Call for Book Chapters

Over-tourism as Destination Risk: Impacts and Solutions

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Tourism Security – Safety Series
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About the book

The book is a unique combination of optimistic, abundant, and persistent suggestions to see a new outlook towards over tourism and media, marketing and psychology. Tourism is useful in many aspects, but we cannot put it above humanity. Tourism is a service industry; an industry by the people and for the people. But it is unfortunate that because of tourism, both peace and public welfare are missing today. The situation is gradually heading towards a movement against tourism. This certainly, is not a welcome sign for any tourist destination. Not long ago, the Government and the local people were putting in their best efforts to attract tourists; ironically today, they are asking the tourists not to visit their place. A sort of imbalance is harming the tourism industry. While the famous destinations are overcrowded, neither the government nor the private players and media are–looking for the unexplored tourist places and products. One of the major reasons for using the term over-tourism in a negative sense is that neither the host nor the guest is happy with the tourism activities. Moreover, they are confused through media strategies. The consumption of natural resources by the tourists is so high that there is nothing left for the residents.

The book meticulously focuses on seeing over-tourism, risk due it and marketing in a new pattern.-It will, therefore, be a platform to discuss the measures that need to be taken to tackle the problem of over-tourism. The book will also highlight the responsibilities of tourists towards their destinations. At this stage, while formulating a new tourism media strategy we

need to keep in mind the maxim "where there's a will there's a way"–Most of the tourist destinations are in such an awkward situation that when they are not able to take a step forward, they cannot take a step backward either. The book provides deep learning about the risk factors included in over-tourism and the role of media and marketing in image-maker of tourism. I would, therefore, like to call upon academicians, researchers, scholars, students and other stakeholders to contribute their chapters to the book.

Call for Chapters

We seek potential chapter authors for this upcoming edited book. We welcome contributions covering the following areas but not limited to these:

Part 1: Introduction

- Over-tourism Emergence and Impacts
- Over-tourism: Issues, Risk and Responsibility
- The Myths and Realities of Over tourism
- Cause and Effect Factors of Over tourism

Part 2: Over-tourism: Media Image Destroyer or Creator

- Social media and propaganda of Over-tourism
- Social Media transforming Tourist Behaviour
- Social Media: Trust me I am lying about the Tourist Views
- Blog Reviews the hidden secret agenda
- Media closing the eyes of mind for over tourism – Dilemmas in logical thinking
- Digital Media looks like a starting point, but it feels like closing time for over tourism destinations

Part 3: Over-tourism: Marketing and Technology Advancement

- Excess promotion of Destination is poison
- Tourism Law, Media Law, and Ethics in Over tourism
- Content Marketing how successful in Over tourism?
- Technology Development and its contribution to Over tourism

Part 4: Psychology, Community and Environmental Issues related to Over-tourism

- Behavioural Studies Role in Over tourism
- Influences of Emotions, Experiences, Memories on Destination Image
- The Conflict between Locals and Tourists
- Over-tourism a reason for the Forced occupation
- Massive Unplanned Expansion and Construction
- Economic Growth and Repercussions
- Community Development/ Frustration and Over-tourism
- Undue usages of Local Reforms
- Environmental imbalance and Damage

- Pollution and Deforestation
- Problem of Waste Management
- Unsustainable ecosystem and survival of the community

Part 5: Possible solutions to stop Over-tourism

- Alternative Tourism as a Solution of Over tourism
- De-marketing to tackle Over tourism
- Handle Over-tourism with a tag line " Don't Travel to make an Impression."
- What can a smart traveller do?
- Responsible Tourism a way forward
- Explore the Unexplored Destinations possible steps by Tour & Travel Agents
- Steps of Government and policy to stop Over-tourism

Part 6: Future of Over-tourism and Case Studies

- Research and Awareness to make a Balance between Explored and Unexplored Tourist Destinations
- The future trends in Over-tourism
- Case studies of Over-tourism

Chapters should not have more than 6,000 words including references. Chapters can be either a case study or theoretical/empirical research. At this stage, the editors would like to receive chapter abstract in 300-350 words, including author details. Chapter abstract submission deadline is **1 December 2019.**

Please send chapter abstract to any of the editor- Dr. Anukrati Sharma (dr.anukratisharma@gmail.com) or Azizul Hassan (azizulhassan00@gmail.com)