Research Article

Local Protests Against Over Tourism: Causes, Effects and Solutions

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ABSTRACT

This study explores the causes of anti-tourism protests and highlights measures to prevent their negative impact on regional tourism sustainability. Local behaviours are analysed through Doxey's Tolerance Model and Social Exchange Theory. Over tourism and the protests organized by local people due to this situation constitute important problems in terms of sustainable tourism. In the study conducted as qualitative research, 88 news content obtained from the Google News platform were examined with thematic analysis method and answers to the research questions were sought. The results show that the main reasons for anti-tourism protests are tourist behaviour, destruction of natural resources, accommodation problems, deficiencies of local governments and exceeding the carrying capacity. In addition, it was determined that the protests against tourists are related to the lack of economic and social benefits that local people obtain from tourism. The study emphasized that anti-tourism movements can damage the international image of the region by creating negative feelings such as fear and anxiety in tourists. Recommendations for local governments include tourist entry and accommodation regulations, environmental measures and guiding tourists' behaviour. The study states that sustainable tourism can be achieved through cooperation between local people, tourists and governments, and recommends that more comprehensive research be conducted in the future. The theoretical importance of this study is that it draws attention to the fact that the basis of anti-tourism protests is not the tourist-local community relationship, but the lack of social and economic welfare and the unsustainable use of resources.

Keywords: Anti-Tourism, Over Tourism Protest, Google News, Protest of Local People, Sustainable Tourism

Introduction

Tourism, initially seen as a form of entertainment for societies in the West, has grown over time to become an important economic industry (Malik & Fatima, 2024). The decrease in travel costs has also increased the

number of domestic and international trips. The effects on the environment and climate have been ignored in these trips. Many tourists have been able to travel to many destinations in large areas. Technological developments in travel and communication opportunities have made it easier to travel flexibly and freely. In this way, travel plans can be made and travels can be carried out in a short time (Dodds & Butler, 2019). The quality of life of people living in holiday resorts changes significantly due to the visit of thousands of tourists every year (Butler R. W., 1974). Because tourists who visit a region bring their own culture and habits with them and affect the environmental, socio-cultural and economic elements of the local people (Setiawan, Arief, Hamsal, Furinto, & Wiweka, 2020). Tourism, especially due to its economic benefits, mostly stands out as positive. It has many positive aspects such as creating employment, being a source of income for local people, diversifying the country's economic structure, creating entrepreneurial opportunities, and protecting cultural and natural heritage. However, when tourism becomes a settled activity in a region, it also brings with it some negative aspects that can lead to serious problems (Frent, 2016). These negativities can be categorized into environmental, social, economic and cultural aspects.

There are many studies that emphasize the environmental, economic, carrying capacity and socio-cultural effects of tourism. If we summarize some of these studies, the damage caused by tourism to the natural landscape, pollution, destruction of fauna and flora, loss of coral reefs, plastic waste, damage to marine life, damage caused by construction in forests and mountainous areas, trees cut down due to activities such as ski slopes, decrease in rain absorption, increase in landslides are some of the examples of the negative environmental effects of tourism (Holden, 2008). Carrying capacity can be expressed as the environment becomes stressful as the number of visitors increases (Cooper, 2016). There are also types of this. Physical carrying capacity can be expressed simply as the number of seats per tourist in the parking lots of airplanes; psychological and behavioural carrying capacity is the situation where other visitors in the environment feel

that the tourists' experience is damaged. Social carrying capacity is the capacity of the host community to cope with tourist visits (Malik & Fatima, 2024). The socio-cultural negative effects of tourism can be listed as increased crime rates, deterioration of the native language, deterioration of religious and cultural elements, and prostitution (Sharpley, 2018). There are also negative economic impacts such as opportunity cost, price increases, high infrastructure costs, risky tourism investments, economic dependence on tourism, effects resulting from all-inclusive systems, and tourist expenditures moving out of the local economy (Frent, 2016).

Today, developments in the tourism industry and the negative situations they cause have brought about the concept of Over tourism. Over tourism refers to the negative effects of tourism development. The well-being of local people and the experiences of visitors in a destination are negatively affected by Over tourism. This situation worries the public, tourists and local administrators of tourist destinations (Malik & Fatima, 2024). The local people express their concerns by organizing various protests, especially in areas that host many tourists. These protests, which can be described as anti-tourism movements during busy holiday seasons, also have an important place in the press. It is necessary to determine the reason for these protests, which also cause concern from the tourist's perspective, and whether they are actually protesting tourists or local governments.

Especially in the last decade, anti-tourism demonstrations organized by local people have been seen in popular destinations such as Venice, Dubrovnik, Santorini, Barcelona and Amsterdam. With the interest of the press, stakeholders, policy makers and decision makers in the tourism sector have had to take various measures to control tourism development (Alexis, 2017). The development and sustainability of tourism activities in a region are shaped by the support of the local people. Understanding how the support of the local people for tourism development is shaped is extremely important for tourism managers, policy makers and businesses in the sector (Gursoy & Rutherford, 2004). The media attention to Over tourism and related protests in recent

years is evident. But it is important to remember that not all residents of touristic cities are against tourism (Dodds & Butler, 2019).

In this context, the study aims to reveal the reasons for anti-tourism protests and to draw attention to the necessary precautions to be taken so that the negative effects of these protests do not harm the sustainability of regional tourism. Another important aim of the study is to contribute to the determination of the precautions to be taken and the activities to be carried out in order to gain the support of the local people for the tourism sector. In this direction, eight basic research questions emerged in the research;

RQ1. What attitudes and behaviours do local people exhibit that could be described as anti-tourism?

RQ2. What are the underlying reasons for local people's anti-tourism protests?

RQ3. Has COVID-19 had an impact on anti-tourism?

RQ4. What are the feelings of tourists towards local people's anti-tourism protests?

RQ5. What issues should be focused on with the goal of sustainable tourism?

RQ6. What are the measures that local governments can take to eliminate anti-tourism protests?

RQ7. In which regions are anti-tourism protests concentrated?

RQ8. How has the theoretical infrastructure of local people's behaviours that can be called anti-tourism been shaped?

