OVERTOURISM IN THE MOST VISITED EUROPEAN CITY AND VILLAGE DESTINATIONS

Agatha POPESCU[1,2,3], Cristina TINDECHE[1], Alina MARCUTA[1], Liviu MARCUTA[1], Adelaida HONTUS[1], Mirela STANCIU[4]

[1]University of Agronomic Sciences and Veterinary Medicine Bucharest, 59 Marasti Blvd, District 1, 011464, Bucharest Romania, Phone: +40213182564, Fax: +40213182888, Emails: agatha_popescu@yahoo.com, tindeche_cristina@yahoo.com, alinamarcuta@yahoo.com, liviumarcuta@yahoo.com, adelaidahontus@yahoo.com
[2]Academy of Agricultural and Forestry Sciences "Gheorghe Ionescu-Sisesti", 61 Marasti Blvd, District 1, 011464, Bucharest Romania, Email: agatha_popescu@yahoo.com
[3]Academy of the Romanian Scientists, 1 Ilfov Street, Bucharest, 030167, Romania, Email: agatha_popescu@yahoo.com
[4]"Lucian Blaga" University of Sibiu, Faculty of Agricultural Sciences, Food Industry and Environmental Protection, 7-9, Dr. Ion Rațiu Street, 550003, Sibiu, Romania, Phone:+40269211338; E-mail: mirela.stanciu@ulbsibiu.ro

Corresponding author: agatha_popescu@yahoo.com

Abstract

The goal of this study is to analyze overtourism in a selection of the top visited European countries, in the most visited cities and villages, based on a specific indicator "density per inhabitant" and also on "density per square km" in the cities in the years 2022 versus 2019. The results proved that overtourism is present because the density of tourists per inhabitant is very high and per square km is a few times higher than the number of the local population. In 2022, the highest tourist charge per inhabitant was found in all the selected cities, but especially in: Venice, Dubrovnik, Vienna, Paris, Florence, Amsterdam, Milan and Barcelona. Per square km, the overcrowded cities by tourists are: Venice, Barcelona, Nice, Florence, Paris, Amsterdam, Prague, Madrid and Vienna. There were also highlighted the villages which are suffocated by tourists taking into consideration the local population: Cinque Terre, Capri-Anacapri, Alberobello, Hallstadt, Giethoorn, Oia, Tibermory, Ciocanesti, Viscri, Bran, Marginimea Sibiului, and Sapanta. Finally, the study emphasizes the measures taken by the authorities in each city and village, depending on the local situation, as well as UNWTO strategies recommended to be implemented for diminishing the negative effects of overtourism.

Key words: overtourism, features, causes, cities and villages affected destinations, Europe, UNWTO strategy

INTRODUCTION

Tourism was without any doubt the most dynamic branch of the global economy till 2019 when it reached the highest performance of 1,460 million tourist arrivals and USD 1,481 billion receipts as mentioned by UNWTO International Tourism Highlights, 2020 [43].
The growth of the values of these two indicators was noticed in almost all the regions and countries with slight variations depending on their attractiveness regarding diversity and quality of tourism and travels activities, facilities and hospitality [42, 48, 57]. The competitiveness among the EU countries which are among the top destinations of world has increased year by year fighting to maintain their position [52] by a more balance demand/offer ratio [45, 44], knowing that an increased number of arrivals will have a beneficial impact on receipts [47, 53].
The statistics showed a high seasonality in tourism highlighting the peak in summer season especially in July and August when most of the people plan their holidays [55].
In the EU, these trends are available in all member states both in the old and new ones [50].
The Covid-19 pandemic paralyzed the whole economic activity and deeply affected

tourism because of the restrictions imposed by each country [30, 31, 54] and also at the global level [60, 61]. The worst year was 2020.

The year 2021 brought a hope that in the longer periods of relaxed measures tourism was able to recover, but not at the 2019 level. Human resource in tourism and travel is essential both concerning the number of employed people in the sector and also regarding its quality in terms of training level [9, 46]. The pandemic brought a serious loss of workforce in tourism and as demand for tourism increases it had to be renewed.

However the period pandemic was a crucial moment when the stakeholders were obliged to adopt a new strategy.

Tourists have changed their preferences to safer places, in smaller accommodation establishments and less crowded destinations avoiding the large cities. In some countries it was visible a preference to travel and spend holidays and week-ends in the middle of nature, giving a chance to rural tourism and agri-tourism to show that it could be a good alternative for accommodation, food and leisure, and more activities outdoors [49, 59].

The year 2022 was a much better year for tourism, the number of arrivals being higher than in the two previous years, but not yet at the level of 2019.

Unfortunately, the statistics of the last decades showed that the number of tourists has become higher and higher in the most visited destinations where the local population had the feeling of being frustrated from its normal life.

This phenomenon which is named "overtourism" has appeared in the last years in various historical, cultural heritage and short-break destinations where it has had a strong negative influence on the residents' life and quality of the tourists' experiences [77].

It was identified mainly in the urban areas but also in a few very popular communes and villages of high attraction. This happens especially in the summer season when most of people plan the holiday, like the months of July and August, or in week-ends or on various occasions like Christmas markets, festivals, football matches and other events when a huge number of visitors invade the desired destination over its capacity to receive them, disturbing and deteriorating daily life, traffic, infrastructure, environment and creating an anti-tourism feeling from the local population [33].

Overtourism has emerged because some special factors which have favoured its appearance.

The high tech products and new communication technologies used by social media (Facebook, Twitter, Instagram, Pininterest, Tumbir, Flickr etc) and also the digital platforms have allowed access to valuable information and opinions, photos, videos influencing and encouraging people to change their preferences and adopt a peculiar travel behaviour [20].

The extent of internet access and intensification of online services for booking (accommodation, transport, tickets etc) and the creation and popularization of Airbnb home-sharing platform have also stimulated tourism all over the world [15].

The air ticket fare facilities offered by the low cost companies have created an incentive to people to travel saving some money. Also, the development of airline industry has provided aircrafts of high passenger capacity, while the cruise ship travels have more and more offers and could leave more than 9,000-12,000 tourists in a port.

The travel planning in similar periods of the year linked to vacation, week-end, events and other occasions has led to overcrowded destinations.

In addition, looking for a higher turnover in tourism business, the control of overtourists' bookings has been ignored .

In consequence, overtourism increased the tourist density per inhabitant creating a high pressure and stressful life, leading to overcrowded traffic, shops, markets, cultural objectives (museums, art galleries, cathedrals, palaces and castles, archeological sites, streets, restaurants, bars, shops etc), high pollution (dusty air, more carbon emissions, wastes). The presence of a high number of tourists has led to a higher consumption of

resources such as: water, food, fuel, workforce and to a higher risk to get health problems [2].

In addition, in the overcrowded destinations, tourists themselves had a feeling of discomfort losing their precious time waiting in the queues at the entrances in tourist attractions or in the visiting rooms, airports, ports, restaurants, or walking in the streets etc. [27, 82].

During the Covid-19 pandemic when tourism suffered in the period of restrictions, it was noticed a recover of the wild life in the absence of the tourists, which proves a negative impact of overtourism on ecosystems, an aspect to be taken into account in the next tourism strategies.

Overtourism has led to conflicts between the residents and tourists, to demonstrations and requests to the local authorities to take measures.

More than this, the presence of so many tourists has a negative impact on the local culture, civilization and traditions, the overcrowded destinations facing "touristification" and "losing their identity".

Europe was the world most visited continent in 2022 and, according to various information sources, the most overloaded destinations are: Dubrovnik, Venice, Brugge, Rhodes, Reykjavik, Florence, Heraklion, Amsterdam, Dublin, Tallinn, Paris, Porto, Prague, Athens, Nice, Edinburg, Lisbon, Copenhagen, Barcelona, Capri-Anacapri, Cinque Terre, Mallorca, Madrid, Alicante etc. [23, 74].

Also, there are tourist objectives which have millions of visitors per year like: Louvre Museum (7.72), Versailles Palace (6.9), The Eiffel Tower (5.85), Vatican Museum (5.08), Natural History Museum - London (4.65), The British Museum (4.09), Tate Modern (3.88), Musee d'Orsay (3.3), Centre Pompidou (3), the National Gallery-London (2.72), Prado Museum (2.45), Victoria and Albert Museum- London (2.37), Galleria degli Uffizzi-Florence (2.22).

In almost all these cultural attractions, there were taken measures to protect the exhibits limiting the number of visitors per day by practicing on line reservation, pre-booked tickets, increased ticket price, monitoring the number of visitors in the museum rooms [81].

In this context, the study aim was to analyze overtourism in a few selected European countries with top overcrowded destinations based on number of visitors, tourism density in terms of number of visitors per inhabitant and per square kilometer in the year 2022 compared to the year 2019, when it was recorded the highest tourist arrivals.

