

**Sustainable Tourism Strategies for Maintaining Citizen's Quality of Life and  
Tourism Activities**

Student Name: Rio Shimizu

Student Number: 694123

Supervisor: Emily Mannheimer

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

Master Thesis

June 12, 2024

## **Sustainable Tourism Strategies for Maintaining Citizen's Quality of Life and Tourism Activities**

### **Abstract**

This paper explores the effective tourism strategies that tackle overtourism and maintain residents' quality of life (QoL). Given the current tourism situation where many cities have been witnessing overcrowding at destinations, a phenomenon known as overtourism, residents' quality of life has deteriorated in terms of congestion in public transportation and tourism annoyances. Since sustaining residents' quality of life is vital to tackle overtourism and continuing further tourism development, this thesis explored the following research question: "How have the cities of Kyoto and Vienna ensured citizen's QoL while continuing to develop tourism activities?" Moreover, as both cities have shifted their focus to quality tourism, the following sub-question was also explored which is "What specific strategies have been implemented to promote quality tourism?"

The goal of this thesis is to investigate the effective tourism strategies that Kyoto and Vienna have implemented and how they have ensured residents' QoL in their strategies. Given that both cities have been illustrating healthy tourism development and gaining support from their residents, a variety of strategies proposed in this thesis might help tourism stakeholders to select or adapt tourism strategies to their tourism contexts. Since the current literature lacks empirical cases on how residents' QoL is exactly implemented in tourism policies (Berebkova et al., 2023), it is academically significant to find effective tourism strategies that tackle overtourism and residents' QoL. In addition, since residents' QoL is negatively affected due to overtourism, it is socially significant to maintain residents' QoL and incorporate it into tourism strategies.

In this thesis, qualitative content analysis on Kyoto and Vienna's tourism policies has been conducted by using Objective QoL Indicators and applying the TPCQ model to analyze the data. In total 11 documents were collected and QoL indicators were used to identify the types of QoL maintained in tourism policies and TPCQ model was used to understand the way they have ensured residents' QoL in their strategies.

The main finding is that both Kyoto and Vienna have shifted their focus to quality tourism and have been aiming to enhance citizens' livability as well as tourist experiences. Kyoto and Vienna have ensured residents' QoL through promotion of lesser-known areas, upgrading the tourism segment, and making the local population aware of the benefits of tourism. This will help maintain the quality of life of the local population and gain residents' support for further tourism development.

Keywords: overtourism, residents' quality of life (QoL), quality tourism, Kyoto, Vienna

Word count: 16,219 words

## Table of Contents

### Abstract and keywords

1. Introduction.....	6
2. Theoretical Framework	
2.1 Overview of Tourism Trends.....	9
2.2 Definition of Overtourism and its impacts.....	9
2.3 Concept of local's quality of life in a tourism context.....	12
2.5 Importance of maintaining resident's quality of life.....	14
2.5 Residents' Frustration and Mitigation Strategies in the Face of Overtourism.....	15
2.6 Resident's positive attitude on tourism development.....	16
2.7 Tourism Development and Economic Impacts.....	18
2.8 Introduction of QoL Indicator and Tourism Policy Framework.....	19
3. Method.....	23
3.1 Description of the case studies.....	23
3.2 Description and justification of choice of methods.....	24
3.3 Description of sample and selection criteria.....	25
3.4 Operationalization.....	26
3.5 Data analysis.....	27
4. Results.....	29
4.1 Basic information about Kyoto.....	30
4.2 Kyoto's tourism situation.....	30
4.3 History of Kyoto's tourism strategy: quality over quantity.....	31
4.4 Examples of Kyoto's tourism strategies and policies.....	33
4.4.1 Strategies related to accommodation.....	34
4.4.1.1 Lodging tax and its relation to residents' QoL.....	34
4.4.1.2 Ordinance of short-term rentals.....	36
4.4.2 Strategies related to congestion.....	38
4.4.2.1 Dispersion in terms of space.....	38
4.4.2.2 Dispersion in terms of season.....	41
4.4.2.3 Dispersion in terms of time.....	42
4.4.3 Strategies related to tourist etiquette.....	44
4.5 Basic information of Vienna.....	46