In order to seek answers to these questions in the study, firstly the theoretical substructure of the concept of anti-tourism was examined through literature review, then the results obtained were visualized by subjecting the news sites to content analysis within the framework of the social impact analysis pattern. Finally, the theoretical and practical implications of the study, its limitations and suggestions were explained.
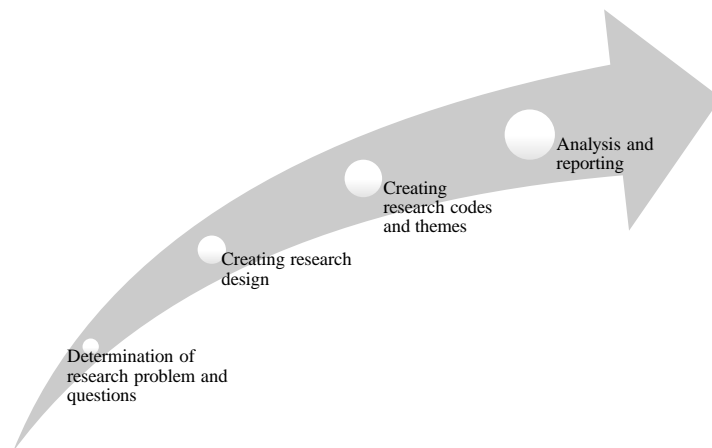

Figure 1. Conceptual Framework

Figure 1 summarizes the conceptual framework of the research. Within the scope of the research, the research problem was first presented. This problem is anti-tourism protests and their possible negative effects on sustainable tourism. Then, the research design was created. In the study conducted as qualitative re-

search, the contents of the news sites on the selected database were examined. While examining the contents, filtering was done around the keywords. Then, analyses were made for the determined codes and themes. The results obtained were reported through graphs and tables. Finally, the graphs and tables were interpreted and various inferences and suggestions were made.

Literature Review
Theoretical Background of Anti-Tourism

For the last 50 years, neoliberal tourism plans have focused on exploiting local resources for corporate profit. The processes of transforming common areas into objects for sale and privatizing public goods for short-term tourism returns have encouraged the growth of tourism. However, the excessive growth of tourism has led to some problems, especially in cities and islands. The excessive use of natural resources, the violation of basic rights and the unjust distribution of public spaces have led local communities and social movements to raise their voices against these negative effects of tourism and to question the excessive dependence of local economies on this sector (Milano, Novelli, & Russo, 2024). Tourism can no longer be considered merely as a source of endless growth or an opportunity to cope with crises (Bates, 2020).

Many tourist destinations have become victims of their own success by growing tourism and receiving more visitors than they can handle (Li, Weng, Pan, Li, & Wang, 2021). Excessive development and growth in tourist areas leads to Over tourism, where local community members perceive changes in the environment beyond their control, leading to anti-tourism sentiment and potential action (Gössling, McCabe, & Chen, 2020). The term Over tourism was first used in the media in an article about tourism at the world heritage site of Pompeii (Petersen, 2001). Over tourism is a term that refers to the large number of tourists in a particular tourist area, and this crowding has various negative effects on the local community. As the recognition of destinations increases over time, they become more attractive to potential visitors, paving the way for travel to such places (Dodds & Butler, 2019). Increased travel also begins to

draw the ire of local communities. In fact, backlash against tourists goes back a long way. Thomas Cook's tours in the nineteenth century were also criticized for bringing tourists to Egypt and other places (Butler, 2006). In recent years, anti-tourism protests have become prominent in cities known for their sustainable tourism growth, such as Barcelona (González-Reverté & Soliguer-Guix, 2024). Due to protests in places where Over tourism is seen, the terms Over tourism and tourism phobia have also begun to be used in similar meanings (Çam & Çelik, 2022).

Climate change, pandemics, floods, heatwaves and over tourism have in common that they disproportionately affect vulnerable communities and individuals. In such crises, existing inequalities are amplified and local people, women, future generations, non-human species in nature and those with limited access to resources bear the brunt of the impacts (Rastegar, 2025). Over tourism is a major problem affecting the quality of life of residents and local communities (Caro-Carreteroa & Monroy-Rodríguezb, 2025). The future of tourism activities in a region is closely related to the attitudes of the people living in that region. There are various variables that feed these attitudes. Moore (2015) mentions three theorems put forward regarding the approach of local people to tourism activities in their regions. These theorems, which focus on different variables, are the Irridex Model of Doxey (1975), which consists of the stages of "euphoria, apathy, annoyance and antagonism", the Social Exchange Theory of Ap (1992), which represents the utilitarian relationship between both tourists and local residents (Kavaz & Akpolat, 2022), and the Determinants of Community Support theory of Gursoy and Rurhterford (2004). In addition to the Irridex Model and Social Exchange Theory, Nunkoo et al. (2013) also mentions the Destination Life Cycle Theory (TALC) (Butler 1980). These models can be briefly explained as follows:

- Irridex Model: It can be said that this model is the best-known model that addresses the relationship between local people and tourism (Harrill, 2004). In the model, there is a relationship between the development of tourism in a region and the attitude of the

local people. Accordingly, as the tourist activities and the number of tourists in the region increase, the attitude of the people becomes negative (Çam & Çelik, 2022). According to this four-stage model, the negative effects of tourism also negatively affect society. The public, who are initially happy with the tourists, can then enter a process that leads to indifference, then discomfort, and finally hostility towards the tourists (Cordero, 2008). The model expresses the social or psychological carrying capacity of the region visited by tourists, that is, the level of tolerance towards tourism (Buzlukçu, 2020).

- Social Exchange Theory: Social Exchange Theory argues that individuals' attitudes towards tourism will change according to the outcomes they obtain from tourism (Andereck, Valentine, Knopf, & Vogt, 2005). As a result of a process in which individuals evaluate the material, psychological or social gains and costs of a situation, their perceptions will be shaped positively or negatively (Gursoy, Jurowski, & Uysal, 2002). Accordingly, as long as the value and increase in the benefit obtained from the interaction of the local people with tourism continues, the communication of the people with tourism will continue, and if the costs exceed the benefits, this relationship will end (Perdue, Long, & Allen, 1990).