Also, there were identified not only the most crowded cities, but also a few villages and communes from Europe, Romania being included, despite that the country is not one of the top visited ones on the continent.

Finally, the study tries to highlight the good measures taken by various destinations in order to reduce the negative impact of overtourism.

MATERIALS AND METHODS

Data collection
The data were collected from official sites like: UNWTO, Euromonitor, World Population Review, Wordometer, Macrotrends, World Bank, and Wikipedia.

The European countries
The European selected countries in this study are France, Spain, Italy, United Kingdom, Germany, Netherlands, Austria, Croatia and Romania.

The selected cities are among the most affected by overtourism: Paris, London, Amsterdam, Barcelona, Madrid, Berlin, Milan, Venice, Munchen, Rome, Prague, Florence, Vienna, Dubrovnik.

The main index reflecting overtourism considered in this study is *"tourism density"*, TD expressed in terms of "number of tourist arrivals/number of inhabitants", (TD_P), and "number of tourist arrivals/km^2", (TD_A), [36, 42, 43], calculated according to the formulas:

$$TD_P = TA/ P \quad ....(1)$$

where:
TA = Tourist arrivals
P = population

$$TD_A = TA/ A \quad ....(2)$$

where:

A = surface of the tourist destination.

The calculations were made for the year 2022 and 2019. The index level in the year 2019 was the term of reference for making the comparison.

The applied methodology consists of :

-Collecting the data concerning the number of tourist arrivals in the main visited countries in Europe, as selected and mentioned above.

-Establishing the main cities with high number of tourists in the years 2019, the pre-Covid-19 pandemic year when tourism registered the highest performance and 2022, the year which could be considered better for tourism recovery.

-Collecting the data regarding the population of the selected cities in 2019 and 2022.

-Collecting the data concerning the area of the selected cities in 2019 and 2022.

-Calculating tourism density.

-Comparing tourism density among the selected cities, and establishing the differences in 2022 versus 2019 and their hierarchy.

Also, the study provided information about a few villages which are over-crowded by tourists in the selected countries.

RESULTS AND DISCUSSIONS

Dynamics of the world inbound tourism, 2010-2022

The year 2019 was the best in the world tourism, because it was recorded the highest number of international tourist arrivals accounting for 1,465.16 million (Figure 1).
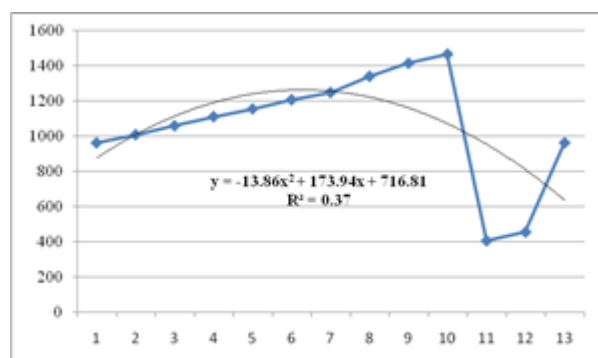

$$y = -13.86x^2 + 173.94x + 716.81$$
$$R^2 = 0.37$$

Fig. 1. Dynamics of international tourist arrivals at the world level, 2010-2023 (Million)
Source: Own design based on the data from [78].

In the period of the Covid-19 pandemic, 2020 and 2021, tourism was the most affected branch of the world economy. Only in the period of diminished or cancelled restrictions, people could travel. In 2020, there were just 406.89 million international tourist arrivals and in 2021 a little more accounting for 455.77 million. These figures represented 72.23% and, respectively, 68.9% less arrivals than in 2019 (Figure 1).

Since 2022, tourism started to recover much better, and the arrivals became more than double, reaching 962.80 million, representing 65.17% of the 2019 pre-pandemic level. Also, this figure is almost similar with the tourist arrivals in 2010 (Figure 1).

Dynamics of the inbound tourism in Europe and the most visited countries

In 2022, Europe received 594.5 million international tourist arrivals, representing 61.7% of the global figure, 962.80 million arrivals.

Also, the 2022 level accounts for 80% of the peak of arrivals carried out in 2019. For this reason, in 2022, Europe was the top visited region in the world.

If at the world level, in 2022, the tourists arrivals were by 37% smaller than in 2019, Europe registered 745 million arrivals, accounting for only 20% less than in 2019 [79].

It is expecting that by the end of 2023, tourist arrivals to represent 95% of the 2019 level at the global level.

The most visited countries in Europe, selected in this study, registered the following situation of tourist arrivals in 2022: France 82.6 million, Spain 75.6 million, Italy 52.4 million, United Kingdom 35.8 million, Austria 26.2 million, Germany 35.6 million, Croatia 18.9 million, Czechia 19.5 million, Netherlands 16 million. These figures are smaller compared to the number of arrivals achieved in the year 2019 (Figure 2).

The growth rate in 2022 versus 2019 accounted for 91.77% for France, 90.32% for Spain, 80.86% for Italy, 87.53% for United Kingdom, 89.98% for Germany, 79.48% for Netherlands, 81.87% for Austria, 90% for Croatia and 52.41% for Czechia.

In the graphic, the USA was also included as a comparison term, because the country came on the 2nd position in the world for 75.6 million arrivals in 2022 after France and representing 95.69% of the 2019 level.

Dynamics of the inbound tourism in the most visited cities of Europe

In 2022, the most visited city in the world was Paris which received 44 million international tourist arrivals, by 15.78% more than in 2019. London came on the 2nd for 16.1 million tourists.

Most of the cities registered a lower number of tourists arrivals in 2022 versus 2019, except Paris, Amsterdam, Barcelona, Venice and Florence which were facing a higher tourist arrivals in the year 2022 (Table 1).
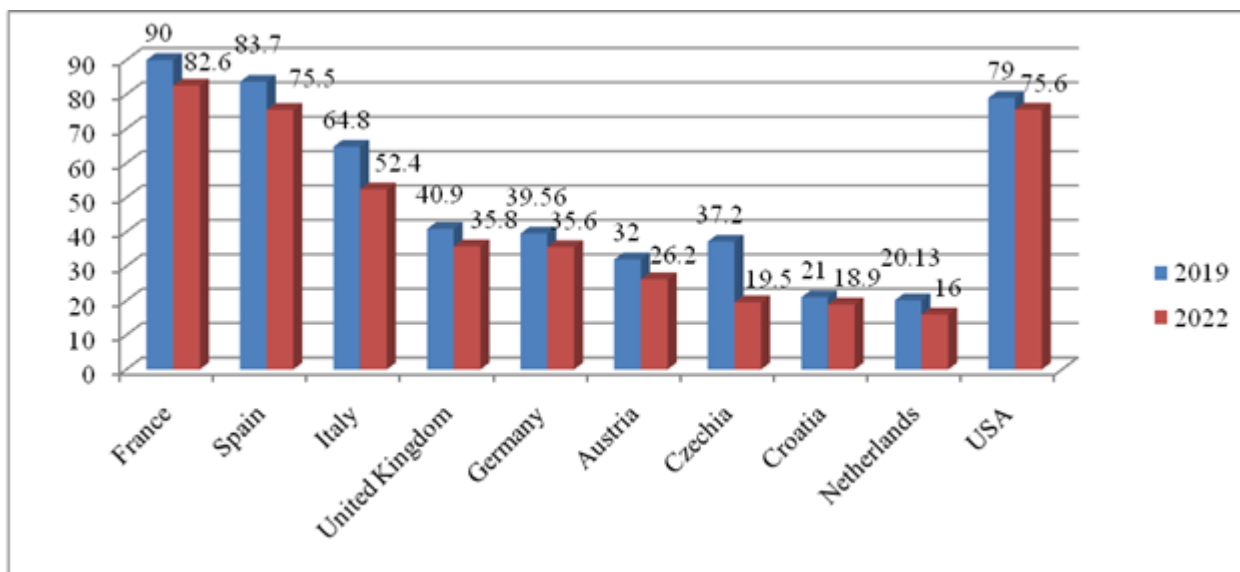

Fig. 2. Dynamics of international tourist arrivals in the most visited European countries and USA in 2022 versus 2019 (Million)
Source: Own design based on the data from [78, 80].

Table 1. Number of tourist arrivals in the selected cities of Europe in 2022 versus 2019 (Million)

	2019	2022	2022/2019 %
1.Paris	38	44	115.78
2.London	21	16.1	76.66
3.Amsterdam	5.34	6.6	123.50
4. Barcelona	8.52	9.9	116.19
5.Madrid	10.41	9.1	87.33
6.Berlin	14	10	71.42
7.Milan	10.86	10	92.08
8.Venice	4.8	8.9	185.41
9.Munchen	8.8	6.94	78.86
10.Rome	10.32	5.82	56.40
11.Prague	6.78	5.97	88.05
12.Florence	5.00	5.60	112.00
13.Vienna	7.90	5.60	70.88
14.Dubrovnik*	1.44	1.04	72.22
15.Nice	5.00	5.00	100.00

Source: Own calculation based on the data from [17, 75].

