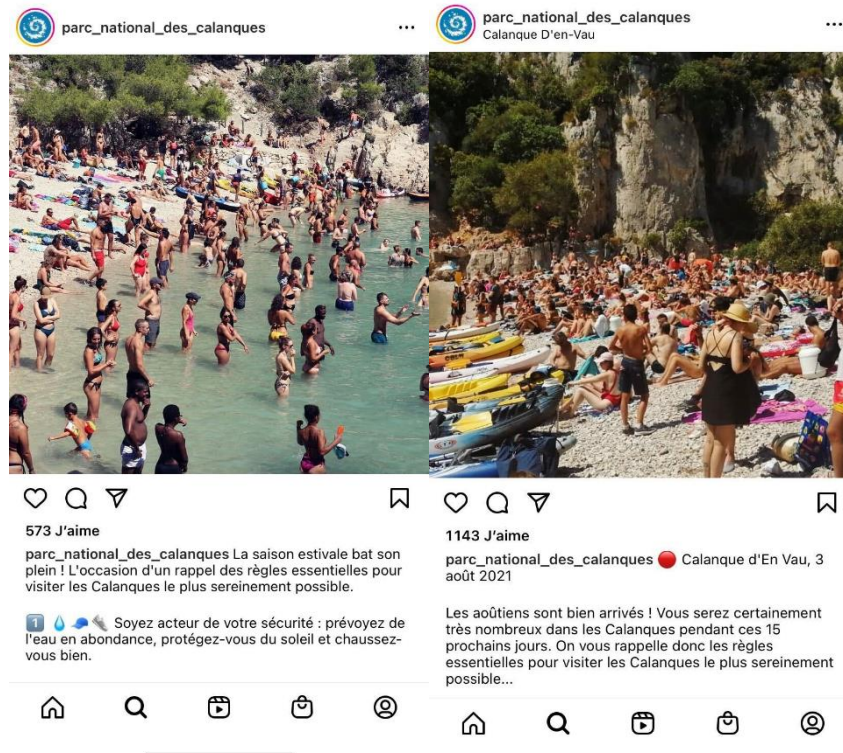


Figure 9. Instagram posts about the overvisitation of Calanques

Source: GIAMPIERI Frederico, 2022

We can therefore think that the National Park of the Calanques has well understood the principle of demarketing and that they seize it to try to perpetuate the tourist attraction of the place while preserving the fauna and flora on the spot. The messages relayed are based on the observation of the increasing number of people on the spot with notably the following sentences: "*the summer season is in full swing*" or "*the August vacationers have arrived! You will certainly be very numerous in the Calanques during these next 15 days*". These messages are accompanied by others reminding the rules to follow and the safety measures to apply during the visit and the bathing in the Calanques as for example the following one: "*the occasion of a reminder of the essential rules to visit the Calanques as serenely as possible*".

⁸⁴ (Ibid.)

According to Zacharie Bruyas, in charge of communication, "*the objective is not to put people off but to inform them about the reality. In the long term, we hope to see the number of visitors stabilize and then decrease*"⁸⁵. We can therefore ask ourselves whether this demarketing campaign has been successful and whether the number of visitors has actually decreased as a result of these communication measures.

Increasingly, we can also see strategies emerging regarding waste found in the National Park of Calanques. Here, they are using a similar strategy to make visitors aware of the impact of waste on biodiversity and to encourage visitors to responsibly manage their waste production on the Calanques site.

As seen previously, the National Park of Calanques suffers from an environmental problem linked to the waste of visitors but also of the surroundings (in particular of the big cities nearby). They, then, set up demarketing strategies to encourage visitors to limit their impact in terms of waste and especially to take away the waste they produced when they were there.

Indeed, we can see several press articles concerning this phenomenon and in particular a collaboration between the newspaper 20 minutes and the media Brut who immersed themselves with an underwater photographer in the depths of the Calanques, as previously described⁸⁶. Knowing that Brut is an influential media, especially on social networks through their articles and documentaries on different subjects, we can think that this type of communication campaign in connection with a newspaper can allow the destination to highlight the problem and thus, encourage to reduce waste in the Calanques.

Moreover, on their website, the National Park of Calanques has a section only to describe the problem of waste on the territory, accompanied by a communication campaign on this subject, of which we can see an overview below⁸⁷.

⁸⁵ CADEAU Laura, 2021, *Surfréquentation des calanques à Marseille : demarketing, le parc national opte pour une stratégie inédite*, <https://france3-regions.francetvinfo.fr/provence-alpes-cote-d-azur/bouches-du-rhone/marseille/surfrequentation-des-calanques-a-marseille-le-parc-national-opte-pour-une-strategie-inedite-1932034.html>, 29 janvier 2021, consulté le 14 mars 2023.