Factors such as the unbalanced distribution of economic benefits brought by tourism, increasing living costs and the exploitation of local resources by foreign capital create discontent among the local population. Over time, this discontent turns into a perception of injustice. The economic difficulties experienced by the local population, combined with the negative effects of the tourism sector, pave the way for protest movements. Anti-tourism protests should not be seen as a reaction only to economic imbalance. These reactions emerge as an expression of the demand for a better economic balance as well as a more equitable, sustainable and culturally integrated tourism model.

- Determinants of Community Support: This theory consists of indicators "the level of community concern, ecocentric values, utilization of tourism resource base, community attachment, the state of the local economy, economic benefits, social benefits, social costs, and cultural benefits" (Gursoy & Rutherford, 2004).

- Destination Life Cycle Theory: According to this theory put forward by Butler (1980), a destination can host a small number of tourists due to lack of access and facilities. As the number of facilities and the recognition of the region increases, the number of tourists will also increase. The number of visitors hosted will increase significantly with marketing activities and new investments. However, as the destination's carrying capacity is reached, a decrease in the number of visitors will be seen (Cordero, 2008). This model, which consists of six stages: discovery, penetration, development, maturity, stagnation and post-stagnation (Butler, 1980), can create different life cycles thanks to the different types of tourists visiting the destination and the different product components of the destinations (Özdemir, 2014). In order for destinations to have a long-term life cycle, it is important for local stakeholders to have a say in the tourism development of the region (Sheldon & Abenoja, 2001). There are three important issues that affect the TALC concept today: developments in the field of sustainable tourism management, the application of path dependency concepts, and the connection between development and the evolving economic geography (Butler, 2024).

As can be seen, there are various theorems that evaluate the attitude of local people towards tourism activities. The common aspect of the theorems is that they emphasize the importance of local people's support for the sustainable development of tourism activities. While such support is necessary, the fact that anti-tourism demonstrations are organized in the opposite way shows that there is a problem that needs to be solved.

Methodology

Qualitative research method was used in the study. Qualitative research is a type of research that deals with political, economic etc. social events and their sub-classes and processes the data to understand and describe them (Ertugay, 2019). In qualitative research, the aim is to see the researcher and his/her qualifications as a part of the research and to reveal the subjective perspective of the researcher. This is stated as the superior aspect of qualitative research compared to quantitative ones (Storey, 2007). Then the research design was determined. The research was shaped around the Social Impact Study design. Social impact can be described as the positive/negative, planned/unplanned, short/long-term effects that occur on people as a result of an activity. These effects can be direct or indirect and can extend to people, institutions/organizations and organizations (Müftügil Yalçın & Güner, 2015). Social impact research stands out with its social sustainability and social dimension of sustainable development (Esteves & Vanclay, 2013). Social impact can be understood and measured according to the concepts of return on investment and theory of change. In order to measure social impact, systematic data collection and measurement of the process that shows change are required. For this purpose, various quantitative and qualitative methods are used. Data can be collected through surveys, interviews, observations and various documents (Tuğsavul & Derkuş, 2021). In this study, news from news sites on Google News were examined as a secondary data source. The reason why Google News was chosen as the data source in the research is that it has a wide range of news, includes current news, offers filtering opportunities according to the research topic, is accessible and easy to use, and offers the opportunity to make comparisons since it includes different news sources. In order to measure the change, the expressions in the news content regarding the perception, attitude and behaviour of local people and tourists constitute the indicators of the study. Social effects cover everything that causes a change in the lives of individuals directly or indirectly. These changes are related to many issues such as individuals' income, social welfare, health, lifestyles, traditions and customs, fears and security (Vanclay, 2003).

The findings obtained from this study were evaluated within the framework of the Irridex Model and Social Exchange Theory. The Irridex Model is a theory that associates the support of tourists for tourism in a region with the attitude of the local people. In this model, tourists who are initially welcomed with happiness are met with an attitude ranging from indifference, discomfort and finally hostility. It is a matter of curiosity which stage anti-tourism protests are in according to this theory. The Social Exchange Theory, on the other hand, believes that local people in a region will have a positive or negative attitude towards tourism activities depending on whether they gain any profit from these activities. In the study, it is aimed to investigate their compatibility with the aforementioned theories by making inferences from news content regarding the perception, attitude and behaviour of local people towards touristic activities.

Thematic analysis technique was used to analyse the data obtained from news websites in the study. Thematic analysis is a six-step process used to organize and explain a rich data set in a simple way (Braun & Clarke, 2006):
Step 1. Obtaining the data in written form and reading the data repeatedly to make sense of it.
Step 2. Coding the data after the reading step and gathering the data that are suitable for the code.
Step 3. Bringing the codes together around the determined themes.
Step 4. Checking the compatibility of the themes with the codes and the data.
Step 5. Finalizing the names and definitions of the themes.
Step 6. Reporting the analysis conducted on the selected sample within the scope of the research questions by correlating it with the literature.

Following these steps, Google News, a database where news from around the world can be accessed, was first selected to collect data in the study. On October 11, 2024, a search was conducted on Google News by typing "anti-tourism" in the world category search engine. During the search, it was observed that the news included words such as "anti-tourism", "anti-