Tourism density in the most visited and selected cities in Europe in 2022 versus 2019

The results for tourism density vary from a city to another depending on the number of tourists arrivals and the local population. In a few cases, the calculation was made taking into consideration both the number of city residents and also the number of inhabitants in the metropolitan area.

Paris is a very crowded because is a top destination in the world. It has a rich treasure of tourists attractions like: Louvre Museum, Notre Dame Cathedral, the Eiffel Tower, the Pantheon, Musee d'Orsay, Centre Pompidou, Montmartre district etc, and Versailles Palace and gardens and Disney land in the proximity. [42, pp. 92-94].

In 2022, tourism density accounted for 19.73 arrivals per inhabitant, being by 12.16% higher versus 17.59% in 2019, reflecting a high pressure of overtourism especially on the tourism sites and more or less on the local population. After the local population claimed

problems caused by overtourism, the local authorities decided to monitor the number of tourists in the tourism sites based on online reservation. For example, Louvre Museum limited the access of tourists to 30,000 a day [16].

London is a beautiful city full of attractions like: the Buckingham Palace, Westminster Abbey, The Parliament House, London Eye, the Wax Museum, The White Tower, London Bridge, Saint Paul Cathedral, Tate modern, Hyde Park etc. [42, pp. 149-150-43].

In 2022, it recorded 1.68 tourism density versus 2.28 tourists per inhabitant in 2019. The figures do not look to be so high, as local authorities applied a balanced tourism management in connection to tourist flows. The authorities do not discuss yet about over tourism, but they suggest visitors to visit London outside of the peak months and also to explore more of the city. Also, it could be a problem with the visitors who visit the city and who spend just a few money. They affect the infrastructure and environment, raise properties prices and rents. Recommendation for tourists to what to do to diminish overtourism are already made [24].

Amsterdam is one of the pearl cities from the Western Europe which offer tourist many attractions like: The Royal Palace in Dam Square, Rijksmuseum, Van Gogh Museum, Anne Frank's house, Rembrand's House etc. [42, pp.157-158].

The city registered a tourism density of 5.64 tourist arrivals per inhabitant in 2022 compared to 4.68 in the year 2019. It is obviously a pressure on the residents, and also a negative impact on the cultural heritage, the historical buildings along the canals, bridges and on the environment in the city parks and green spaces. The tourism authorities decided to focus more on tourism management than in advertising, and in this respect the visitor groups have a limited access to accommodation and entertainment services in order to spread visitors to other parts of the destination.

Also, there are established interdictions to build new hotels and souvenir shops and private rentals are limited. The public drunkeness is punished with hefty penalties. The canabis consumption in public is punished by paying a fine and the grass is sold only to the residents. Also, the red light district will be not included in the visit tours and will be moved to suburb of the city by the end of the year 2023. There were also imposed fines to get rid of party tourists [38, 62].

Barcelona, one of the most beautiful cities situated on the coast of the Mediterranean Sea, offers many tourist attractions like: the masterpiecess created by the architect Antonio Gaudi: La Sagrada Familia, Casa Mila, Casa Batlo, Park Guell, Picasso Museum, Park of Montjuic and the Magic Fountain, Las Ramblas, Palau de la Musica Catalana, The Gothic district, Mercat de la Boqueria, Port Vell etc. [42, p. 198].

The city recorded 6 tourists per inhabitant in 2022 versus 7.27 in 2019. But, in summer season Barcelona is overcrowded by tourists, a fact which in 2018 started the demonstration of the locals against tourists who were invited "to go home". Barcelona is recognized as the most polluting city due to the cruise ships, planes, cars. Despite that tourism has a beneficial economic effect, it also determined the houses and rental price increase obliging a part of the residents to leave homes because they could not live in a place beyond their budget. In addition, many basic utilities for the residents were transformed in facilities for tourists: restaurants, shops, attractions, accommodation units etc., extent of the airport and port etc. For this reason, since 2019, there were imposed restrictions regarding the number of visitors in Barcelona and the number of short-term rentals. In the last decade, the short-term rental boom (the Airbnb model) has appeared as many people used to rent accommodation in old and new tourist locations. But the authorities decided that tourists must stay only in legal accommodation units. Also, it was recommended to come in off-season, to avoid

the popular attractions and respect the life style and traditions in the city. To keep under control the number of tourists in the most important attractions, online reservation was generalized, the number of cruise ships to dock was limited per day and the airport will remain at the same dimension not to increase the number of air flights and visitors [25, 26].

Madrid, the capital of Spain invites tourist to visit: The Royal Palace, the Almudena Cathedral, Prado Museum, Plaza Mayor, Park Buen Retiro, National Museum La Reina Sophia, Thyssen-Bornemisza Museum etc. [42, p. 198].

The city registered 2.75 tourism density in 2022 compared to 3.15 arrivals per inhabitant in 2019. It is also a crowded city in summer season. To diminish overtourism, the authorities imposed severe measures regarding the rental accommodation and also tourist flows in the area of the historical attractions [22].

Berlin is well known for its interesting buildings starting with the Dome, the Parliament Building, Bradenburg Gate, the Museums Island, Pergamon Museum, Bode Museum, Berlin Wall Memorial, Unter den Linden Boulevard, Alexander Platz and Television Tower, Chralottenburg Castle etc. [42, pp. 103-104].

The city recorded 2.80 tourism density in 2022 compared to 3.94 tourists per resident in 2019. To manage overtourism, it was established the Citizens' Advisory Service which is called to be involved in the city tourism strategy, suggesting "what groups to target for marketing and how to present the city's neighborhoods" [66].

Milan is well known as a city of fashion, but it has architectural buildings of an exceptional value like: The Dome, Vittorio Emanuele II Gallery, Sforza Castle, Santa Maria delle Grazie Church, Brera Pinacoteque, La Scala Opera House [42, p. 125].

In 2022, Milan achieved 7.14 tourist density per inhabitant compared to 7.75 in 2019, if we take into consideration only the city.

Milan is not mentioned in literature as being a destination facing overtourism, but tourist density figures reflect a high number of visitors per inhabitant which is for sure embarasing and discomforting the local population. However, the Italian government established measures for tourists visiting Milan. It is about "a cap on the number of tourists allowed in the city each day and a ban on Airbnb rentals" [76].

Venice is a beloved city, small, but very attractive for its attractions: Ca' d'Oro Palace, Correr de la Ca' Grande, St. Mark Basilica and square, Ponte Rialto, the Palace of the Doges, Piazza dei Signori, Teatro Fenice, Campanila San Marco, Basilica Santa Maria della Salute, and the islands in the lagoon: Murano, Burano and Torcello [42, p. 124].

For this reason, overtourism is very common and deeply affect the city, besides the benefits from an economic point of view. In 2022, the tourist density in the historical city was 148 per inhabitant compared to 80 in the year 2019. These figures are very high, and show the degree on negative influence of the residents in the historical city who account for only 55,000 and if we take into consideration the metropolitan area they were 258,051 in 2022. However, in full season, Venice receive over 10 million tourists and this means 181 tourists per inhabitant which is too much, in this period not only the residents have a feeling of frustration regarding their rights, but also the visitors in the overcrowded places. The interest for tourism business has led to a concentration of almost all the population to work in tourism, in the detriment of other activities important for the locals. Traditional economic branches are disappearing advantaging tourism. The increased value in real estate led to a sharp decline of the number of residents. The cruise ships have deteriorated the environment quality in the lagoon and contributed to overtourism in the city bringing too many visitors daily. All these have reduced the purchasing power of Venice's inhabitants who are obliged to leave the city.

In 2019, the residents protested against out of control tourism, against the lack or not enough education, health, transport and other social services, and against the

"artificialization" and "touristification" of Venice which lost its genuineness.

The local authorities imposed measures to diminish overtourism and its negative effects like: tourist city tax, monitoring the boats traffic in the canals, regulations regarding tourists behavior in St. Mark Square and the violation of these rules could oblige the tourists to pay fines, tips. Also, there were made recommendations for visitors how to respect the city of Venice individuality, its historical buildings, landscape and environment. Also, the access of the visitors was regulated in the city.

The tourist staying longer than one day in the city hotels are obliged to book and pay in advance a lodging tax. Also, the day-trippers who do not book and pay ahead for their visit in Venice are obliged to pay a fine of up to Euro 300.

Also, the tourists coming by cruise ships are obliged to pay a special fee, except the one paid for the cruise company. Children and people with disabilities are exempted from paying this tax [1, 13, 14].

During the carnival in February 2022, Venice received 198,000 tourists and, in 2019, 337,000 tourists, which means a tourist density of 3.88 and, respectively, 6.60 [72].

