**Analysis of Problem Statement :-**

1. **Responsible tourism** :- Responsible tourism is defined as tourism that creates better places to live in and to visit. As such, it places the need to improve destinations for the benefit of local people at the heart of its mission. It seeks to maximise the benefits of tourism (such as the creation of local jobs, the conservation of natural and cultural heritage, improvements in infrastructure to benefit local people, etc) and to minimise negative impacts (waste generation, overuse of water, damage to heritage, negative cultural impacts of visitors, etc). If you go back to responsible tourism’s forerunner, ecotourism, this movement is around 40-50 years old, and it has countless global examples of success. In some cases a more responsible approach to managing tourism can solve overtourism issues. However, in other cases we simply have a numbers problem, and a reduction in visitor numbers is essential.
2. **Sustainability accounting :-** Rather than simply measuring tourist numbers without any measurement of how much money is retained locally (rather than leaching out to internationally owned hotel or cruise ship companies), or the social and environmental cost of hosting these visitors, destinations will need to develop what is known as [sustainability accounting practices](https://en.m.wikipedia.org/wiki/Sustainability_accounting). This measures the benefits and costs using the triple bottom line – economic, social and environmental. This will reveal the net benefit, or otherwise, of tourism.
3. **Cheap flights:-** The industry must address the issue of super cheap flights as a result of massive tax breaks for the aviation sector. A return flight from the UK to mainland Europe can cost as much as a couple of pizzas and a glass of beer. Ryanair even have stated their intention to offer free flights. Without doubt this has driven the rise in tourism numbers, as well as carbon emissions.   
   The fact that aviation fuel is not subject to tax or VAT, and that the aviation industry has effectively been handed a massive tax subsidy, is the issue that nobody wants to talk about or do anything to address
4. **Carrying capacity: -** Carrying capacity defines the maximum number of tourists in a destination or visitor attraction that can be accommodated, whilst sustaining the environment, heritage, and most importantly local people’s enjoyment of their homes and ways of life. As a methodology it has some critics, and I think led to a better approach – see limits of acceptable change, below. The criticisms of it are partly to do with the setting of an arbitrary number. Who defines this number? Is it the same all year round, for all types of tourist? Is it set it in stone, or does it change if the management of tourism improves?
5. **Limits of acceptable change: -** This is a participatory approach – with local people, governments, the tourism industry, environmentalists and so on – working together to define when and how tourism starts to cause problems. These local stakeholders define a number of things they would see, or experience, that would indicate that tourism is becoming a problem. These are the ‘limits for acceptable change’. When they happen, changes will need to be made. These limits might include water shortages; prices of food increasing by 10 percent as suppliers start to cater for tourists; reduced access to markets overrun by tourists; pollution; no parking spaces left due to tourist numbers; increase in drunken behaviour, etc.   
   The limits of acceptable change should be reviewed periodically and don’t represent a fixed set of criteria.
6. **De-marketing:-** There are many ways to manage down tourist numbers. The first is to simply reduce the number of beds or other places to stay. Examples include refusing licenses for new hotels, [reductions in Airbnb capacity](https://techcrunch.com/2018/01/10/amsterdam-to-halve-airbnb-style-tourist-rentals-to-30-nights-a-year-per-host/) or [reduction in access for cruise ships](http://www.telegraph.co.uk/travel/destinations/europe/croatia/dubrovnik/articles/dubrovnik-tourist-limits-unesco-frankovic/). Other methods include reducing or ceasing all marketing to these over visited hotspots, or promoting other places that might need (and be able to manage) increased tourist numbers, instead. Pricing can be different during peak seasons, or dynamic pricing can used at different times of day to deter people from visiting museums and other attractions at peak times. Recently, we've seen many destinations introduce a tourist tax, which serves the purpose of limiting demand but also generating income that can be used to manage tourism and its impacts better.
7. **Reducing demand in peak periods:-** We often all want to visit the same places at the same time (ie. the main holiday periods). Of course, this concentrates tourist numbers into just a few short months or even weeks, which leads to overtourism. Clearly one strategy for addressing overtourism is to seek to spread tourist arrivals over wider periods of time. There are limits to how effective this can be – especially as many families and academic staff can only travel during school holiday periods – but techniques such as seasonal pricing and better promotion of shoulder seasons can reduce demand at peak times.