tourist", "thourismphobia", "antitourism" and "antitourist". However, after consulting the opinions of expert academics, it was concluded that scanning with the keyword anti-tourism was sufficient in the study. The reason for this was that the concept of anti-tourism was also included in the content of the news where other words were used and to avoid repetition in the source search. As a result of the search, 88 of the 99 news items from different news sites that were open access were reached. These news items were downloaded from Google News and subjected to content analysis. In order to ensure the validity and reliability of the research, an expert academic in the field was asked to give an opinion on the codes and themes. In cases where two different experts are evaluated, Cohen's Kappa analysis can be used to test validity and reliability by measuring the agreement between these two. However, for this study, both experts need to work on the documents equally and determine codes. Due to the difficulty of the expert academician to allocate time due to the abundance of documents in the current study, the code pool obtained by the author was presented to the expert opinion. As a result of the expert opinion, corrections, additions, deletions and combinations were made on the codes and the codes were finalized. Accordingly, the themes created are: tourists' reaction to protests, reasons for protests, sustainability practices, protest areas, local governments' measures against excessive tourism and protest areas. The codes and subcodes formed around the themes are expressed in tables in the results and discussion section.
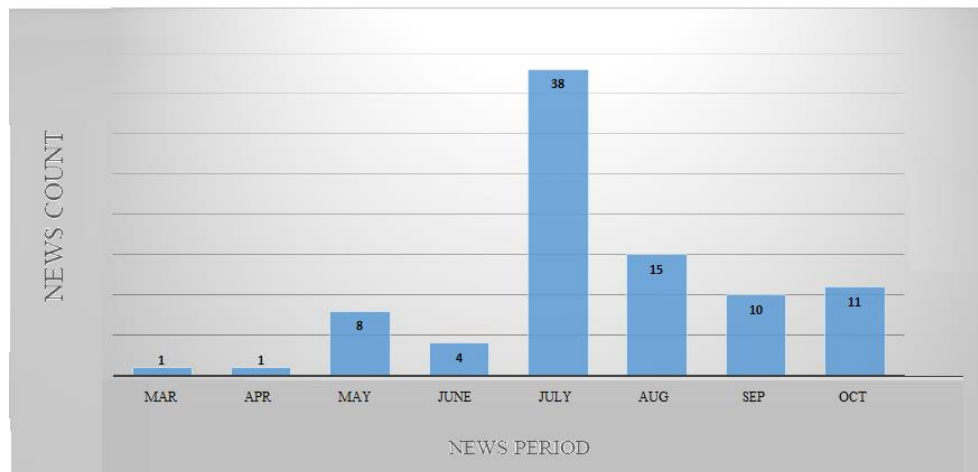

Figure 2.   Periods in Which the News Appeared

Figure 2 shows the period in which anti-tourism news on Google News is more concentrated. According to the graph, July is the period in which the most anti-tourism news was published with 38 news articles. This means that the protests were concentrated during this period. July is followed by August (15), October (11) and September (10). The fewest news articles were published in March (1) and April (1). It is known that the number of people participating in tourism types such as sea tourism increases in hot weather and during school holidays. This is the summer period. It can be said that the effects of the protests continue in the summer period and the following fall period.
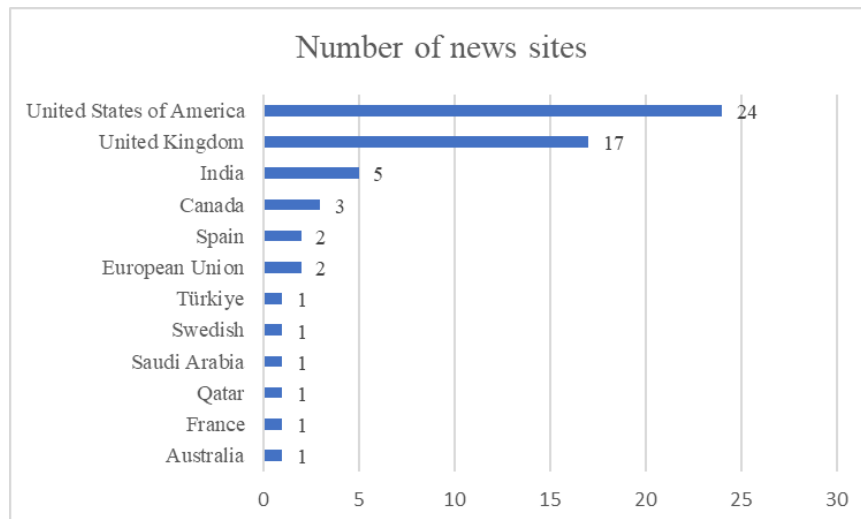
Figure 3. Countries to Which News Organizations are Affiliated

Organizations are Affiliated

The news in Google News represents press organizations affiliated with different countries. When Figure 3 is examined, it is seen that the press organization that produced the most news is from the USA (24-Afar, Beat of Hawaii, Bennington Banner, CBS News, CNN, Cruise HIVE, Deseret News, Fodor's Travel, Forbes, Fortune, Harvard International Review etc.), followed by the UK (17- BBC, Birminghamlive, Express, Financial Times, Independent, ITIJ), India (5- Firstpost, Hindustan Times, Strategic News Global, The Indian Express, The Times of India). Turkey (Daily Sabah), Sweden (The Local Europe), Saudi Arabia (Alarabiya News), Qatar (Aljazeera), France (Euro News) and Australia (Greek City Times) are the countries that produced the least news on anti-tourism during this period, with 1 news site each.

Results and Discussion

In this study, which aims to determine the reasons for anti-tourism protests and to emphasize the necessary precautions to prevent these protests from harming the sustainability of regional tourism, answers to eight research questions were sought and the results were discussed in this section.

RQ1. What attitudes and behaviours do local people exhibit that could be described as anti-tourism?

Table 1. How Residents Protested

Protest Methods
Opening banners
Applauding
Putting up fake signs near the beach
Honking
Blowing whistles
Soaking tourists with water guns
Smearing dirt on key boxes of apartments where tourists will stay
Slogans
Drawing graffiti
Verbally abusing tourists
Organizing protest marches
Writing on social media
Pouring water on tourists from balconies

Protest Methods
Symbolically taping up restaurants

As seen in Table 1, local residents protest in various ways regarding tourist activities in their locality. Among these protests, there are protest types that do not harm tourists, as well as protest types that directly target tourists. Protests that are relatively harmless compared to other protest types are; opening banners, organizing marches, applauding, blowing whistles, honking, hanging fake signs around the beach, drawing graffiti, chanting slogans, and reacting on social media. Verbally harassing tourists, pouring water on them from balconies, dousing them with water guns, and covering the boxes containing the keys to the houses they rent with dog feces or mud-like substances are unpleasant protest types that cause concern to tourists.

Anti-tourist activist groups can be considered as representatives of the community they are in. These groups have the ability to influence societies through their discourse. Therefore, they can be characterized as representative power groups that exert social influence through their discourse, similar to the role played by the media (González-Reverté & Guix, 2024). Protests are carried out with the demand that local governments change their practices. However, if mutual negotiations cannot be established regarding these demands and a common path cannot be found, inappropriate protests may be carried out in the long term. This situation can cause significant problems in terms of the image of both the region and the country. Tourists who see that they are not wanted make travel plans to other destinations and the protest regions may lose their tourism revenues. This means that tourism cannot provide employment, earn foreign exchange, generate income and close the current deficit of the countries. In this case, countries may experience problems in terms of economic development. In addition, not only the tourist base but also the international relations of the countries may be damaged by this situation. Residents who do not want tourists in their regions may also be subject to certain sanctions when they want to travel.