To prevent overtourism in the future, Italian government established a system of measures in most popular destinations like Venice, Sardinia and Amalfi Coast. If tourists have no accommodation during the night, they have to pay a tax both for adults and children in order to contribute to the funds for maintaining the infrastructure and preserving environment quality. In Venice, tourist must also pay a fine if they want to sit on the bridges and sidewalks. In addition, it is prohibited to swim in the canals [76].

Munchen is an attractive city with its historical background, cultural events and beautiful surroundings of the Bayern region. The Old Town Hall, the Marry Square, the Allianz Arena, BMW World, October Beer Fest, the Nymphenburg Palace, and also the Bayern castles in the proximity are among the most important attractions for tourists [42, p. 104].

In 2022, the tourist density accounted for 4.42 per inhabitant compared to 5.98 in 2019, and these figures confirm that Munich is a city facing overtourism.

But, besides London, Vienna and Berlin, Munich cope very well with overtourism, paying attention to a harmonized relationship between urban planning and tourism sustainable development. From this point of view, a special accent is put on infrastructure, environment and smart city offerings. Also, the guests' routes are oriented more to other attractions than in the historical center and the luxury tourism becomes more promoted in relation to tourist service quality. Limiting the number of hotel beds and regulating apartment rentals are also welcome measures to avoid overtourism [4, 35].

Rome recorded in 2022 a tourist density of 1.35 per resident and in 2019 a higher level 2.43. Apparently the figures are not too high, but knowing the attractions of high interest like: Colosseum, Trevi Fountain, the Pantheon, Saint Peter's Basilica in Vatican City, Spain Square, Venice Square, Navona Square, Roman Forum etc, [42, pp. 123-124]. they are overcrowded by visitors. In October 2018, the residents' associations protested and claimed that "Rome has fallen in a state o decay". The local council issued new regulations like: "bans on eating and drinking in the most tourist-heavy areas of the city, fines to pay for the people who sit on the Spanish steps recently restored, the sale and consumption of alcohol in open public spaces is illegal from 10pm to 7am. Bathing and dipping your feet in the Trevi Fountain, eating and climbing the monument are prohibited. Due to illegal rentals, house and rental prices went up affecting the local population [29].

Prague, the Golden City of Czech Republic and Europe has important places to visit: Charles' Bridge, the Old Town Square, the Astronomic Clock, Charles' Castle, St. Vit Caathedral, the Municipal House, the National Museum of Prague, Vysehrad, St. Nicholas Church in Mala Strana, St.George Church, Lobkowicz Palace [42, p.62].

Prague is also facing overtourism. In 2022, tourist density was 3.49 per resident

compared to 5.17 in 2019. Prague is among the top visited cities in Europe, tourism contributing substantially to its receipts. But, Prague is also facing overtourism, due to the accommodation offering via Airbnb, low cost air travel tickets, and social media boom.

The historical center, the narrow streets of the city, the Royal route have become overcrowded in summer season, and also at Christmas market and Easter. The real estate price increased, the airport requires to be extended, infrastructure needs to be restored. The locals have nothing against tourists, but they are unsatisfied by the mismanagement of the local authorities. In consequences, there were taken measures to reorient tourists to other attractions and routes in the city. The city card with an application on the mobile phones offer discounts to tourists and also monitor their movement and behavior. The use of 3D technology could reduce overtourism by advertising less known attractions [8].

In the surroundings of Prague there are many places to visit in the rural areas. Therefore, Rural tourism could be an alternative to diminish overtourism in the cities [5].

Florence, the ex-capital of Italy, a smaller city than Rome, but charming and full of wonderful attractions, among the most important being: The Dome Santa Maria del Fiore, Piazza del Duomo, Baptiserium, Campanila di Giotto, Santa Croce Basilica, Piazza della Signoria, Palazzo Vecchio, Uffizzi Gallery, Piazza della Repubblica, Pitti Palace, Boboli Gardens, Galleria dell Academica, Bargello Museum, Ponte Vechio, Piazzale Michelangelo, Basilica San Miniato etc. [42, p.123].

The city is visited by more and more tourists every year and this creates a high pressure on the about 367,000 inhabitants. As a result, tourist density increased reaching 15.25 visitors per inhabitant in 2022 compared to 13.61 in 2019. However, the huge number of tourists who walk in the street, stay in the long queues at the entrance in the museums, eat on the street and leave wastes, etc. cause damages to the city and affect the life of the residents. The increased rental price has

obliged a part of the residents to leave their homes situated in the historical center of Florence and to move in other areas of the city.

The local authorities passed to measures destined to diminish the overcrowding recommending new tourist routes, online bookings, prohibition to consume food in the streets during the day and the violation of these measures involves to pay a huge fine [2, 10, 73].

Vienna, the well known city of the music, is also of a high attractiveness for its historical buildings and cultural places like: Schonbrunn Palace and gardens, The city Hall, the Parliament House, Hofburg Palace, The Art Museum, the Natural History Museum, Albertina Museum, St. Stephen Cathedral, the Opera House, Belvedere Palace, St. Charles Church, Prater, etc. Also, of a high attraction are the Christmas markets, the opera performances, the concerts in the Musikverein, especially the New Year's Concert [42, pp. 40-43].

In 2022, Vienna recorded 2.85 tourists per inhabitant, while in 2019, tourist density accounted for 4.17, which reflects that it is a crowded destination.

To regulate the tourist flow, the Austrian government established new rules because the citizens complained about the overcrowded buses and cruise ships along the Danube River. Tourist are encouraged to visit districts outside of the city center, museums area and St. Stephen cathedral. More than this, mass tourism and day tourism are not encouraged [18, 65].

Dubrovnik, Croatia, is nicknamed "The Queen of the Adriatic Sea" as it has attractions of high interest like: Fort Lovrijenac, the old cathedral, the Rectors' Palace, Sponza Palace, the Franciscan Monastery, Dominican Monastery, Pile Gate, the city walls, Stradun, the Cable Car [42, p.72]. For this reason it is visited by many tourists.

In 2022, it recorded 23.76 tourists per inhabitant compared to 35.12 in the year 2019. For a small population of only 41,000 inhabitants, the city is overcrowded. And in

the summer season, it is difficult to accept so many people in the city. Being an UNESCO World Heritage, Dubrovnik authorities were warned by this organization that in the old town not to receive more than 8,000 people a day. The local authorities installed video cameras which count the tourists to limit their number and also for the cruise ships there are imposed a number of hours to stay in Dubrovnik. Also, the number of cruise ships to dock in the harbor was limited and new restaurants are not allowed to be open in the city [11].

Nice, the 2nd important city in France after Paris, registered 14.28 tourist density as usual, if we take into consideration an inbound tourism of 5 million and the small local population of 350,000 inhabitants. The beautiful position on the Cote d'Azur, next to Monaco and Monte Carlo, with its known Promenade des Anglais, lovely beach, luxury hotels, St Nicholas Cathedral, St. Reparate Cathedral, Marc Chagal National Museum, Villa Massena Museum, etc, Nice is a dream destination. Tourists have to pay a city tax and other taxes according to the rules imposed by the authorities.

Tourist density in terms of number of tourists per inhabitant in 2022 versus 2019 is shown in Table 2.

Table 2. Tourist density in the selected European cities facing overtourism in 2022 versus 2019 (Tourist number per inhabitant)

	2019	2022	2022-2019
1.Paris	17.58	19.73	+2.15
2.London	2.28	1.68	-0.6
3.Amsterdam	15.78	12.52	-3.26
4.Barcelona	7.27	6.00	-1.27
5.Madrid	3.47	2.02	-1.45
6.Berlin	3.93	2.80	-1.13
7.Milan	7.75	7.25	-0.50
8.Venice	25.45	27.20	+1.75
9.Munchen	5.97	4.43	-1.54
10.Rome	2.43	1.35	-1.08
11.Prague	5.18	3.47	-1.71
12.Florence	13.62	15.25	+1,63
13.Vienna	16.81	20.30	+3.49
14.Dubrovnik	35.12	23.76	-11.36

Source: Own calculations based on the existing data regarding tourist arrivals and local population.

Of course, these figures reflect the average number of tourists per inhabitant which has an indicative importance. In reality, in the months with a peak of tourists, the density is much higher, being unpleasant both for the resident population and tourists themselves.

Table 3. Tourism density per surface unit in the selected cities compared to local population density in the year 2022 (number of persons/ km^2)

	Population density (No. of inhabitants/ km^2)	Tourist density (No. of tourists/ km^2)
1.Paris	21,157	41,746
2.London	6,069	10,242
3.Amsterdam	5,197	30,093
4.Barcelona	16,272	97,633
5.Madrid	5,460	15,085
6.Berlin	4,005	11,220
7.Milan	7,702	55,018
8.Venice	11,538	1,711,538
9.Munchen	28,322	22,207
10.Rome	3,346	4,529
11.Prague	5,738	20,033
12.Florence	3,588	54,730
13.Vienna	4,724	13,497
14.Dubrovnik	293	6,963
15.Nice	4,867	68,522

Source: Own calculations based on the existing data regarding tourist arrivals, area and population of each city.
Note: For Venice, it was taking into consideration only the area of 5.2 km^2 of the historical center, not for 157 km^2 for the city and suburbs.