⁸⁶ (*Ibid.*)

⁸⁷ (*Ibid.*)



Figure 10. Message concerning good habits in the National Park of Calanques⁸⁸

"I bring, I take back! In the Calanques, no garbage can! Thank you for bringing your waste and sorting it at home. Any contravener will be fined", part of the "Bons gestes" (Good Habits) campaign

Source: PARC NATIONAL DES CALANQUES, *Des déchets dans les Calanques*

In addition to this communication campaign, the Tourist Office of Marseille proposes a section "*eco-responsible activities*" on its website where it is possible to find activities related to the collection of waste⁸⁹. This is a way for them to highlight the need for the territory to be helped to alleviate the problem of waste, particularly by joining forces with the Clean My Calanques collective⁹⁰.

This collective is an association whose objective is to drastically reduce the waste present in the Calanques by different types of actions. The first one being "*to organize sessions of depollution 1 to 2 times per month*" in order to collect the waste present in the Calanques. Moreover, they propose to sensitize the populations so that the number of produced waste reduces more and more. They intervene "*in schools, colleges and high schools to discuss*

⁸⁸ (Ibid.)

⁸⁹ (Ibid.)

⁹⁰ (Ibid.)

[...] the risks related to overconsumption and the pollution of waste that results from it".
This collective counts among its partners the National Park of Calanques so we can think that it is also a part of the demarketing approach of the National Park to be linked with them.

Following this part on demarketing, we can ask ourselves if the efforts made by the National Park of Calanques or other tourism actors in this territory have had repercussions on the number of tourists or on their behavior. It would be interesting to have information on the evolution of practices in the Calanques following these different strategies.

Conclusion

In this part, we were able to focus on the possibilities that destinations had to reduce overtourism and move towards responsible tourism in the territory. We focused on tourism in the National Park of Calanques and the solutions that were available to this territory in particular. We were able to see three possibilities, among others, which are the implementation of quotas, communication on green transport and seasonality, and the technique of demarketing.

In the first chapter we have seen that the system of quotas had been set up in several destinations and that they had proved to be relevant concerning the decrease of the number of tourists on the same place. We have, thus, noticed the implementation of these quotas on the territory of the Calanques and we could see its consequences, especially positive ones on the state of biodiversity (regeneration of the flora, return of terrestrial, avian and marine fauna...).

In a second chapter, we were able to focus on the communication that destinations could do regarding low emission transportation and the temporal dispersion linked with seasonality. We were able to see the tools that were available for destinations to influence the tourist to travel in a more responsible way, taking into account the tourist seasons and the carbon footprint of transportation. Especially by influencing visitors on sustainable ways to come in the region but also on the advantages they have to come during the low season.

Finally, in a third chapter, we were able to see how the technique of demarketing could be linked to the field of tourism and in particular what had been done by the National Park of Calanques and the tourist actors around them. We could see the measures taken by the territory to reduce the number of tourists on the spot but also to limit the production of waste and its management. Especially, they were using their social media and website to incite tourists to adopt responsible behavior and to aware people of the number of the tourists present on site during the peak season. At the same time, they have implemented communication campaigns to highlight the problem of waste in the region and to make visitors aware of their responsibilities.

Throughout this part, we have put forward questions relating to the hypotheses that could be taken up again in the writing of the second year Master's dissertation, which we will discuss in the following part. These questions concern more particularly the consequences of the measures put in place by the Calanques territory, whether they are environmental, for the local populations or for the tourists themselves.

Part 3 – Research methodology

Introduction

In this section, we will come back to all the steps that have been done and all the tasks that will be done during the first and the second year of the writing process.

First, we will look at what was done in the first year. We will focus on the steps that led to the idea of this project, the initial idea, the questioning, the hypothesis formulation steps and, finally, the writing steps. We will also criticize our work, the way this project was conducted and what could have been done differently. Then, we will connect this writing with the first year internship and the practical application that will be done in the second year.

