

PhD Studentship 2019

Overtourism and Tourismphobia: a focus on creating and maintaining sustainable cities and communities

Focussing on and addressing Sustainable Development Goal 11, target 11.4: "Strengthen efforts to protect and safeguard the world's cultural and natural heritage", we are proposing that further valuable and insightful research be conducted to explore, examine and/or investigate the phenomena of overtourism and tourismphobia. It is clear that communities want to thrive economically, but this is working in paradox with the potential knock-on effects. Therefore, we want the research to focus on understanding the situation in particular destinations and work towards finding solutions that remain both economically beneficial and sustain communities in a manner that also protects and safeguards culture and heritage.

Overtourism, the central focus of this PhD, is a 'red hot' topic of research and we would be spearheading research development within this area. The combination of disciplines adds extensive contribution and value for directing and leading impactful research. The expertise within the proposed supervisory team covers sustainable tourism (Dr Hugues Seraphin), resilience (Dr Adam Palmer), and responsible management and paradox theory (Dr Simon Smith) across a broad range of experiences in both quantitative and qualitative methodologies. Research could focus on local contexts including Winchester, the New Forest and Stonehenge, or international cultural and heritage tourist destinations (or even a combination). It is an exciting and currently under-researched area with a lot of potential and scope for development.

Over-mobility triggered by new tourism trends (rental websites, low-cost tourism, technology and online information sources, and packaged holidays), and the substantial increase in demand for some destinations, are at the heart of the phenomenon of overtourism (Martin, Martinez, & Fernandez, 2018; Seraphin *et al.*, 2019; Singh, 2018). As a result, many destinations around the world and particularly in Europe (England, Portugal, Spain and Italy) have witnessed the emergence of antitourism movements (Leadbeater, 2017; Richardson, 2017; Seraphin *et al.*, 2018). Some destinations have even taken measures to stop visitors coming in. This is what Seraphin *et al.* (2018) refer to as Trexit (Tourist exit). Trexit offers destinations short-term relief from the burden of overtourism and the rise of tourismphobia.

Overtourism can be defined as 'any destination suffering from the strain of tourism' (Richardson, 2017, cited in Seraphin, Sheeran & Pilato, 2018: 1-2), although the phenomenon is more complex.

Tourismphobia has manifested itself as a result of overtourism and, as a basic representation, is local residents' hatred or rejection of tourists within their community/destination (Calzada, 2018; Seraphin *et al.*, 2018; Singh, 2018).

Contact [Dr Adam Palmer](#), Head, Department of Responsible Management and Leadership, University of Winchester Business School. 01962 826435