The results obtained after making the calculations for tourism density, in terms of number of tourists per km^2, are presented in Table 3, compared to the density of the local population per the same area if each city in the year 2022.

Making the comparison between the two figures, we may easily notice that the number of tourists per square kilometer is much higher against the population density in all these selected cities.

The worst situation is in case of Venice where the tourist density is 148 times higher than the local population. Also, in Dubrovnik, where tourist density is 23.76 times higher than population density. In Nice, the tourist density is 14.28 times higher than the one of the residents per surface unit.

Barcelona has a tourist density of 6 times higher than the one of the residents per square meter. In Amsterdam, tourist density is 5.79 times higher than the population density.

And these are average density figures which do not reflect what happens during the summer season when most of tourists plan their vacations.

European villages and communes facing overtourism

Despite that rural tourism has a small share in total tourism regarding the number of tourist arrivals, there are rural communities of a high attractions where the number of tourists is very high.

There is not an available statistics which to confirm this, except at the local council of each community and the accommodation establishments tourist who are interested to stay more than one day, but using social media tools we may easy identify these beautiful villages and communes on the Europe map.

The examples given below are not exhaustive and there are certainly many others that deserve to be promoted because rural tourism could be an opportunity and good alternative to reduce overtourism in the cities, but not to exaggerate in the rural destinations as well.

In this way, the local residents could promote their history and traditions, local products and obtain an additional income, while tourists to know much better the local culture and customs and enjoy the landscapes, hospitality and unforgetable moments from their excursion.

Cinque Terre, Italy, is the well know area including 5 villages of a rare beauty: Riomaggiore, Manarola, Corniglia, Vernazza and Monterosso, situated in the costal Liguria region of Italy. All villages together have only 4,000 inhabitants, and each locality has his own history and personality, but they have also common features such as the marvelous landscapes, charming beaches, colourful houses, vineyards terraces, traditional gastronomy and wines and hiking opportunities as the villages are surrounded by hills which belong to Cinque Terra National Park, an UNESCO Heritage site. [42,

p. 124]. They are visited annually by about 2.5-3 million tourists which reflect that overtourism is a phenomenon even in this small part of Italy. For this reason, the local authorities apply on line ticket reservation and limited the number of tourists to 1.5 million a year. Also, it was introduced a trekking card combined with a train card, as the access in the area is by train. Hikers are distributed on less crowded trails.

Capri-Anacapri, Italy are two small communes situated on Capri island, a high attraction of Italy in the Thyrrhenian Sea, close to Sorrento. Having only 12,300 inhabitants, of which Capri 7,200, they receive annually about 2.3 million tourists. This means a density of 178 tourist per inhabitant, a high figure reflecting overtourism.

Tourists are interested to visit the island, the Belvedere of Tragara, waking through the small lanes, admiring the villas, Augustus Garden, tasting seafood, buying souvenirs, visiting the Villa San Michele, making a cruise from Marina Grande around the island to admire the rocks named "Faraglioni" and to visit the Blue Grotto and Marina Piccola, and to admire the beautiful scenery of the sea. [42, p.125].

However, many of these day-tourists visit the island in 4-5 hours without spending any money, but they deteriorate infrastructure and environment leaving wastes. For this reason, a tax is welcome per tourist a day and also the number of tourists admitted on the island to be monitorized.

Alberobello, Italy, close to Bari, is well known for the so called "Trulli" houses in line, painted in white and with a similar architecture and characterized by the conic and sculpted roofs which has a mystic significance. The tourists visit Sant' Antonio Church, the old Aia Picola, and Rione Monti, the most touristic part of the small village-city, with shops and restaurants. The locality has 10,237 inhabitants, but it is frequently visited by a higher number tourists [19, 42. p.123].

Hallstadt, Austria, also an UNESCO World Heritage, well known for the old salt mines,

iron age artifacts, and beautiful mountain scenery. It has a small population of only 780 inhabitants and receive between 10,000 and 30,000 tourists per day. The locality was the 1st example of overtourism in Austria and after long discussions between the local population and authorities, it was decided to limit the number of tour buses per day to 54, meaning by 50% less than before. Also, tourists are allowed to take quickly some pictures and to move more rapidly [19].

Albarracin, Spain is a small village of 1,075 inhabitants and situated in a mountain area, in Aragon province. It is well known for its history and medieval architecture, narrow streets, walls and rocks, which attract the hiking lovers. It is overcrowded by tourists which affect the population life [19].

Giethoorn, Netherlands, is a nice and fairytale village at about one hour drive from Amsterdam. It is nicknamed "The Venice of Netherlands" as it has only canals, no roads. The small islands of the village are connected by 176 bridges and the travel by boat along the canals could offer a beautiful landscape of the old houses with thatched roofs and gardens. About one million tourists visit this charming village a year and for a population of about 2,795 inhabitants means a tourist density of 357 tourists [19].

Oia, Greece, is a small village on Santorini island and has 1,541 inhabitants,. It is characterized by volcanic cliffs, nice white houses, small churches with the roof in blue, windmills, narrow streets, breathtaking views of the blue sea, Amoudi Bay, Londsa Castle, Katharos beach, Naval museum, shops with souvenirs which attract over 2 million tourists per year, which means overtourism and a density of 1,297 tourists per resident. The local authorities limited the number of tourists from 18,000 to 8,000 per day [19].

Tobermory, Scotland, United Kingdom, is a small fishing village, situated on the Ilsa of Mull, a wonderful port, through which tourists could come by a ferry and fishermen go to work. In the village, tourists could visit the archeological sites, admire the painted houses in bright colours,   visit the Mull museum, whisky distilleries, brewery, aquarium, the clock tower, and a small theatre, restaurants and shops. The village has only 1,000 inhabitants, but is visited by about 600,000 tourist annually, which means a density of 600 visitors per inhabitant [19].

Ciocanesti, Bucovina, Romania is a commune consisting of two villages Botos and Ciocanesti. Since 2017, the commune is included in the top most colourful European destinations, being ranked the 6th and in 2014 was considered the cultural village of Romania. It has a long history for centuries, the landscapes are marvelous, and due to the beautiful painted and decorated houses with traditional motives is well known in Romania and also abroad. About 600 households are transformed in heritage houses and also it is an ethnographic museum. In the commune, it is a national museum of painted eggs, and there three festivals are organized annually: the Painted eggs, Folk Traditions and Trout festival. The commune is surrounded by beautiful landscapes, where wildlife is at home, and also tourist routes for the hiking lovers [41].

The 1,384 inhabitants are happy to present their village, its achievements, culture and traditions to tourists. Annually more and more tourists visit this nice commune.

Viscri, Brasov, Romania, the well known village from Transilvania, with picturesque sceneries, quiet and charming atmosphere, a real open air museum with nice traditional houses and customs well preserved, with its medieval fortified church and history behind, bed and breakfast peasant hospitality. This is a place beloved by King Charles, who found its origins in Transilvania and like to live for a certain time almost every year in an old peasant house that he bought here in 1996. His Foundation developed programmes to support the locals to restore their houses and the school, to improve the roads and transport and make life more comfortable preserving the old architecture, furniture, decorations, in a word without losing its identity [28].

His population is only 422 inhabitants, but the number of Romanian and foreign tourists who visited it increased year by year being 100 times higher than the number of its residents.

Bran, Brasov, Romania is a village of 1,492 inhabitants, but with a high tourist flow determined by the presence of Bran Castel, dating from the 13th century and which is well known for the fact that Vlad the Impaler, whose nickname was Dracula, lived here for a period of time. Also, because here it was carried out "Dracula" movie by Bram Stocker. Tourists could visit also the Chapel of the Queen Mary of Romania which hosts her heart, take part to local events related to Milk measurement and Sheep slaughter and could practice biking and hiking on the routes which start from Bran to the mountain and hilly surroundings. Local food products and handicrafts could be bought from the local producers. In 2022, the number of tourists who visited Bran village accounted for 720,000, which means a density of 482 tourists per inhabitant [6].

Brasov County is a well know region in tourism and agro-tourism, and here, Sirnea village was the first tourist village in Romania since the '60s.

Many communes and villages have good conditions for accommodation, offer traditional food and local products, the marvelous landscapes absorb a high number of tourists a few times more than the local population [21, 39].