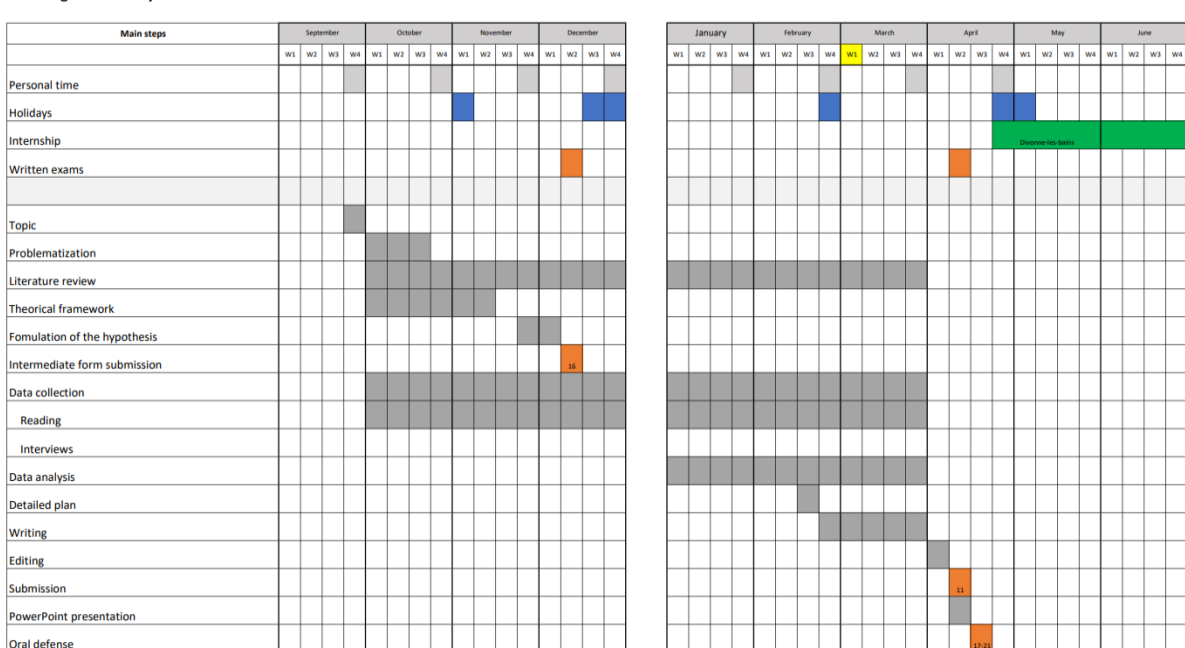
In the second part, we will focus on the tools and fields that can help us confirm or deny the hypotheses. We will describe precisely the types of surveys we plan to conduct, with details on the profiles of the individuals surveyed, but also on the type of questions asked according to the different hypotheses we want to answer. Finally, we will put the writing in relation with the second year internship project.

Chapter 7 - General methodology

We will first see, through a Gantt Chart, the steps that led to the writing of this paper but also what we have planned to do over the next year, concerning the writing of the second-year dissertation. We will refer to it throughout this third part. A Gantt chart is "*one of the most effective tools for visually representing the progress of the various activities (tasks) that make up a project*"⁹¹. It will allow us here to visualize globally the progress of the project (here the dissertation) over the two academic years.

First of all, we have detailed the elements of the personal life that need to be taken into account, but also the university vacations, the duration of the internship as well as the written exams because these periods are important to take into account but not directly linked to the strict writing of the research dissertation. Then, we can see the different stages of the writing of the dissertation: from the idea of the subject to the final oral presentation.

Planning of the two-year dissertation activities



⁹¹ GANTT.COM, *Qu'est-ce qu'un diagramme de Gantt?*, <https://www.gantt.com/fr/>, consulté le 16 mars 2023.

Planning of the two-year dissertation activities

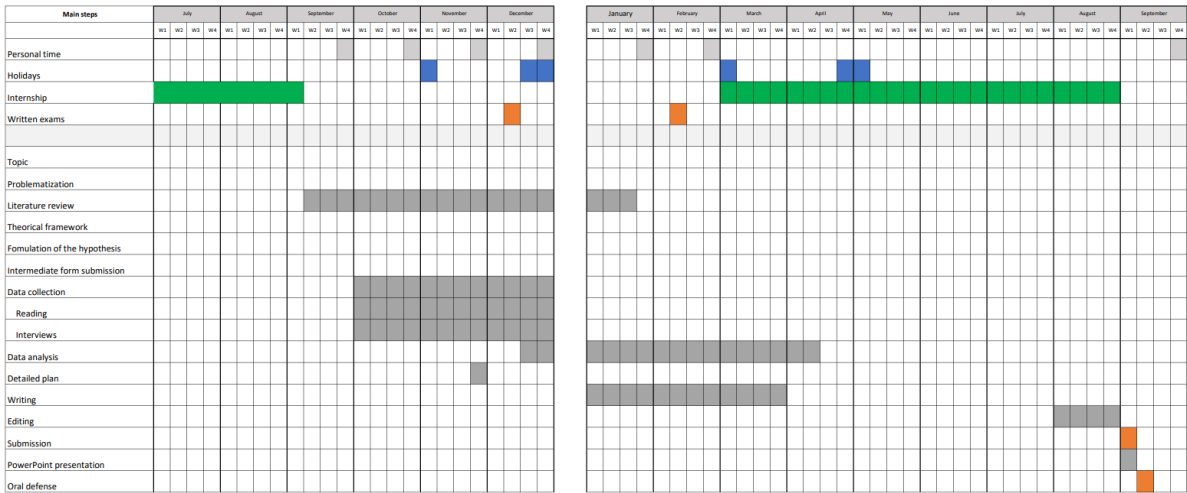


Figure 11. Gantt chart for the first year and the second year of Master's – made in March 2023

1. The fundamentals of the research

With the help of this Gantt Chart, we can see that we had an idea of the subject to deal with towards the end of September. We had an attraction for the subject of overtourism and its consequences, both environmental and societal, and we were able to put words to it afterwards thanks to the courses dedicated to the writing of the dissertation. Following this stage of researching the topic, we were able to start questioning ourselves on topics related to it and understand what was important to address and finally write a starting question. Having a clear idea of the topic and the direction in which the research on this topic should be pushed, we were able to start researching and refining the topic more and more and thus, finding research angles that would later correspond to the theoretical framework. We have focused our research on the terms of overtourism, responsible and sustainable tourism or demarketing and territorial marketing. Throughout the following period, we were able to improve the research in the literature review and eventually formulate hypotheses related to the research. Following the submission of the intermediate form and the feedback from the dissertation supervisor, we were able to refine the research and develop a detailed plan. Afterwards, we were able to perfect the hypotheses and start writing and editing what is now the final report.

