

# Overtourism Education

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# What is overtourism?



## Definition

- ❖ Coined by *Skift* writer Rafat Ali in 2016
- ❖ Viewed the dangers that could befall tourists' destinations as the shifting tourism industry creates unavoidable consequences when mismanaged. (Ali, 2018)
- ❖ "According to the United Nations World Tourism Organization (UNWTO), tourism is the world's fastest growing economic sector, is a major player in international commerce, and has become a main source of income for developing nations." (Howes, 2010)



## Issue

- ❖ This can inadvertently lead to a tourism decline
- ❖ Impacting and displacing local residents as the locations cater their economy to tourists
- ❖ Are countries prepared for the influx of tourism and withstand its impact on the culture and the citizens?

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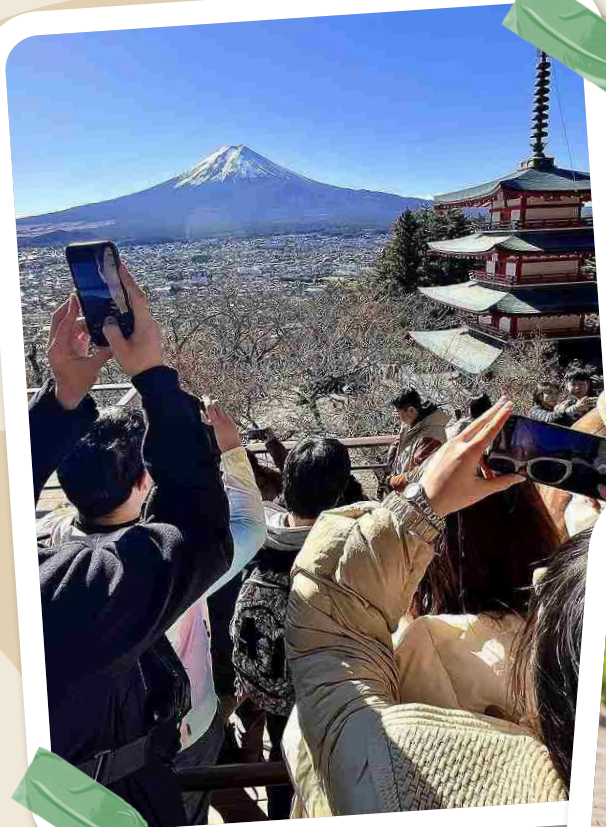
**Communications Major & Global Engagement Minor**

- ❖ Pursuing a career in Journalism
- ❖ Born in the Philippines
- ❖ Military Child
- ❖ Lived in Japan from 2015-2018
  - Completed a Teen Area Orientation Brief (AOB)/Intercultural Relations (ICR) Certificate - (04/08/2016)



# What is needed?

- ❖ As we analyze Japan and Hawaii's tourism and the effects it has had on its local culture and economy, why do we need to be educated as tourists and show respect as we support our host countries?



**Analyzing Hawaii and Japan's Tourism and the Need for Tourist Education**



# Hawaii's Tourism

- ❖ Hawaii is heavily dependent on a tourist economy
- ❖ The commodification of Maoli culture
- ❖ Creating a disconnect between the host and the visitor experience

"Can we afford to ignore the reality that as we import tourist dollars we also import over 85 percent of our food and more than 90 percent of our fuel?" (Howes, 2010)



# Hawaii Post-Covid



## Fish Populations

- ❖ Jacks (Carangidae family) filled shallow waters during lockdown
- ❖ Quickly displaced once tourism had resumed
- ❖ Became a concern due to the returning boom in tourism coincided with spawning season

(Targeted News Service, 2023)



## Return to tourism

- ❖ As of April 2022, "More than 2.46 million Americans have visited Hawaii this year, according to the latest DBEDT reports, which is nearly 13.8 % more than the 2.16 million who vacationed in Hawaii during the first four months of 2019."

(Ladao, 2022)

# Japan's Tourism

## Dark Tourism

- ❖ Dark tourism was brought upon by the 2011 earthquakes and the Fukushima nuclear disaster
- ❖ "Classified as one of only two Level 7 events in world nuclear history (along with Chernobyl in 1986), played a large role." (Jang, 2021)
- ❖ Defined by the historical draw to places marked with tragedy

## Tourism Influx

- ❖ Post-Covid, tourists in Japan have drastically risen in numbers
- ❖ "Kyoto is not a theme park"
- ❖ An enforced ban on photography and restrictions in certain popular landmarks



# Case Studies in Hawaii

The Haiku Stairs were closed to the public due to massive influxes in tourists in 1987, but a massive rise in social media attention brought a new wave of arrests as visitors trespass on the dangerous lands even following reports of misdemeanors.

(CNN, 2024)



In the Kaniakapupu Ruins, the historic home of King Kamehameha III had a history of damage from visitors disregarding closure signs after the site gained social media attention

(Beat of Hawaii, 2025)





# Case Studies in Japan

An American tourist allegedly defaced a pillar of a shrine gate carving the alphabet with his fingernails. A similar case in 2023, when a 17-year old Canadian was arrested for carving a name into a UNESCO temple in Nara



Towns have begun to place barriers in and around iconic views of Mount Fuji after their homes became overrun with “photo-hungry” tourists who reportedly left the places trashed and ignored traffic rules



(CNN, 2024)



# Educational Tourism

- ❖ "Smith and Jenner (Citation 1997) described the concept of educational tourism as a leisure-education hybrid." (Jang,2021)
- ❖ "As a systematic definition of tourism, Ritchie et al. (Citation 2003) define educational tourism as 'a tourist activity undertaken by those for whom education and learning is a primary or secondary part of their trip' (p. 18)." (Jang,2021)
- ❖ Tourist education provides a global perspective on social and cultural lifestyles
- ❖ Allowing diverse perspectives to be made apparent by individuals
- ❖ Respect to the host country's customs and the proper enjoyment for the visitors
- ❖ Fosters sustainable tourism by emphasizing the responsibility to care for the space

# Implementing Tourist Education

## Minamisanriku Learning Centre

- ❖ Aftermath of the 2011 Japan Tsunamis
- ❖ MLC organized courses and events reflecting on sustainability after disaster
- ❖ Sought for the education of tourists and the support for the local communities
- ❖ Organized a local support for farmers affected by the tsunamis

“Arguably, post-disaster tourism could be a welcome lifeline and good for educational purpose, rather than leading the residents “being the subject of unwelcome tourists gazing” (Coat and Ferguson, 2013, p32). (Lin, 2021)”

## Regenerative Tourism

- ❖ Activities with an authentic cultural element
- ❖ Working on root vegetable farms and restoration of major agriculture spheres
- ❖ A “give back” system

“Inroads have been made to encourage visitors to give back...the Mālama Hawai‘i program makes it easier for tourists to volunteer their time in the community during their stay.” (Stewart, 2024)

## AOB/ICR Orientation

- ❖ The development of proper etiquette in a different culture
- ❖ Required for new arrivals
- ❖ Allows for a welcome transition to a new environment
- ❖ Educated and better prepared to tackle travelling

**Respecting a country's practice and keeping oneself educated allows for a mutually beneficial exchange from tourist to native**

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