Marginimea Sibiului, *Sibiu, Romania* is a complex of 18 small villages situated in the South of Sibiu county and which represent a socio-historical and ethno-cultural space covering about 200 square kilometers and having about 38,517 inhabitants. These villages are: Boita, Tabnacel, Sadu, Raul Sadului, Rasinari, Poplaca, Orlat, Gura Raului, Saliste city with its villages Cacova (Fantanele), Sibiel, Sacel, Vale, Gales, then come Tilisca and Rod village, Poiana Sibiului and Jina [37].

People deals with sheep breeding, and traditions are beloved and well preserved in the local Romanian architecture with German influences, folk suits, dances, music, handicrafts and fests. Among the most important attractions we could mention the Orthodox Church, the Roman United Church, The Romanian Church from Saliste, the wood churches in Poiana Sibiului, Fantanele, Talmaceu, as well as the village museums like in Rasinari and Saliste, the museum of the icons painted on glass in Sibiel and the ethnographic and monachal art museum in Fantanele. Many writers and scientists were born in this area where tourists could visit their memorial houses: the poet Octavian Goga, the philosopher Emil Cioran, the bishop Inocentiu Micu-Klein, historians like Andrei Otetea and Dumitru Rosca and others. In Marginimea Sibiului there are farms and farmers' markets where visitors could buy local organic products, grace to the local Association of Producers of traditional and organic products which supports the initiative [7]. They could also enjoy various events like: "Culinary traditions in Mărginimea Sibiului", "Cheese and plum brandy festival", "Harvest Day" in Răşinari [50, 56, 68].

Also, in the area there are many guesthouses and agro-tourism guest houses where tourist could be accommodated and served with traditional meals [68].

The landscapes are wonderful and invite tourists to ecotourism: hiking, biking, admiring the flora and fauna, and benefiting of movement in fresh air and nature [67, 69] and this was the reason why in 2018, the area was recognized as a destination of "digital detoxification" [6, 12].

This area is frequently both by the local residents of Sibiu city and also from other localities on the occasion of the local traditional fests and markets, and also by foreign tourists, their number increasing year by year and accounting for several ten thousands.

Rasinari, belonging to Marginimea Sibiului, Romania, received in 2022 the title 'Best Tourism Village" offered By UNWTO [32].

Săpânta, Romania, is a commune in the North of Transilvania, in Maramures County. It has 2,903 inhabitants, but is visited by thousands of tourists. In 2022, tourists number accounted for more than 8 times the number of the residents.

This is because is it well known for its attractions: The Merry Cemetery hosting 800 monuments of folk art, with the graved and painted crosses where some lyrics describe

the life of the deceased by the master Stan Pătras. Also, in the area there is the Natural Reservation "The Swamp The glade of fir-trees", the Peri-Săpânta Orthodox Monastery, the wood churches of a rare beauty, The Whirpools of Săpânta - constructions made of logs, where the captured river water is used for washing the carpets. From Săpânta, tourists could visit interesting objectives such as: Barsana Monastery, the city of Sighetu-Marmatiei, Borsa mountain resort well-known for its ski slopes and winter sports, Moisei Monument, Bogdan Voda locality, Rohia Monastery and also could enjoy a journey by the Mocanita train on the Vaser Valley and other rural unique experiences, benefiting of the hospitality of the friendly residents who are wonderful artisans and wood sculptors. Local gastronomy consists of delicious meals [3, 63, 64].

In Romania, there are many villages which preserved their identity and traditions, the population is kind, friendly and full of hospitality like in Brasov County [21], Marginimea Sibiului, Sibiu County [7, 34, 70, 71], Transilvania [40], Maramures County [58] and Bucovina region [41].

Ecotourism is also an alternative promoting a healthy form of tourism in the middle of nature and also contributing to the reduction of overtourism in the cities [67, 69].

CONCLUSIONS

This analysis reflected that the main tourist country, city and village destinations are affected more or less by overtourism which besides its positive impact regarding the receipts from tourism which contribute to the development of this sector and also to the GDP and economic growth, has a negative social and environmental impact and also deteriorate life of the local residents.

The causes are complex and to assure a balance between tourist flows and the capacity of the hosts to offer high quality services and hospitality to tourists satisfaction without affecting the local population is a real challenge to which authorities in any country and communities are looking for the best solutions.

The results proved that the density of tourists per inhabitant is very high. Also, in terms of tourists per surface unit, it was a few times number of tourists higher than the number of the residents.

In 2022, the highest charge of tourists per inhabitant was found in all the selected cities, but mainly in: Venice, Dubrovnik, Vienna, Paris, Florence, Amsterdam, Milan and Barcelona.

The overcrowded cities by tourists per square km are: Venice, Barcelona, Nice, Florence, Paris, Amsterdam, Prague, Madrid and Vienna.

The selected villages suffocated by tourists in Europe are: Cinque Terre, Capri-Anacapri, Alberobello, Hallstadt, Giethoorn, Oia, Tibermory, Ciocanesti, Viscri, Bran, Marginimea Sibiului, and Sapanta.

This situation imposes a close cooperation between the destination stakeholders and policy makers serving to the same goal - to diminish the negative effects of over tourism or to reduce tourist flows in some limits in the main tourist attractions and to reorient them to other destinations.

In this context, UNWTO set up a Report on the state of overtourism and established 11 strategies to manage tourism in the local context as follows:

"-Tourists' dispersion among various attractions in the same destination;

-Temporal tourists' dispersion by encouraging off-season travel and visits;

-Intensify the promotion of other tourist attractions and routes;

-Regulations regarding tourism to be effectively respected and applied, and also updated depending on the situation;

-Enlarge the types of activities to better satisfy all the segments of the tourism market;

-Assure balanced benefits from tourism both for the local communities and tourists;

-Diversify tourism activities by developing new beneficial experiences both for tourists and local population;

-Develop infrastructure;

-Call residents to be involved in solving overtourism problems by taking part to policymaking;

-Make tourists to become more conscious on the impact of tourism on their chosen destination;

-Create and permanently update a data base synthesizing the problems linked to over tourism" [77].

A synthesis of the most applied measures practiced by the local authorities in the destinations selected and studied in this research is given below:

-On line booking for air tickets, accommodation, entry tickets to main attractions;

-Managing the air, road and sea traffic;

- Developing infrastructure and establishing new tourist routs;

-Involving residents in the development of the strategy destined to mitigate the effects of overtourism;

- Implementing a tax system for protecting environment, improving transport services and tourism infrastructure;

-Developing a fine system for the tourists who do not respect the tourism regulation at their destination;

-Extending the alternatives for which all the categories of tourists could apply for being better satisfied.

Overtourism is not a problem only for the local residents and authorities, but it is also a problem for tourists who have to become conscious that tourism requires a special civilized behavior and feeling of admiration and respect for the local hosts, their culture and life.

Tourists are the first who have to become more responsible and pay attention to the following aspects:

- To plan their travels in extra-season, avoiding the months of tourism peaks like July and August;

-To choose sustainable destinations which could bring them full satisfactions from a cultural, health, wellbeing and leisure point of view, being aware that they must help local business and environment;

-To choose less travelled destinations, itineraries or alternatives (regions, routes, localities) where to better enjoy new experiences and save time;

-To collect information in advance about the chosen destination;

-To travel alone or in a small group, and avoid mass tourism, for diminishing the number of tourists per day in a destination;

-To appreciate and respect the local culture and traditions and also to proceed according to the rules imposed by each destination.

REFERENCES

[1]Allaboutvenice.com, 2023, Venice population and why we are so few, https://allaboutvenice.com/venice-population/, Accessed on July 30, 2023.

[2]Antoci, A., Russu, P., Sacco, P.L., Blessi, G.T., 2022, Preying on beauty? The complex social dynamics overtourism, Journal of Economic Interraction and Coordination, 17, 379-400.

[3]Beyond the Sea, A., 2023, 13 Incredible things to do in Maramures: Europe's lost in time region, https://anitabeyondthesea.com/best-things-to-do-in-maramures-roumania/, Accessed on July 30, 2023.

[4]Berger, R., 2018, Overtourism in Europe's cities: Actions required before it's too late, https://www.rolandberger.com/en/Insights/Publications/"Overtourism"-in-Europe's-cities-Action-required-before-it's-too-late.html, Accessed on July 30, 2023.

[5]Bohac, A., Drapela, E., 2022, Overtourism Hotspots: Both a Threat and Opportunity for Rural Tourism, in European Countryside, Vol.14, 2022, 157-179. https://sciendo.com/es/article/10.2478/euco-2022-0009, Accessed on July 30, 2023.

[6]Bratu, A., 2022, Mărginimea Sibiului remains a top destination in 2022 too. Romania has a developed rural torism and the main regions are Bran-Moieciu, Maramureș, Bucovina, Apuseni, Mărginimea Sibiului. (Mărginimea Sibiului rămâne destinație ”de top” și în 2022. ”România are un turism rural dezvoltat iar principalele regiuni sunt Bran-Moieciu, Maramureș, Bucovina, Apuseni, Mărginimea Sibiului”, https://www.turnulsfatului.ro/2022/01/06/marginimea-sibiului-ramane-destinatie-rdquo-de-top-rdquo-si-in-2022-rdquo-romania-are-un-turism-rural-dezvoltat-iar-principalele-regiuni-sunt-bran-moieciu-maramures-bucovina-apuseni-marginimea-sibiului-rdquo-188389, Accessed on July 30, 2023.