4.6	Vienna's tourism situation and their focus.....	47
4.7	Examples of Vienna's tourism strategy and policies.....	49
4.7.1	Promotion of conference tourism .....	49
4.7.2	Promotion as luxury destination.....	51
4.7.3	Place-making and marketing of lesser-known areas.....	53
4.8	Comparative analysis of Kyoto and Vienna's tourism strategies.....	55
5.	Conclusion.....	60
	References	
	Appendix A (code table)	
	Appendix B (basic information of policy documents)	

## **I. Introduction**

With an increasing world population and travel becoming more affordable to all social classes, there has been a rise in the number of people traveling internationally. Despite the international arrivals marked at only around 25 million in 1950 (Akdag & Öter, 2011), tourism numbers reached about 1.3 billion in 2023 which is 50-fold compared to 1950 (“International Tourism to Reach Pre-Pandemic Levels in 2024,” 2024). This number is expected to grow further and many urban destinations have been struggling to manage the great influx of tourists and facing overcrowding at destinations, a phenomenon known as overtourism.

According to the article by TPBO (2023) overtourism can have a negative impact on the local’s quality of life (QoL) and the reputation of the destination. Especially maintaining the quality of life of locals is important as a decrease in the locals’ QoL not only adversely affects the tourist experience but also nurtures residents’ opposition to tourism development. In any discussion of overtourism, residents’ dissatisfaction arises and respecting residents is a key component of successful city tourism (Amore, 2019; Framba, 2020). Responding to current situations, tourism destinations worldwide have implemented demarketing strategies and changing policies to mitigate the number of tourist arrivals, which aims to eventually enhance the QoL of locals. However, not all residents feel disturbed by tourism and opposed to tourism development (Duignan, 2018). Indeed, there are several positive impacts brought by tourism in terms of job creation and spreading its positive city image, and citizens seem to acknowledge the benefits brought by tourism. It can be seen that there is a gap between residents’ thoughts and the actions taken by tourism stakeholders. In order to continue developing tourism activities, it is crucial to sustain residents’ QoL which is

also key to tackling overtourism. Since residents' QoL is negatively affected due to overtourism, it is socially significant to maintain residents' QoL and incorporate it into tourism strategies. This will help maintain the happiness of citizens and their support towards further tourism development. Although many studies stress the importance of incorporating QoL and well-being in tourism policies, the current literature lacks empirical cases on how residents' QoL is exactly implemented in tourism policies (Berebkova et al., 2023). Thus, it is academically significant to fill the research gap and to find effective tourism strategies that tackle overtourism and residents' QoL.

This thesis will explore Kyoto, Japan and Vienna, Austria as case studies and investigate the following research question which is: "How have the cities of Kyoto and Vienna ensured citizens' quality of life while continuing to develop tourism activities?" This thesis will investigate how their tourism strategies have been used to cope with issues of overtourism and maintain citizen's QoL in their strategies. By looking closely at the government documents and policies, this thesis will also explore sustainable tourism development strategy in two cities. In other words, as both cities have shifted focus to quality over quantity in terms of their tourism strategy, the sub-question would be "What specific strategies have been implemented to promote quality tourism?"

These two cities are good candidates to explore as both cities illustrate healthy tourism development (Berebkova et al., 2023, Nguyen & Fukuda, 2021; Roland Berger GMBH, 2018) and have relatively positive attitudes of their citizens toward tourism development (Kyoto City, 2023; Tourismusverband, 2023). Moreover, the difference in overtourism stage, in which Kyoto is under a state of overtourism and Vienna has yet to experience it, allows the researcher to investigate the effective strategies that have been implemented in different tourism development stages. As there is no one size fit all

solution to overtourism (“Overtourism? New UNWTO Report Offers Case Studies to Tackle Challenges,” 2019), a variety of strategies proposed in this thesis might help tourism stakeholders to select or adapt tourism strategies to their tourism contexts.

In this thesis, a qualitative content analysis on policy documents of two cities was conducted and QoL indicators and TPCQ model introduced by Berbekova et al. (2023) was used to analyze and identify how and which residents’ QoL is incorporated in those documents. This thesis aims to contribute to existing research on overtourism and QoL in tourism context by providing empirical cases of tourist destinations that have successfully developed tourism. Moreover, it aims to provide insights into the way Kyoto and Vienna incorporated QoL in their tourism policies and receive support from their citizens.