We did all of the research via the internet, however, we tried to cross-reference the sources to find relevant information related to the topic.

As a criticism, we could, first of all, say that the time was incorrectly managed on this first year of Master's concerning the writing of the dissertation. Indeed, we can see that the strict part of writing the dissertation was only done during the period just before the final delivery. This could be justified by the fact that no precise deadline was set before the intermediate form revision meeting after the February vacations. After this meeting with the supervisor, we were able to realize the urgency of starting to write something for the dissertation and so we were able to conscientiously start writing the parts.

Also, we intended to try to interview people in charge of the National Park of Calanques or the Marseille Tourist Office but unfortunately, none of them followed up on our requests (could answer or give contacts of some people to contact later). However, we were able to get in touch with some people working in connection with the National Park of Calanques, but we did not take the initiative to contact them because we knew that there would not be enough time to contact them, do the interviews, transcribe them and make an analysis of them. The time management of the research approach did not allow us to finalize the research and the implementation of interviews with these audiences, however, we can think that this will be an opportunity for the second year. These interviews would have been an opportunity to cross-check the sources in order to have testimonies from professionals, which are essential in the research related to this subject (as it is centered on the destinations and its actors).

It could also be interesting to see the Gantt Chart that was made in December 2022 for the intermediate form (below). Indeed, we can notice the forecast planning for the rendering of the dissertation, and we can thus compare with what actually happened for the writing of this brief (Gantt chart above).