[7]Caratus Stanciu, M., 2015, Aspects of sustainable rural tourism- Farmers' markets and farm visits, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.15(4), 15-19.

[8]Colston, P., 2019, Overtourism: a case study in Prague, https://www.c-mw.net/overtourism-a-case-study-in-prague/, Accessed on July 30, 2023.

[9]Condei, R., Alecu, I.N., Popescu, A., Ciocan, H.N., 2016, The analysis of human resources involved in the rural tourism in Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.16(2).

[10]Conte, R., 2018, Firenze, sfrattati cinquecento fiorentini per far posto ai turisti. La Nazione. http//:lanazione.it. Accessed of July 30, 2023.

[11]Croatia Week, 2023, Dubrovnik ahead of Venice with most tourists per resident in Europe, https://www.croatiaweek.com/dubrovnik-ahead-of-venice-with-most-tourists-per-resident-in-europe/, Accessed on July 30, 2023.

[12]Digi.24.ro, 2018, Destination of "digital detoxification". A zone of Romania included in a top next to Austria, Estonia, Ireland or Italy, https://www.digi24.ro/magazin/timp-liber/vacante/destinatie-de-detoxifiere-digitala-zona-din-romania-inclusa-intr-un-top-alaturi-de-locuri-din-austria-estonia-irlanda-sau-italia-1043480, Accesses on July 30, 2023.

[13]DW.com, 2022, Venice to charge day-tourists to visit city, https://www.dw.com/en/italy-venice-to-charge-day-tourists-to-visit-city/a-62334724, Accessed on July 30, 2023.

[14]Eberle, J., 2020, Overtourism. Impacts and policies. The case of Venice, https://dspace.uib.es/xmlui/bitstream/handle/11201/153158/Eberle_Janine.pdf?sequence=1&isAllowed=y, Accessed on July 30, 2023.

[15]Egresi, I., Tourists go home!- Tourism overcrowding and Tourismophobia in European cities (Can tourists and residents still co-habitate in the city?, https://www.academia.edu/37545154/_Tourists_Go_Home_Tourism_Overcrowding_And_Tourismophobia_In_European_Cities_Can_Tourists_And_Residents_Still_Co_Habitate_In_The_City_, Accessed on July 30, 2023.

[16]Engoo.com, 2023, France Plans to Control Overtourism at Crowded Sites, https://engoo.com/app/daily-news/article/france-plans-to-control-overtourism-at-crowded-sites/aT7luBnOEe6bDgPYGNVvRg, Accessed on July 30, 2023.

[17]Euromonitor International, 2023, The most visited cities in Europe in 2022, Euromonitor report reveals world's top 100 city destinations for 2022, https://www.euromonitor.com/press/press-releases/december-2022/euromonitor-report-reveals-worlds-top-100-city-destinations-for-2022, Accessed on July 30, 2023.

[18]Fes, N., 2019, Vienna raking measures to tackle potential over-tourism, https://www.tourism-review.com/over-tourism-is-bothering-vienna-news10889, Accessed on July 30, 2023.

[19]Gardner, S., 2022, The most 10 popular villages in Europe according to social media, https://www.tripsavvy.com/most-popular-villages-in-europe-5219403, Accessed on July 30, 2022.

[20]Gretzei, U., 2019, The role of social media in creating and addressing overtourism, Overtourism, in Dodds, R. and Butler, R.(eds), Overtourism: issues, realities and solutions, Berlin, De Gruyter, 62-75.

[21]Grigoras, M.A., Popescu, A., Grigoras, B.A., 2018, The importance of the guesthouses in the tourism of the Brasov County, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.18(2), 201-212.

[22]Hidalgo-Giralt, C., Palacios-Garcia, A., Barrado-Timon, D., Rodriguez-Estaban, J.A., 2021, Urban Industrial Tourism: Cultural Sustainability as a Tool for Confronting Overtourism—Cases of Madrid, Brussels, and Copenhagen, *S*ustainability 2021, 13(9), 4694; https://doi.org/10.3390/su13094694

[23]Holidu.co.uk., 2023, The European cities most overloaded with tourists, holidu.co.uk/magazine/european-cities-overtourism-index, https://www.holidu.co.uk/magazine/european-cities-overtourism-index, Accessed on July 30, 2023.

[24]Holmes, T., The problem with over tourism and what you can do to help, https://www.sawdays.co.uk/detour/inspiration/the-problem-with-overtourism-and-what-you-can-do-to-help-by-holly-tuppen/, Accessed on July 30, 2023.

[25]Hospers, G.-J., 2019, Overtourism in European Cities: From Challenges to Coping Strategies, https://www.ifo.de/DocDL/CESifo-forum-2019-3-hospers-urban-challenges-september.pdf, Accessed on July 30, 2023.

[26]Jennings, M., 2021, Overtourism in Barcelona, https://storymaps.arcgis.com/stories/9dc1028eacc1452fb44402a2c5313205, Accessed on July 30, 2023.

[27]Kat, O., 2022, What is Overtourism… and How Can We Prevent it? , https://www.solimarinternational.com/what-is-overtourism-and-how-can-we-prevent-it/, Accessed on July 30, 2023.

[28]Licuriceanu, A., 2022, About Viscri village- the most well known village of Transilvania, https://instatravel.ro/viziteaza-cel-mai-frumos-sat-din-romania-viscri/, Accessed on July 30, 2023.

[29]Lukman, A., 2018, When in Rome: are regulations needed to prevent overtourism?, https://theboar.org/2018/12/tourism-regulation-in-rome/, Accessed on July 30, 2023.

[30]Marcuta Liviu, Dorobantu Daniela Marilena, Popescu Agatha, Tindeche Cristina, Marcuta Alina, 2020, The influence of epidemics on tourism under the condition of globalization, AgroLife Scientific Journal, Vol.9(1)2020, pp.214-220

[31]Marcuta, L., Popescu, A., Marcuta, A., Tindeche, C., Smedescu, D., 2021, The impact of the Covid-19 crisis on tourism and its recover possibilities, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.21(1), 495-500.

[32]Marica, I., 2023, Romania's Rasinari officially receives Best Tourism Village title, Romania Insider. com, https://www.romania-insider.com/romania-

rasinari-official-best-tourism-village-title, Accessed on July 30, 2023.
[33]Milano,C., Cheer, J.M., Novelli, M., 2018, Overtourism is becoming a major issue for cities across the globe, https://www.weforum.org/agenda/2018/07/overtourism -a-growing-global-problem, Accessed on July 30, 2023.
[34]Moise, G., Popescu, A., Bratu, I. A., Raducuță, I., Nistoreanu, B. G., Stanciu, M., 2023, Can We Talk about Smart Tourist Villages in Mărginimea Sibiului, Romania? Sustainability, Switzerland, 15(9), 7475, DOI: DOI: 10.3390/su15097475
[35]Namberger, P., Jackisch, S., Schmude, J., Karl, M., 2019, Overcrowding and local levle disturbance: How much can Munich handle? Tourism Planning & Development, 16:4, 452-
472, DOI: 10.1080/21568316.2019.1595706
[36]Neacsu, N., Baltaretu, A., 2005, Tourism economy, Uranus Publishing House, Bucharest, p.143.
[37]Parean, I., 2016, What is Marginimea Sibiului?, Journal of Romanian Linguistics and Culture No.36(7), https://limbaromana.org/revista/ce-este-m%C4%83rginimea-sibiului/, Accessed on July 30, 2023.
[38]Pasma, M., 2022, Coping with overtourism, 8 case studies across Europe, University of Groningen, https://frw.studenttheses.ub.rug.nl/3976/1/PASMA_s25 40665%20%28Supervisor%20Jouke%29%20- %20Coping%20with%20overtourism_%208%20case% 20studies%20across%20Europe%20.docx%20%281%2 9.pdf, Accessed on July 30, 2023.
[39]Plesoianu, D.- M., Sandu, C., Popescu, A., 2017, Aspects of cultural tourism in Brasov County with a special look at the period 2015-2016, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.17(3), 287-293.
[40]Plesoianu, D.-M., Grecu, E., Popescu, A., 2018, The heritage of traditions and tourism facilities in Transilvania, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.18(1), 325-336.
[41]Plesoianu, D.-M., Caraus, D., Popescu, A., 2018, Valorisation of the tourism and traditions potential of Bucovina, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.18(1), 349-356.
[42]Popescu, A., 2014a, Turism si turism rural in Uniunea Europeana (Tourism and rural tourism in the European Union), Eikon Publishing House, Cluj-Napoca co-editing with Rawex-Coms Publishing House, Bucharest, 229 p
[43]Popescu, A., 2014b, Turism international (International tourism) Eikon Publishing House, Cluj-Napoca co-editing with Rawex-Coms Publishing House, Bucharest, 221 p.
[44]Popescu, A., 2016a, Research on the concentration of tourist arrivals in Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.16(1), 425-429.