RQ2. What are the underlying reasons for local people's anti-tourism protests?

When the underlying reasons for the protests were examined, it was seen that they were concentrated under six categories. These categories are tourist behaviour, accommodation, natural and cultural resources, local governments, carrying capacity and problems related to tourism businesses.

Table 2. Reasons for Protest

Category	Problems
Tourist Behaviour	- Theft incidents - Disrespect for privacy - Uncivilized behaviour - Inappropriate behaviour of British tourists - Drunk tourists - Lots of beer bottles and garbage on the beach
Accommodation	- Rising property prices - Alienation of property owners - Illegal rentals to tourists - Airbnb - High rents
Natural and Cultural Resources	- Damage to natural resources - Cultural heritage destruction - Damage to statues - Climate change

Local Government	- Large ships eroding foundations - River pollution - Disruptions in electricity and water use - Traffic congestion and transportation problems - Increasing social inequality - Failure of local governments - Street pollution - Increasing workload of public officials (health personnel, police, etc.) - Inadequate infrastructure
Carrying Capacity	- Revenge travel on the rise after Covid-19 - Insta-visitors - Student visa arrivals - Numerous digital nomads - Numerous cruise ships - Mass tourism
Tourism Businesses	- Low wages for employees - Not being able to enter restaurants without reservation - Lack of shops such as hardware stores due to the large number of tourism businesses - Unfair distribution of tourism income

When Table 2 is examined, the local residents' discomfort with tourist behaviour includes theft, disrespect for private property, uncivilized behaviour, especially problematic behaviour of British tourists, drunkenness and throwing beer bottle garbage on the beach. Problems related to accommodation include renting houses to tourists through systems such as Airbnb, illegal house rentals, alienation of property owners, and therefore, not enough accommodation opportunities for the local people, high rental fees and the increase in real estate prices. The news content includes information that the people who are disturbed by this situation are forced to share the same house with many people and cannot meet the most basic need of shelter. When it comes to natural and cultural resources, the pollution problem is the first one we encounter. River pollution, street pollution, climate change, damage to foundations by large ships, damage to statues and various cultural heritage elements and destruction of natural resources are among the reasons for protests mentioned in the news. Among the reasons related to local governments, there are disruptions in electricity and water usage, traffic congestion, transportation and parking problems, increased workload of public officials such as police and health officials during holiday seasons, social inequality, the inability of the local people to benefit from tourism revenues at the desired level, inadequacy of infrastructure and basic services. Problems related to carrying capacity may be due to the intense desire of people who could not travel due to the restrictions experienced during the Covid-19 pandemic period to travel after the bans were lifted. In addition, the desire of Instagram users to visit popular places they see on social media and share their experiences, increasing the number of tourists in the high seasons of the regions. Digital nomadism, one of the popular professions of recent years, can also offer an ideal travel opportunity for people who can practice their profession in any environment where there is internet and computers. Similarly, students who go to the region with university exchange programs or student visas also form a crowd. The continuation of mass tourism today and the entry of many cruise ships to coastal cities are also considered as carrying capacity problems. Over tourism generally treats mass tour-

ism as a class issue and encourages consumption. This situation risks increasing inequalities and leads to debates on rights, working conditions, income and labour (Milano, Novelli, & Russo, 2024). Finally, the problems related to tourism businesses are that people have to make reservations to eat at restaurants due to the crowds, there are not enough businesses such as hardware stores in the area other than touristic businesses, and tourism workers are paid low wages.

Over tourism is related to unsustainable tourism, as opposed to sustainable tourism, and occurs when there are negative impacts on the economic, socio-cultural and natural resources of tourist areas (Mihalic, 2020). It is also acceptable for host communities to react when there is an assumption that tourism development is driven by urban interests without involving local people (Harrill, 2004). It can be argued that the increase in pressure on local communities to rebuild their tourism resources in the post-pandemic period due to tourism growth also forms the basis of anti-tourism activism (Milano, Novelli, & Russo, 2024). The above-mentioned problems have been mentioned many times in many news sites with different words. When the reasons for the discomfort of the local people are examined, it can be said that they are not personal problems, but rather that they are caused by their inability to live comfortably in living spaces where they should feel safe. While some of these discomforts are caused by tourist behaviours, others are caused by local governments and tourism businesses. Therefore, tourists need to perceive these protests personally. As far as the news is concerned, it has been seen that there are tourists who support the local people in their protests. These protests are very important in terms of raising awareness among tourists about what they should pay attention to when planning their new trips and during their trips. The problems experienced cannot be solved only by local governments or businesses taking measures regarding issues related to them. It is also very important for tourists and visitors to be aware of sustainable tourism.

RQ3. Has COVID 19 had an anti-tourism impact?

Table 2 also provides the answer to the above question. As can be seen from the news pages, a new concept has entered the literature. This is revenge travel that started after Covid-19. During the Covid-19 pandemic, many meetings, congresses, business trips, visits to relatives, and touristic trips around the world had to be cancelled and postponed. Vaccination and mask mandates, travel restrictions, curfews, and isolation practices have caused fear and pressure on people. During this period, alternative tourism types such as camping and caravan tourism, ecotourism, and highland tourism, which are individual and not season-bound, have come to the forefront, where there will be fewer people in the area. After this period that lasted almost three years, as tourism began to pick up, people who could not travel for a long time also joined mass tourism, creating an extra intensity during the holiday seasons.

Efforts to bring tourism back to its former glory in the post-pandemic period continue, ignoring the sector's excessive dependence and fragility. In the process, the devastating effects of the climate crisis and the situation of local communities are being neglected. So-called anti-tourism activism movements are also becoming part of these discussions (Milano, Novelli, & Russo, 2024). In addition to tourists traveling to return to the region, another effect of Covid-19 can be said to be the settlement of people in tourism destinations during this period (Hawryluk, Houghton, & Andres, 2020). Tourism destinations that became crowded with these migrations were also exposed to Over tourism with the increasing number of tourists after the pandemic.

RQ4. What are the feelings of tourists towards the anti-tourism protests of the local people?