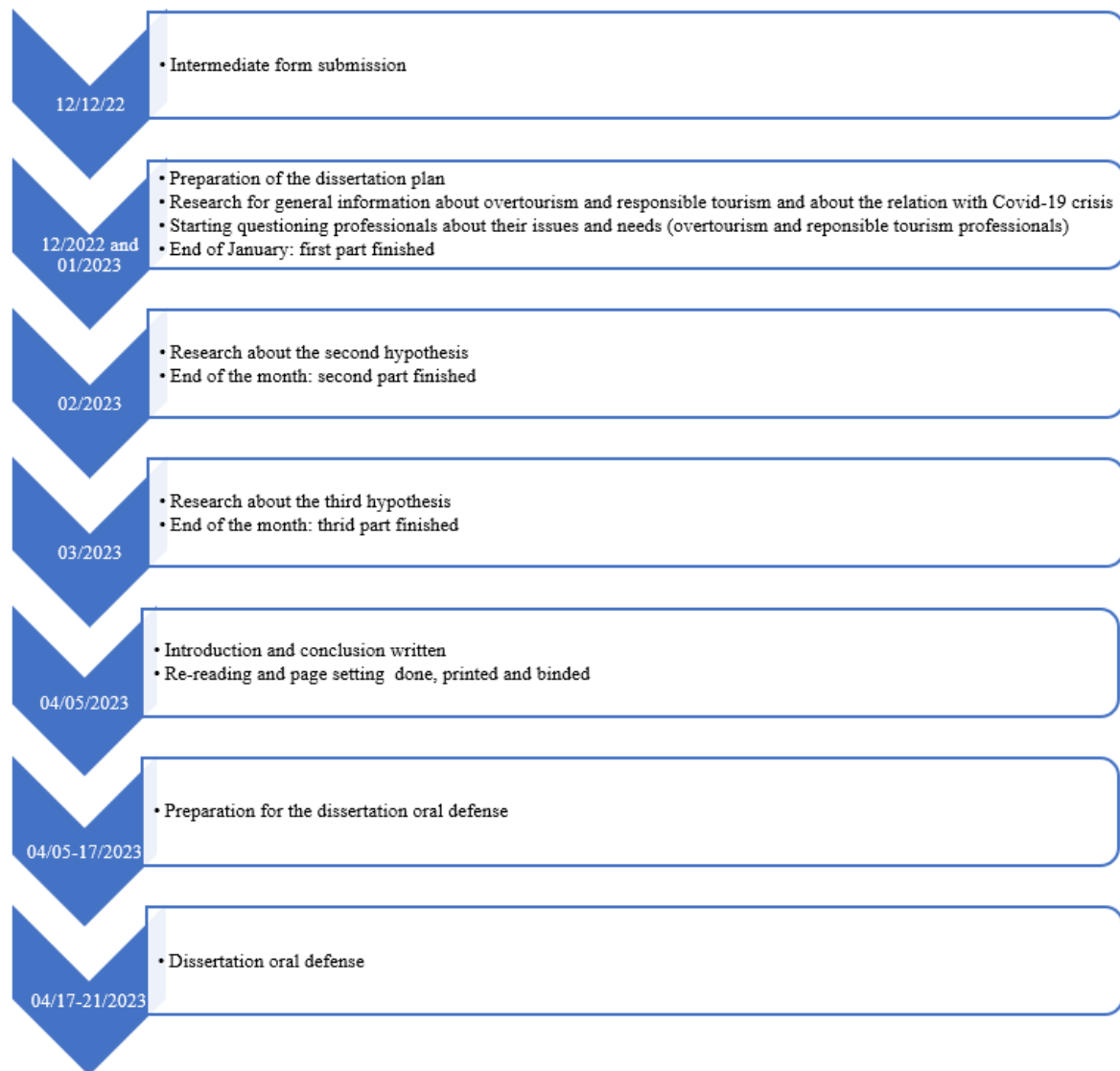


Figure 12. Gantt chart for the first year of Master's – made in December 2022

On this schedule, we can see that we had planned to do research for part 1, then write part 1, then do research for part 2 before writing it etc. Following the handing in of the intermediate form to the supervisor, we were able to discuss that it was not the right way to do this research work, so we were able to understand that the research related to the first part could help the writing of the second part or even the third part for example. So, we took into account the supervisor's explanations, and we reshaped this schedule to finally organize the time and the writing steps as described on the first Gantt Chart.

The internship carried out during the first year could be the occasion to have information on the national parks and we could possibly see if there is a strong correlation between the

international national parks and those of France, more precisely the National Park of Calanques. Indeed, the first year's internship is taking place in a campsite in the massif of the Adirondacks in the state of New York, in the United States. Then, it could be interesting to see the type of management that is used in this place to see the relation between this place and the National Parc of Calanques for example.

2. Practical application of the research

Concerning the program planned for the second year, we have already put forward in writing some lines of research in the questions raised in relation to the stated hypotheses. We will thus be able to refine in more detail the answers provided and the research angles. During this second year of the Master's, concerning the dissertation, we have planned a period of data collection (which can be seen on the first Gantt Chart) as well as a period of data analysis which will follow. During the internship period, the data collection and analysis part will continue to be done in small part because we will try to answer the hypotheses also while being on the field. However, we might not have enough time to carry out the internship and the dissertation writing so we will try not to impose so much things to do the second-year internship as serenely as possible. We have planned a period of editing in August 2024 in order to get back into the subject and reread what was done before the submission and oral defense.

Concerning data collection, we have several tools at our disposal to find information during this period in the second year. Indeed, we can look for information classically by research or observations but also by interviews, questionnaires or focus groups. We have several solutions in order to find information and to be able to analyze it. It will also be the occasion to cross-reference the sources and to correlate the information obtained by these different data collection tools.

Chapter 8 - Fields and tools that can be used

We have thought of some individuals that we would like to survey, in a quantitative or qualitative way, in order to have information that will be part of the data collection, that is to say that the profiles described hereafter are part of a non-exhaustive list of individuals and that the latter can be modified later on.

1. Tourism professionals in the region

Indeed, first of all, we would like to talk to professionals representing the Marseille and Calanques region, such as communication managers, directors of tourist offices or marketing managers of the National Park of Calanques, the tourist offices of Marseille, Cassis or La Ciotat. The profile of the target persons is the one of an individual who is actively involved in the communication strategy of the destination but also in the protection of the environment in this territory. The objective would be to know more about the strategy they adopt regarding the management of tourist flows in this territory and to encourage visitors to adopt more responsible actions. These interviews will take the form of qualitative surveys with professionals such as interviews or focus groups. The latter will allow us to gather a certain number of professionals to answer several questions. We would like to move on the territory of the National Park of Calanques in order to understand the stakes and to be immersed with tourism professionals on the spot.

2. Visitors of the Calanques

Also, in order to try to confirm or deny the hypotheses, it could be interesting to survey the visitors of the Calanques in order to know more about the influence of these strategies on their behavior. The surveys could be as much quantitative as qualitative and would give us complementary information. The individuals could be of all ages, it would then be interesting to make the difference between individuals who are influenced by social networks and those who are less so. They could also correspond to tourists coming from

other regions or, on the contrary, from local populations: here it would be interesting to see the degree of consideration given to the issues linked to over-visitation of the places as well as to see the consequences of the measures taken by the communities for the management of the flows on this territory on these audiences. In any case, we will not make any preference here as to the age, sex, socio-professional category or even the origin of the individuals surveyed, as it would be interesting to be able to compare the answers given, precisely, according to these criteria.

We propose here some types of questions that could be asked to different individuals according to the hypotheses we have to answer in the second year of the Master's program. This is a non-exhaustive list of questions that could be asked.

As general questions we can ask these: Why are you traveling to Calanques? Was traveling to calanques your first idea when coming to visit the region? Or is it something you find inescapable when being next to it?