[45]Popescu, A., 2016b, The correlation between tourism accommodation capacity and tourist inflow by microregion of development of Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.16(4), 201-212
[46]Popescu, A., 2016c, Research on the dynamics and territorial dispersion of the occupied population in Romania's tourism in the period 2007-2015, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.16(4), 279-288.
[47]Popescu, A., 2016d, The correlation between international tourist arrivals and tourism receipts - A key factor of tourism efficiency, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.16(4), 299-306.
[48]Popescu, A., 2017, Trends in tourism demand in the top visited European countries, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.17(4), 243-254.
[49]Popescu, A., 2018a, Analysis of Agro-tourism Concentration in Romania, Proceedings of 32nd IBIMA International Conferenceon Vision 2020: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, Sevilla Spain, Nov. 15-16, 2018, pp.4315-4329.
[50]Popescu, A., 2018b, Analysis of Tourism Trends in the New EU Member States, Proceedings of 32nd IBIMA International Conference on Vision 2020: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, Sevilla Spain, Nov. 15-16, 2018, pp.4330-4346.
[51]Popescu, A., 2018c, A statistical overview on the agro-tourist guesthouses versus tourist guesthouses of the Sibiu County, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.18(2), 347-358.
[52]Popescu, A., 2019a, Tourism and Travel Competitiveness in the European Union new member states, Proceedings of 33rd IBIMA International Conference on Vision 2020: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, Granada, Spain, April 10-11, 2019, pp.3316-3333.
[53]Popescu, A., 2019b, Trends and correlations between accommodation capacity and tourist flows in the EU-28 top 10 tourist destinations in the period 2008-2017, Proceedings of 33rd IBIMA International Conference on Vision 2020: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, Granada, Spain, April 10-11, 2019, pp.1253-1270.
[54]Popescu, A., 2021a, The impact of COVID-19 pandemic on Romania's tourist flows in the year 2020, Scientific Papers Series Management, Economic

Engineering in Agriculture and Rural Development, Vol.21(1), 655-666.

[55]Popescu, A., 2021b, The Impact of Covid-19 Pandemic on Romania's Tourism Seasonality in the Seaside and Mountain Resorts in 2020 versus 2019, Proceedings of 37th IBIMA International Conference on Vision 2025: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, May 30-31, 2021, Cordoba, Spain, pp. 2031-2039.

[56]Popescu, A., 2021c, Trends in Agri-tourism Offer by Tourist Destination in Romania during the period 2011-2020, Proceedings of 37th IBIMA International Conference on Vision 2025: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, May 30-31, 2021, Cordoba, Spain, pp. 1718-1727.

[57]Popescu, A., Hontus, A., Caratus Stanciu, M., 2020, Trends and changes in tourist flow in Romania in the period 2009-2018, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.21(1), 425-436.

[58]Popescu, A., Plesoianu, D., 2017, Trends of tourist arrivals and overnight stays in the Maramures County, Romania, 2007-2016 and forecast for 2017-2021, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development,Vol.17(4)2017, p.281-292.

[59]Popescu, A., Plesoianu, D., 2021, Concentration of tourist arrivals in tourist and agri-tourist guesthouses in the Covid-19 pandemic 2020 versus 2019 in Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.21(4), 459-467.

[60]Popescu, A., Tindeche, C., Marcuta, A., Marcuta, L., Hontus, A., Stanciu, M., 2022, Romania's tourism offer and demand in the Covid-19 pandemic of 2020 and 2021 compared to 2019. A statistical overview, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.22(2), 579-590.

[61]Popescu, A., Plesoianu, D.-M., 2023, Tourist arrivals and overnight stays in Romania by tourist destination in the years 2020 and 2021 of Covid-19 pandemic compared to 2019, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.23(1), 639-648.

[62]Quest, R., Hardingham-Gill, T., Appiah, A.-A., 2019, How Amsterdam is fighting back against mass tourism, https://edition.cnn.com/travel/article/amsterdam-overtourism/index.html, Accessed on July 30, 2023.

[63]Romania Insider.com, 2023, Ten villages in Romania to add to the travel list, https://www.romania-insider.com/ten-villages-romania, Accessed on July 30, 2023.

[64]Sapanta, Maramures, 2023, Tourist attractions, Art, Tradition and Hospitality, https://www.sapantamaramures.ro/atractii-turistice/, Accessed on July 30, 2023.

[65]Schmuck, L.M., 2019, Residents' Perspective on Overtourism in Vienna, Bachelor Thesis for Obtaining the Degree Bachelor of Business Administration Specialisation: Hotel Management and Operations, https://www.modul.ac.at/uploads/files/Theses/Bachelor/Undergrad_2019/Lara_Maria_Schmuck_thesis.pdf, Accessed on July 30, 2023.

[66]Skift, R.J., 2022, Berlin locals weigh in on tourists, https://skift.com/2022/09/01/berlin-locals-weigh-in-on-tourists/, Accessed on July 30, 2023.

[67]Stanciu, M., 2009, The role of ecotourism in sustainable development, Scientific Papers Series D, Vol.52, pp. 323-328.

[68]Stanciu, M., Tanase, M., Gaureanu, M., 2014, Issues concerning the typology of rural tourists pensions from Marginimea Sibiului, Sibiu County, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.14(4).

[69]Stanciu, M., Popescu, A., Sava, C., Moise, G., Nistoreanu, B.G., Rodzik, J., Bratu, I.A., 2022, Youth's perception toward ecotourism as a possible model for sustainable use of local tourism resources, Frontiers in Environmental Science, Section Conservation and Restoration Ecology, Vol.22, https://doi.org/10.3389/fenvs.2022.940957

[70]Stanciu, M., Popescu, A., Stanciu, C., Popa, S., 2022, Local gastronomic points as part of sustainable agritourism and young people perception of it. Case study, Sibiu county, Romania, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development Vol.22(4), 687-706.

[71]Stanciu, M., Popescu, A., Stanciu, C., 2023, Rural tourism, agrotourism and ecotourism in Romania: Current research status and future trends, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol.23(1), 745-758.

[72]Statista, 2023, Number of tourist arrivals in Venice, Italy in February from 2019 to 2022, by type(in 1,000s), https://www.statista.com/statistics/1011223/tourism-volume-carnival-venice-italy/, Accessed on July 30, 2023.

[73]Steinmetz, J., 2018, Overtourism: Fine of USD 500 for eating on busy streets in Florence, Italy, https://eturbonews.com/overtourism-fine-of-500-for-eating-on-busy-streets-in-florence-italy/. Accessed on July 30, 2021.

[74]TheGuardian.com, 2020, Overtourism in Europe's historic cities sparks backlash, https://www.theguardian.com/world/2020/jan/25/overtourism-in-europe-historic-cities-sparks-backlash, Accessed on July 30, 2023.

[75]Thomas, M, 2023, 2022 a bounce back year for Dubrovnik tourism-100 percentage increase, https://www.thedubrovniktimes.com/news/dubrovnik/item/14304-2022-a-bounce-back-year-for-dubrovnik-tourism-100-percent-increase, Accessed on July 30, 2023.

[76]TraveloBiz, 2020, Italy Cracks Down on Over-Tourism with New Fees, https://travelobiz.com/italy-cracks-down-on-over-tourism-with-new-fees/, Accessed on July 30, 2023.

[77]UNWTO, 2023, Overtourism? Understanding and managing urban tourism growth beyond perceptions, Executive Summary, https://www.e-unwto.org/doi/pdf/10.18111/9789284420070, Accessed on July 30, 2023

[78]UNWTO, 2023, Global and regional tourism performance, https://www.unwto.org/tourism-data/global-and-regional-tourism-performance, Accessed on July 30, 2023.

[79]UNWTO Tourism Dashboard, https://www.unwto.org/tourism-data/unwto-tourism-dashboard, Accessed on July 30, 2023.

[80]UNWTO, 2023, Tourism on track for full recovery as new data shows strong start to 2023, https://www.unwto.org/news/tourism-on-track-for-full-recovery-as-new-data-shows-strong-start-to-2023, Accessed on July 30, 2023.

[81]Wikipedia, 2023, List of the most visited museums in 2022, https://en.wikipedia.org/wiki/List_of_most-visited_museums, Accessed on July 30, 2023.

[82]Wikipedia, Overtourism, https://en.wikipedia.org/wiki/Overtourism, Accessed on July 30, 2023.