Table 3. *Tourists' Emotions in the Face of Protests*

Feelings
Security concerns
Anger
Fear
Anxiety
Shame
Desire to travel elsewhere

Although some tourists agree with the public protests, as can be seen in Table 3, tourists generally have security concerns, fear, shame, anger and anxiety. Therefore, they have felt the desire to travel somewhere else. The right to travel is among the universal rights of people. Protests pave the way for this right to be taken away from people, even if to some extent. However, with the dialogue to be established between the local people and local governments, the problems originating from the tourism sector can be solved and the expectations of both the people and the tourists can be met.

RQ5. What issues should be focused on with the goal of sustainable tourism?

Table 4. *What Should Be Done for Sustainable Tourism*

Category	*Things to Do*
Tourist Behaviour Related	- Respecting others when traveling
	- Incentives for sensitive tourists
Travel Related	- Travel to fewer places and spend more time there
	- Travel in low seasons
	- Responsible tourism
	- Travel better
Natural and Cultural Environment Related	- Protecting culture
	- Respecting nature
	- Protecting the environment

According to the inferences made from the news, sustainability studies are included in three categories in Table 4. These are tourist behaviour, travel and natural and cultural environment. Respecting other people while traveling, giving incentive awards for sensitive tourists and focusing on better travel are among the behavioural issues. Focusing on responsible tourism, traveling in low seasons and traveling less frequently instead of frequently and staying longer instead of short stays are among the travel-related issues. Respecting nature, protecting local culture and protecting the environment are also among the issues related to natural and cultural resources.

Slow tourism, responsible tourism, green tourism, eco-tourism, community-based tourism are among the alternative tourism types for sustainable tourism. These tourism types aim to prevent fast consumption, protect the environment, natural and cultural resources, respect the local people and ensure that they benefit from the social, economic and cultural contributions to be obtained from tourism. By highlighting these types of tourism instead of mass tourism or by placing them within other types of tourism, tourists can be made more aware.

It can be said that Over tourism and anti-tourism movements are a proof that the tourism sector does not adopt a new direction for sustainable development (Uysal, Sirgy, Woo, & Kim, 2016). As a solution to the actions taken by local people to not want tourists due to negative social and economic factors, destinations should adopt a more planned and sustainable management approach (Seraphin, Sheeran, &

Pilato, 2018). One of the prominent concepts in integrating sustainable tourism into heritage and historical areas by protecting cultural values is governance. In this way, local communities are included in the process and feel a sense of ownership while managing the destinations (Mandic & Kennell, 2021). With this sense of ownership, they can reach the awareness that they are not actually against tourists and local governments, but can act together for the socio-economic well-being of their country and themselves.

RQ6. What measures can local governments take to address anti-tourism protests?

These measures are examined under 8 categories: Entry of tourists or visitors to the region, accommodation, transportation, food and beverage, dress code, tourist activities, pollution and incentives.

Table 5. Local Governments' Measures Against Over tourism

Category	Measures
Entering the area	-Minimize risks by requesting information from tourists on many issues
	-Encourage visitors to consider going elsewhere
	-Restrict group sizes for official tours
	-End public spending on promoting tourism
	-Restrict the size of tour groups
	-Sell limited tickets
	-Cash a daily visitor tax
	-Run a "stay away" ad campaign, especially for Brits
	-Encourage visitors to visit outside of peak season
	-Employ an eco-tax
	-Stop tourism for a while
	-Restrict large events
Accommodation	-Limiting the number of guests in a home to two
	-Requiring hosts to stay at their residence when hosting guests
	-Imposing an Airbnb ban
	-Imposing restrictions on where visitors can stay
	-Imposing restrictions on new hotels in the city center
	-Cancelling all short-term rental licenses
Transportation	-Closing the bus terminal to day trip companies
	-Banning cruises
	-Using one-way footpaths on public holidays
	-Building more parking for residents
	-Removing a bus route from Google Maps
	-Halving the number of tuk-tuks allowed to transport tourists
	-Protecting the elderly by removing some bus routes

Category	Measures
Food and drink	-Allow restaurants to charge more if they set a 25-person limit for guided tours
	-Ban alcohol after 9.30pm
	-Banning street drinking in major tourist areas
	-Banning beer bikes in Budapest, Munich, Düsseldorf and Prague
	-Banning smoking
Clothing	-Walking around naked
	-No slippers in Cinque Terre
	-Banning sexual costumes and toys
	-Implementing a dress code
Touristic activities	-Limiting the time between midnight and midnight for swimming in the sea
	-Imposing fines for bad behaviour
	-Reconsidering the timing of neighbourhood tours
	-No jumping in fountains or climbing statues
	-No sitting on the Spanish Steps in Rome
	-No selfies or selfie sticks
	-Ban tourists from certain streets
	-Imposing restrictions on people climbing Mount Fuji
	-Imposing limits on the number of canoes in small bays
	-Always having official guides accompany visitors
Pollution	-Encouraging the use of headphones
	-Prohibiting the use of loudspeakers
	-Special fines for vomiting and urinating in public places
Encouragement	-Offer rewards, encourage climate-friendly tourist behaviour
	-Free drinks for those who bike to the bar instead of driving
	-Offer free food, free activities, free museum admission, a free cup of coffee to environmentally conscious tourists

When the measures in Table 5 are examined, it should be noted that local governments are not insensitive to excessive tourism and have attempted to take precautions in many areas. These measures include many measures that tourists must follow in their accommodation, transportation, clothing, behaviour, and tourist activities, starting with strictly controlling the entry of tourists to the region. In addition, various incentives and rewards such as free food and beverages, museum entrance, activity participation, and boat tours are offered to tourists who exhibit conscious and supportive behaviours.

In order to reduce the number of visitors flocking to the region due to the influence of mass tourism, detailed information requests upon entry to the country, taxes, limited ticket

sales, activity restrictions, and even restrictions have been imposed on certain types of tourists who cause discomfort. In contrast, it has been deemed appropriate to remove the promotion and marketing efforts seen in developing countries with a tourism sector, in countries where there are protests. In this way, it is aimed to draw tourists' attention to other routes rather than crowded areas.

