**CHALLENGES FACE BY OHAU**

1= Competition: Travellers may be lured away from OHAU Island by comparable attractions offered by other locations.

2 = Accessibility: Inadequate means of transportation or a challenging journey to the island may discourage prospective tourists.

3 = Seasonality: Reliance on tourism during specific seasons may lead to variations in visitor counts and earnings.

4=Infrastructure: The quality of the visitor experience can be negatively impacted by inadequate infrastructure, including roads, lodging, and amenities.

5=Environmental Concerns: Sustainability depends on protecting the environment and reducing the negative effects of tourism.

6=Economic Stability: The demand for travel and investment in the sector can be impacted by economic issues including political unrest and currency volatility.

7=Marketing & Promotion: In order to draw visitors and set OHAU Island apart from rivals, effective marketing techniques are crucial.

**Tens of thousands of extra tourists are making Hawaii’s roads, beaches and restaurants practically unusable.**

Hawai'i is one of the most popular holiday destinations in the world - with plenty of history, culture, and natural attraction to explore, what's not to love?

But being one of the top destinations for holidaymakers isn't all it's cracked up to be. The island state is burdened by **[overtourism](https://www.euronews.com/travel/2022/04/20/venice-is-trialling-an-entry-fee-for-tourists-here-s-how-you-can-avoid-the-crowds)** - and it's becoming a big problem.

Last year, tens of thousands of extra US [**tourists left Hawai'i**](https://www.euronews.com/travel/2022/01/11/which-travel-rule-has-hawai-i-just-removed-to-make-it-easier-for-tourists-to-visit) in turmoil as it struggled to cope with [**unprecedented tourism demands**](https://www.euronews.com/travel/2022/01/18/tourist-taxes-all-of-the-countries-you-will-have-to-pay-to-enter-in-2022).

**BALI AND BARCELONA FACING SAME PROBLEMS AS OHAU**

**BALI**

One of the biggest problems associated with tourism in Bali is over-tourism, which refers to an excessive number of tourists visiting a destination beyond its carrying capacity. Bali has experienced a significant increase in tourism over the past few decades, which has resulted in environmental degradation, overcrowding, traffic congestion, and strain on the island's infrastructure, resources, and cultural heritage. Overtourism can also lead to social and cultural conflicts, exploitation of local communities, and the erosion of the authenticity and uniqueness of a destination. To address these issues, sustainable tourism practices and responsible travel behavior are essential to ensure that tourism in Bali is both beneficial and sustainable for the local economy, environment, and community.

In addition to over-tourism, there are other issues associated with tourism in Bali that are worth mentioning. These include:

**Environmental degradation**: The rapid increase in tourism has put pressure on Bali's natural resources, leading to deforestation, pollution, and the destruction of coral reefs.

**Traffic congestion:**Bali's roads were not designed to handle the volume of traffic generated by tourism, leading to traffic jams, accidents, and air pollution.

**Displacement of local communities**: The development of hotels and resorts often requires the acquisition of land, which can lead to the displacement of local communities and the loss of their livelihoods.

**The exploitation of workers**: Low wages, long hours, and poor working conditions are prevalent in the tourism industry, particularly in the informal sector.

**Loss of cultural heritage**: Bali's rich cultural heritage is at risk of being eroded by the homogenizing effect of mass tourism.

**To address these challenges, the government of Bali has implemented various policies and initiatives to promote sustainable tourism practices, such as developing community-based tourism, promoting local products, and enhancing the skills and capacities of the local workforce. Additionally, there has been a growing interest in alternative forms of tourism, such as agritourism, cultural tourism, and wellness tourism, that prioritize the local community's well-being and preserve Bali's unique culture and environment.**

**BARCELONA**

Overtourism: Barcelona has seen severe overcrowding, particularly in tourist hotspots like La Rambla and the Gothic Quarter, which has put a strain on the city's infrastructure and angered locals.

Infrastructure Strain: Like OHAU Island, Barcelona has experienced problems with inadequate public amenities, trash management, and transportation.

Environmental Concerns: Maintaining natural resources, controlling trash, and lowering pollution from tourism-related activities are just a few of the environmental sustainability issues that both locations have to deal with.

Impact on the Community: Increased living expenses, resident evictions, and the commercialization of local culture are just a few of the ways that the flood of tourists may significantly affect the community.

Regulatory Challenges: Barcelona has put in place a variety of laws to control tourism, including ones that limit the quantity of lodging options available to visitors and levy fines for renting out holiday homes without permission, although implementation of these laws can be CHALLENGING.

***How are residents reacting to overtourism?***

One reason that overtourism has made more headlines in Barcelona than in other destinations is the local response. The Catalans are not known for their armchair activism; they have gone onto the streets and shown the world how they feel.  
  
Signs around the city call tourists bastards, and terrorists. They demand that ‘tourists go home’. They claim this isn’t tourism, it’s “an invasion”. They call their city “Carcelona” - ‘carcel’ means ‘prison’. In July 2017, masked protesters attacked a tour bus, slashing the tyres and scrawling the words ‘El Turisme Mata Els Barris’ – ‘Tourism Kills Neighbourhoods’ – on the windscreen [6]. Tourist bikes have had their tyres punctured, and the streets and plazas have been filled with placard-heavy marches and rallies.  
  
For most protesters, however, this is not a battle with the tourists; it’s a battle with the authorities, with businesses, and even with capitalism itself. What they object to is the lack of regulation, and the blatant incentives that have allowed their city to become increasingly unliveable. It’s worth bearing in mind that while many of us are only just becoming aware of overtourism, Barcelonans have been living with it for many years already. As early as 2009, residents of Barcelona’s Old City district sent Christmas cards to city officials depicting, amongst other things, “tourists using the street as a toilet and having sex in public.” The district had become popular with stag parties, and prostitution and drugs were commonplace. The authorities had begun to develop strategies to manage tourism the previous year, concerned about how the negative attitudes might impact on visitors to the city, and its image overseas.

Barcelona has put in place a number of measures to deal with issues facing the travel and tourist sector, with a special emphasis on controlling overtourism and the effects that come with it. Among these tactics are the following:  
  
1. \*Tourism Management Plans\*: To monitor tourism-related activities, limit the number of visitors in vulnerable locations, and broaden the range of tourism options available throughout the city, Barcelona has created extensive tourism management plans.  
  
2. \*Regulation of Accommodation\*: In order to prevent housing shortages and rising rental prices for locals, the city has put in place laws to curb the growth of tourist accommodations. These regulations include restrictions on vacation rentals and hotel bed counts.  
  
3. \*Promotion of Sustainable Tourism\*: Barcelona encourages tourists to behave responsibly, supports eco-friendly transit options, and supports locally owned enterprises that follow sustainable business practices.  
  
4. \*Diversification of Tourism Offerings\*: While traditional attractions like La Sagrada Familia and Park Güell are popular tourist destinations, efforts have been made to broaden Barcelona's offerings throughout the years. To disperse visitors more fairly around the city, efforts are being made to promote cultural events, culinary adventures, and less well-known neighbourhoods.  
  
5. \*Involvement with Residents\*: To address concerns about the effects of tourism, the city involves locals in decision-making processes pertaining to tourist management by asking for input.  
  
6. \*Infrastructure Investment\*: Barcelona is making ongoing investments in public transport, pedestrian-friendly zones, and better public spaces in an effort to improve the tourist experience and ease the burden on congested areas.

By putting these plans into practice, Barcelona hopes to strike a balance between the growth of tourism and the welfare of its citizens, guaranteeing the long-term viability of its tourism sector while protecting the city's cultural legacy and standard of living.