Concerning the first hypothesis about quotas, we could ask some questions like them, depending on the individuals. For the visitors of the Calanques, we could ask the following: Were the quotas perceived as something unpleasant for you? Does it kept you away from traveling in Calanques? If coming in the calanques during a period regulated by quotas, did you prefer to be less numerous on the site at the same time? Have you felt a real difference from other places?

Concerning the questions about quotas that can be asked to professionals: Did you find it hard to put this in place? Have you got some messages concerning this reform (from the neighborhood, the tourists or other individuals); and what were they? How did you react to these messages?

Concerning the second hypothesis concerning communication, we could ask some of these questions regarding green transportation to visitors: Have you used green transportation to come? and why? How would you describe the transportation provided by the city to come

and see this place? and how could it be improved? What do you think about the changes that are arising about the environmental issues concerning traveling? and for you how to face it? Concerning seasonality, we could ask questions like them: Why are you more likely to travel in this place during a season and not during another? Would you be ready to travel to this place at another moment of the year? Do you think that the communication is well managed to encourage people to come at these moments? For you, in what way it is important to take seasonality into account?

Then, concerning the last hypothesis about demarketing, we could have some questions like these: Have you seen some pictures about the phenomenon of overtourism? if yes, where? and how have you reacted to this? Would you like to travel to this place even after seeing these pictures?

There were some examples of questions that could be asked to visitors or professionals, depending on the hypothesis and on the questions we need to answer to know more about the destination and its issues.

The second-year internship will be an opportunity to be immersed in the territory concerned. We are considering approaching the National Park of Calanques or the tourist offices near this territory to carry out this internship because it would be an opportunity to see the progress of the strategies implemented previously regarding the management of the tourist flow, and therefore, to be in agreement with the proposed subject.

We are aware that the subject may change over the course of the next year and that these changes may call into question what has been previously suggested. These changes may affect the audiences we plan to survey, for example.

Conclusion

In this part, we could see a description of what had been done on the first year concerning the writing of the dissertation. Indeed, with the help of a Gantt chart, we were able to highlight the key stages of the writing of this dissertation and the problems that were associated with it. For example, we were able to rethink about the process we have been through concerning the data collection or even the formulation of the hypotheses that were rather unsteady. We were also able to question ourselves on the time management, or the sources used for the writing. Finally, we were able to connect the internships that will be done over the following years, which will be more or less related to the project, because one of them will take place near a National Park and that it could be interesting to analyze the differences between the National Park of Calanques and the others.

We were then able to describe in detail how we approach the writing of the second-year dissertation as well as the collection and analysis of data. Indeed, we were able to show what was planned in terms of questionnaires, interviews, or surveys to answer the hypotheses during the second year. We were able to expand on the profiles of the individuals that it would be interesting to interview (rather professionals or visitors) but also on the type of questions that we think to ask to have relevant information and in relation with the subject and the hypotheses. We were able to see that several types of tools were available to us (in terms of the form the surveys will have) and that we would have to manage our time better during this second year to complete the project.

General conclusion

In this paper, we were able to list the possibilities that destinations had to reduce overtourism in their territory and move towards a more responsible tourism.

We have been able to identify what overtourism includes, how tourism has grown to over-visitation and what has happened as a result. In particular, we linked overtourism with a growing demography, an expansion of the middle class and therefore more and more people who can afford to travel, also thanks to the evolution of the price of airplane tickets which made it easier to travel. We have therefore been able to observe that some territories suffer more from overtourism and that some of them use demonstrations and their media coverage to make their voices heard, such as Barcelona or Venice. The most frequent consequences of overtourism are environmental (deterioration of the flora, endangerment of the fauna, pollution linked to transport, waste produced on the spot), but also societal concerning the local populations (loss of identity, of living environment due to the massive influx of tourists, ...).

Furthermore, we have highlighted responsible tourism, in opposition to sustainable tourism and greenwashing. We could observe that this tendency of responsible tourism takes an increasing part in the considerations of the travelers and that it can be found in various forms. We have stated the possibilities for destinations to incite responsible tourism, such as by referencing themselves in texts and other committees that advocate this type of tourism; and we have also shown the solutions that were available to visitors to practice a more responsible tourism. Indeed, we have shown that tourists can, at their own level, behave in a way that reduces their impact, especially on the environment. For example, before leaving, the tourist can plan to leave less frequently or to stay closer to his residence. During the trip, it is also possible for the traveler to pay attention to his production and management of waste or to be more respectful of the local populations.

Finally, we have highlighted the tools available to destinations to move from overtourism to responsible tourism. For example, we have been able to mention digital communication and advertising of little known places. We have also stated the term demarketing by showing that it is an effective tool for destinations because it helps to discourage tourists from visiting

the place, while showing its limits, which is the increase of the knowledge of the place. We also insisted on the impact of mediation, particularly concerning the management of tourist flows and the reduction of waste or, more globally, the protection of biodiversity. Taking seasonality into account by destinations is a determining issue because it enables them to manage the flow of tourists in high season and thus, to regulate overtourism. Indeed, the latter is considered a predictable element, so we were able to see the challenges and solutions available to destinations to better manage this phenomenon, such as booking for a limited time or regulating flows instantly.