Complaints about accommodation are also noteworthy. At this point, since systems with widespread users worldwide such as Airbnb have begun to harm the local people's cheap accommodation, there are measures such as banning these applications, preventing foreigners from owning property, limiting the number of people who can be hosted in the house to their uncles, and trying to prevent unregistered guests. Preventing the construction of new hotels in the city centre can also help to give importance to quality rather than the increasing number of beds. It is also planned to prevent housing rental prices by preventing short-term house rentals. Homeowners do not want to rent their houses to local people for long periods due to the opportunities of daily rentals at high prices. This also victimizes the people in terms of accommodation.

A similar practice to the tax imposed on day-trip visitors is the ban on day-trip companies at bus terminals. Reducing the number of tuk-tuks carrying tourists, protecting the elderly population by closing some bus stops to tourists, and providing parking spaces for local people are also measures taken. These measures are necessary for both business and social life. Because people cannot reach their workplaces on time when they are in traffic jams or have parking problems. They may be late for their destinations or face traffic tickets because they cannot park their vehicles.

In terms of eating and drinking, it is seen that restrictions are especially imposed on alcohol and cigarette consumption. Because individuals who drink alcohol and get drunk pollute the environment by vomiting or defecating on the streets. They also disturb other tourists and the public with their outrageous behaviour. In addition, throwing empty bottles of cheap beer on the beaches also harms the environment. This restriction aims to prevent both environmental pollution and behavioural disorders. In addition, in some places, it has been opened up for restaurants to demand high service fees in return for setting quotas for guided tours. This application paves the way for qualitative growth rather than quantitative growth, just as it prevents hotel construction in the city centre.

Dress codes were intended to prevent half-naked walking on the streets or the use of sexual costumes and toys. In addition, wearing slippers was prohibited in some regions. It is thought that these measures are related to both hygiene and the protection of the moral structure of society.

It is seen that there are also measures regarding limiting the number of tourists on certain routes, limiting swimming at certain hours, limiting activities such as mountain climbing or sitting on stairs in busy areas, preventing jumping into pools and climbing statues, and imposing rules on taking selfies and using selfie sticks. It is also appropriate to take these measures in order to prevent crowds during busy times and to prevent behaviours at the level of excess. In order to transform tourist behaviour into a healthy one without the need for prohibitions and restrictions, it would be appropriate for tourists to be informed about the rules they should follow during their travels. In addition, the concept of sustainability should be presented to tourists in different ways throughout their travels in a way that they will understand and attract their attention.

Loud noise is also a particular concern for locals. The noise from the wheels of tourist suitcases during residents' rest hours, and tourists walking on the street or talking and singing loudly in front of buildings can also become targets of protests.

It can be said that the measures mentioned so far are generally implemented through restrictions and prohibitions. The last category is about incentives and rewards. Accordingly, tourists who voluntarily collect garbage, use bicycles instead of cars, are sensitive to the environment and have climate-friendly behaviours are offered incentives such as free coffee, food, beer, museum entrance, and participation in events. Such measures can be evaluated within the scope of social responsibility projects and

can make a positive contribution to the country's image. A smoother transition process can be carried out by spreading incentives and raising tourist awareness rather than prohibitions and restrictions.

RQ7. In which areas are anti-tourism protests concentrated?
Table 6. Protest Areas

Austria	Iceland	Netherlands	Spain
Salzburg, Hallstatt		Amsterdam	San Sebastián, Andalusia, Alicante, Catalonia, Girona, Valencia, Cadiz, Barcelona, Sevilla, Malaga, Magaluf, Canary Islands (Las Palmas,Lanzarote), Balearic Islands (Ibiza,Mallorca,Menorca)
Italy	United States	Ecuador	South Korea
Venice, Rome	Juneau/Alaska, Maui	Galápagos Islands	Seoul
India	Japan	Thailand	Greece
	Fujikawaguchiko, Tokyo, Kyoto		Athens
Vietnam	Portugal	Croatia	
	Lisbon	Dubrovnik	

Table 6 shows that protests are seen in many countries, especially Spain. When looking at the list of countries that attract the most tourists in 2023, France, Spain, the USA, Italy, Türkiye, Mexico, the United Kingdom, Germany and Austria are in the top ten (UN Tourism, 2024). Discussions about Over tourism seem to be particularly concentrated in Mediterranean cities and coastal areas (Milano, Novelli, & Russo, 2024). When Table 6 is examined, it is seen that there were intense protests in some regions not included in this ranking, while in some others, no protest news was encountered during the time period in which the data was collected. This situation can be attributed to reasons such as the fact that tourist arrivals in regions without protests are not confined to certain periods, the infrastructure is sufficient, the local people gain social, economic and cultural benefits from tourism, the balance of inflation, the reasonableness of real estate prices, the countries not being economically dependent on tourism, and hosting tourists consciously regarding sustainable tourism. The low number of tourists per square meter according to the surface area of the countries may also be among the reasons for the lack of protests. However, realistic and satisfactory data on Over tourism and anti-tourism approaches can be obtained by reaching the public's opinions, local plans and policies and tourism statistics through regional research.

RQ8. How has the theoretical basis for the behaviour of local people that can be called anti-tourism been shaped?
Tourism activities affect the regions where they take place both positively and negatively. These effects are widely classified according to their social, economic, environmental and cultural dimensions. In addition to the positive ef-

fects of tourism such as high income generation, employment opportunities, closing the current account deficit, bringing foreign exchange, increasing infrastructure and superstructure opportunities, providing social and cultural development, and cooperation between countries, there may also be some negative results such as exceeding the social and physical carrying capacity due to excessive tourism, environmental deformation, damage to or nearing extinction of natural and cultural resources, increased inflation, inadequate infrastructure and superstructure, opportunity cost, idleness of facilities, housing problems, unjust distribution of tourism revenues, cultural degeneration, and conflicts between local people and tourists. This situation has been examined with the theories put forward by many researchers until today. When the results of this study are evaluated, it can be said that in the regions where these protests, led by tourism, took place, a sense of satisfaction was initially felt throughout the country, as in the Irridex model. However, especially in regions where communication technologies have become widespread and more tourists are starting to host, negative effects become more dominant for the people trying to live their daily lives. It is expected that the process from happiness to indifference will change from discomfort to hostility. When the results obtained from the study are evaluated, it would be appropriate to mention that the local people are disturbed at this stage. When looking at the news content, although tourists are sometimes the victims of protests, when looking at the demands of the people, it will be seen that the real reaction is to the local governments that cannot carry out this process successfully. However, if the local governments do not take the necessary measures quickly, then perhaps hostility can be mentioned. Social Exchange Theory argues that the people will support tourism activities if they provide a satisfactory income, and will not support them otherwise. When the news content is examined, it is seen that the results support this theory. The complaint about the unfair distribution of tourism income obtained from the content can be a good example of this situation.

Theoretical Implications

Many anti-tourism movements in attractive destinations have emerged in response to the negative impacts of tourism growth in that area on local communities and their way of life (Seraphin, Sheeran, & Pilato, 2018). The research results show that it is compatible with the negative stages in Doxey's Irridex model. Over tourism negatively affects the daily lives of local communities and this situation is consistent with the model. In the context of Social Exchange Theory, it is also understood from the study results that the attitude of the people who cannot make a profit from tourism is negative. Complaints about the unfair distribution of tourism revenues are among the important findings supporting this theory. Anti-tourism protests or activism movements are essentially a subject related to sustainable tourism. Sustainable tourism studies require cooperation between tourists, local people and administrators. In particular, not controlling the social and environmental effects of tourism is one of the major dangers to sustainability. The study draws attention to the fact that anti-tourism demonstrations do not actually arise from the problem between tourists and local people, but that the protests occur when the social and economic welfare and efficient use of resources are not sustainable. This also reveals the theoretical importance of the research.

Anti-tourism protests can negatively affect the brand perception of destinations and lead to a decrease in the number of tourists. Places that are constantly associated with protests can be labelled as destinations damaged by overtourism. However, this situation can also present an opportunity to make tourism policies more sustainable. Limiting the number of visitors, encouraging environmentally friendly practices and regulations that consider the well-being of local people can create a more balanced tourism model in the long term. In addition, alternative tourism types such as ecotourism and cultural tourism can come to the fore and support sustainability.

Practical Implications

The conclusions were evaluated under the titles of local governments, tourists, media, im-

age management and participation. Local governments should make new regulations and control regarding tourist arrivals, accommodation and transportation in order to reduce the negative effects of excessive tourism. The basic need of local development, housing, should be solved by regulating short-term housing rentals such as Airbnb. Tourist behaviours that do not comply with general morality and social rules should be controlled with incentives and reward-punishment systems. In terms of environmental protection, methods should be found that aim to prevent damage from the very beginning, not by collecting garbage afterwards. People should be prevented from littering and resource wasting should be stopped. If tourists are not aware of these issues, they should first be informed and if a solution cannot be found, environmental pollution and resource loss should be prevented with sanctions such as eco-tax or penalties for those who damage resources. Participation in alternative tourism types such as responsible tourism, volunteer tourism, slow tourism, eco-tourism and community-based tourism should be encouraged and tourist behaviour should be improved. The media should be able to announce anti-tourism protests internationally and should also lead the way in announcing improvements. In order to improve tourism policies and plans, accurate and up-to-date information should be provided to administrators, the public and other stakeholders, and instead of disturbing news, positive developments in the tourism sector and steps taken for sustainability should be highlighted in order not to disrupt social peace. Although protests are seen as activism, they can damage the image of the region. In order to prevent this, decision-makers need to find solutions quickly. Their support for tourism can be gained by including local people in tourism plans and policies within the scope of responsible tourism and ensuring that they receive a certain share of all income from tourism.

Limitations and Suggestions for Future Research

Social impact analysis is a very useful tool for measuring the impact of a project, phenomenon or event on individuals. In this study, developments in the tourism sector that have been ongoing for years are discussed, not a project, phenomenon or event that has been put forward in a certain period of time. In order to follow these developments, data was collected from online news in a limited time period. Because collecting data from primary data sources, especially in a longer term and systematic way, can be challenging in terms of time and cost. Future researchers can conduct social impact analysis by using primary data sources through techniques such as surveys, interviews and observations.

Google News offers content from many different news sources. However, there may be biased news reports among these sources. Therefore, potential bias should be taken into account when evaluating the results of the study. In order to minimize bias, it is important to conduct research that includes the views of local people in the same region and time period.

When examining anti-tourism protests on Google News, it is necessary to pay attention to how the media covers the events. News sources may present the protests as the legitimate demands of local people or as an anti-tourism movement. In addition, social media platforms may accelerate the spread of protests. There may be a risk of disinformation. In addition, protests that receive extensive media coverage may affect tourists' perception of the destination, causing them to cancel their reservations or turn to sustainable travel alternatives.

In addition, the effects of touristic activities on the residents of the region in developed, developing or underdeveloped regions in terms of the tourism sector can be compared. In this way, more meaningful results can be obtained regarding the direction and intensity of the reactions of the local people. These results will be important in terms of revealing the attitudes and behaviours of the local residents in the various theories put forward to date. As the years progress, it is seen that the new type of tourist has changed, especially with the developments in technology. In addition, the residents of the region are also changing. Understanding these

changes mutually will shape the theoretical infrastructure of the subject and perhaps also enable the emergence of new theories.

The Doxey Model divides local people's attitudes towards tourism development into certain stages. Social Exchange Theory bases local people's attitudes on the comparison between the benefits obtained from tourism and the negatives experienced. However, there are also theorems that suggest that people's reactions are shaped by multidimensional factors such as environmental, cultural and social factors. It would also be useful for comparison to conduct studies based on these theorems.

It is very important to examine the perceptions, attitudes and behaviours of the local residents. However, it is not enough. What is really important is how and in what direction the results of these behaviours affect the tourism sector. Unless these effects are understood by the sector stakeholders such as local governments, policy makers and tourism businesses and the necessary measures are taken, the sustainability of tourism will be in danger. Therefore, future researchers should also attract the attention of these stakeholders in their studies. Any academic studies conducted on this subject should be presented to the stakeholders. Stakeholders should understand the underlying reasons for the protests they see on social media or online news by using academic studies and take serious steps to prevent them. Otherwise, the problems arising from the practices may turn into interpersonal problems and cause separation and conflicts between local governments, local residents and tourists. If this situation is not resolved, the irreversible losses experienced regarding natural and cultural resources will be an obstacle to both the future of the sector and the well-being of humanity.

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