In the second part, we were able to highlight hypotheses that could respond to the problematic raised. We put forward suggestions on the tools available to destinations and their consequences to reduce overtourism and move towards a more responsible tourism. We were able to detail the process of setting up quotas, the causes and consequences of this implementation but also what had already been done in the Calanques territory or in other areas. We were able to note that quotas had been set up by this territory to mitigate the consequences of a surplus of visitors such as erosion or the disturbance of local populations. These consequences of overtourism represent the main motivations of the territory to set up quotas. We were able to observe that positive effects on the territory were visible from the year following the implementation of the quotas, especially on the fauna but also on the flora present on the site. However, we did not have any scientific information to confirm or refute this information, so it would be interesting to collect some.

We were then able to describe the types of communication and content communicated by the destinations to encourage travelers to favor green transportation but also to take into account the seasonality. We could see that several tools were already used in the Calanques territory such as the communication on their website or on their social networks to encourage visitors to go to the territory during the low season or to use green transport to move around the site. However, these means of communication could be improved and we have suggested ways to do so, such as a stronger communication on the seasonality on their social networks.

Finally, we detailed the demarketing system, its motivations and its consequences in order to understand the stakes. We were able to see what had been done on the territory of the Calanques, particularly on social networks and the website of the National Park of

Calanques, such as the awareness campaigns concerning the important flow of visitors or the management and production of waste. However, the demarketing campaign having been launched only recently, so we could not collect scientific information about the efficiency of this tool in helping to reduce the number of visitors or the management of waste on site.

In the third part, we discussed the steps of the creation of this writing during the first year of the Master's program with the help of a Gantt chart. We detailed the fundamentals of the research done during this academic year from the formulation of the main idea to the final rendering through the formulation of the hypotheses and the data collection. We were able to criticize our work, especially concerning the time management which was very badly done, or the sources used which were not diversified enough. We made a link with the internships that will be done during the next academic years to show the continuity of the project in the professional world. Indeed, we stated the need to have more information on the territory regarding the advances in the marketing of the destination and we therefore suggested that it would be interesting to go on the field to provide answers to the questions asked in the second part.

We also gave some research leads that could be applied to the writing of the second-year dissertation while detailing the target audience for surveys or even standard questions for the continuation of the research.

In the second year of the Master's program, we plan to set up surveys, interviews or other questionnaires in order to understand the behavior of visitors and destinations with regard to overtourism in the National Park of Calanques. We would like to confirm or disprove the hypotheses through a field study to see if the suggested solutions are relevant and applicable to this territory.

It would be interesting, following this writing, to wonder if the phenomenon of overtourism also affects other National Parks than the National Park of Calanques and what consequences it has on the territory? Also, we can ask ourselves if the solutions suggested in this writing could be adapted to other National Parks, to what extent they

could have positive consequences on the territory. We show here that solutions are possible to bring the territory to an environmental sustainability and we plan, in the future years, to be actors of this change in the professional world.

Appendices

Appendix A:

Abstract of the article “Has COVID-19 brought a temporary halt to overtourism?”

“COVID-19 has caused radical changes in the lives of people as well as economies. These changes are deemed as evolutionary and would bring a new phase of transformation. However, current practices of both people and businesses might cease once the crisis disappears. In the tourism context, going back to unsustainable and irresponsible practices would lead to the re-emergence of tourism aversion. This research note addresses the possibility that COVID-19 has only brought a temporary halt to the pre-existing issue of over-tourism and its related unsustainable practices. Even though the travel restrictions imposed by several countries amidst the spread of coronavirus have created a situation of “zero tourism”, the tourism sector has now resumed its operations in most of the world. By presenting a conceptual framework, this note stresses that if the sector continues to act in the same way as before the virus, the situation of overtourism will re-emerge in the post-COVID-19 phase. Therefore, to prevent this issue, emphasising quality tourism, inculcating responsible behaviour, and the incorporation of technology are suggested.”

TIWARI Pinaz et CHOWDHARY Nimit, 2021, « Has COVID-19 brought a temporary halt to overtourism? », *Turyzm/Tourism*, 25 juin 2021, vol. 31, n° 1, p. 89-93.

Appendix B:

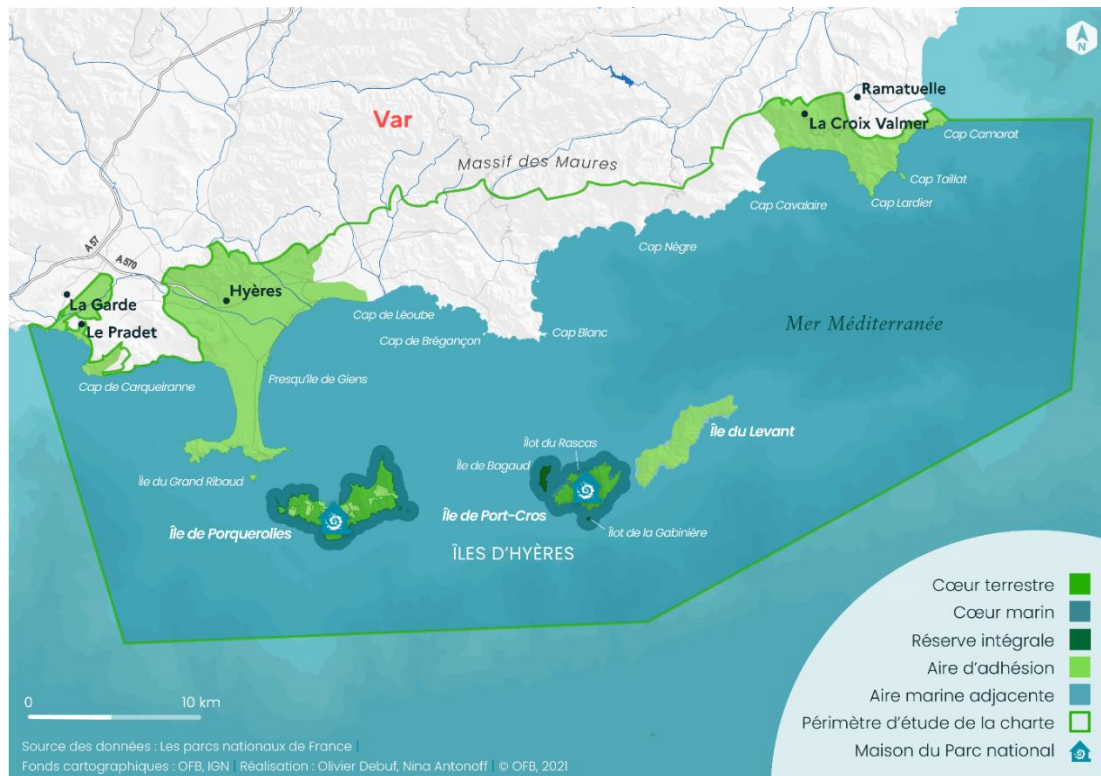
Pictures of the National Park of Calanques : Calanques of Sugiton and of en-Vau



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Appendix C: Maps of other Calanques

Map of the National Parc of Port-Cros



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Table of acronyms

- ADT: Acteurs du Tourisme Durable
- CNRTL: Centre National de Ressources Textuelles et Lexicales (French dictionary)
- ECST: European Charter for Sustainable Tourism
- EST: Environmentally Sustainable Transportation
- EUROPARC: European Federation of Protected Areas
- GDP: Gross Domestic Product
- GHG: GreenHouse Gas
- GSTC: Global Sustainable Tourism Council
- ICAO: International Civil Aviation Organization (in French: OACI)
- IISD: International Institute for Sustainable Development
- LEZ: Low Emission Zones
- NGO: Non-Governmental Organization
- OECD: Organization for Economic Co-operation and Development
- PACA: Provence-Alpes-Côte-d'Azur (French region)
- UNESCO: United Nations Educational, Scientific and Cultural Organization
- UNWTO: United Nations World Tourism Organization
- WTTC: World Travel & Tourism Council
- WWF: World Wildlife Fund

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Managing the destinations: from overtourism to responsible tourism, The case of the National Park of Calanques

Abstract

The text discusses the intensification of tourism in recent decades and how this intensification has led to what has been described as "overtourism". It examines the possibilities for a destination to move towards more responsible tourism. It highlights the negative consequences of tourism, including environmental damage and social impacts on local populations. It also covers responsible tourism, which is becoming increasingly popular as an alternative to overtourism. Destinations have various tools at their disposal to reduce overtourism and encourage responsible tourism, such as digital media and demarketing. The text discusses the problems that overtourism can cause in the National Park of Calanques and suggests ways and tools to reduce these problems, including the benefits that can be observed through their implementation.

Keywords: overtourism, mass tourism, responsible tourism, demarketing, communication

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La gestion des destinations : du surtourisme au tourisme responsable, Le cas du Parc National des Calanques

Résumé

Le texte traite de l'intensification du tourisme au cours des dernières décennies et de la manière dont cette intensification a conduit à ce qui a été décrit comme le "surtourisme". Il examine les possibilités pour une destination d'évoluer vers un tourisme plus responsable. Il met en évidence les conséquences négatives du tourisme, notamment les dommages environnementaux et les impacts sociaux sur les populations locales. Il traite également du tourisme responsable, qui devient de plus en plus populaire en tant qu'alternative au surtourisme. Les destinations disposent de divers outils pour réduire le surtourisme et encourager le tourisme responsable, tels que les médias numériques et le demarketing. Le texte aborde les problèmes que le surtourisme peut causer dans le Parc National des Calanques et propose des moyens et des outils pour réduire ces problèmes, y compris les avantages qui peuvent être observés grâce à leur mise en œuvre.

Mots clés : surtourisme, tourisme de masse, tourisme responsable, demarketing, communication