After the introduction, this thesis is divided into 4 parts; in the theoretical framework, relevant theories and concepts will be introduced with a particular focus given to the discussion of and concepts of Quality of life and overtourism. In the methodology section, sample and selection criteria and description of case study will be introduced and further justification of selecting two cities will be presented in this section. Moreover, operationalization and data analysis will also be explored. In the results and analysis section, Kyoto and Vienna’s tourism situation and their focus will be introduced. In addition, their tourism strategies will be analyzed by using Objective QoL indicators and by applying Tourism Public Policy Accounting for Community QoL model (TPCQ model). The comparative analysis of two cities was also conducted. This thesis ends with providing a summary of the main points and offering limitations and implications of this research.



## **II. Theoretical Framework**

### **Overview of Tourism Trends**

With the growing world population and the increase in the number of people living in urban areas, cities have been witnessing a rapid transformation and have increasingly become popular tourist destinations. The rapid urbanization can be witnessed through the increase in the number of people living in urban areas in which 54% of the world population lived in urban areas in 2015 and the number is expected to reach 60% by 2030 (Duignan, 2018). Moreover, the development of the tourism sector led by a growing middle class and lower transport costs has made cities increasingly popular destinations for leisure as more individuals have time and money to spend on such activity (Duignan, 2018). According to UNWTO, the tourism sector is expected to maintain its 3.3% growth annually until 2030 when 1.8 billion tourists are considered to cross borders (Duignan, 2018).

### **Definition of Overtourism and its impacts**

The word ‘overtourism’ is said to have been created by Skift in 2016 and ever since the first creation of the word, several definitions of ‘overtourism’ have emerged (Duignan, 2018). According to UNWTO, ‘overtourism’ is defined as “the impact of tourism on a destination, or parts thereof, that excessively influences the perceived quality of life of citizens and/or quality of visitors experiences in a negative way.” Another definition given by Responsible Tourism Partnership states ‘overtourism’ as “destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably” (Goodwin & Institute of Place Management at Manchester

Metropolitan University, 2019, p.110). Along the same line, Milano et al. (2019) defines overtourism as “the excessive growth of visitors leading to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks, which have caused permanent changes to their lifestyles, denied access to amenities and damaged their general wellbeing” which focuses on the negative impacts of overcrowding on local’s wellbeing (p.354).

Speaking of the difference between the three definitions, the definition given by Responsible Tourism Partnership and Milano et al. (2019) illustrates that the presence of a large number of tourists is one of the components of overtourism yet such an indication cannot be observed in the definition developed by UNWTO and mentions only the perceived negative impact on residents’ QoL and/or quality of visitor experience. Yet the above three definitions hold commonality in that the phenomenon of overtourism is acknowledged when the quality of life of locals and/or visitors experience is negatively affected by the great number of tourists.

In addition, the definition of overtourism has often been discussed with the issue related to carrying capacity, in other words, from the perspective of “excess of demand or lack of capacity” (Volo, 2020, p.12). Wall (2020) describes carrying capacity by stressing that “the number of tourists, and their behavior can overwhelm the places that they visit, damaging both the tourism resources and the lifestyles of those living in destination areas” (p.212). Although the excess of tourists’ number is a crucial component in the definition of overtourism, its definition goes beyond the mere numbers and emphasizes the adverse impact of tourist numbers and behaviors on residents’ wellbeing (Volo, 2020). Indeed, Volo (2020) stresses the impact of improper

tourist actions and behaviors undermines the local's quality of life and experience of other tourists.

While the fixed definition of overtourism is not available (Vagena, 2021; Milano et al., 2019), the scrutiny of the scholarly debates provides a view that the overtourism is acknowledged when the quality of life of locals and/or visitors experience is negatively affected by the great influx of tourists and tourists' improper behaviors.

Some of the causes of overtourism include the increase in cruise ships, low-cost air flights and technological developments such as social media (Framba, 2020; Peeters et al., 2018). Aside from improved accessibility and wider access to media and information that has caused overtourism, Amore (2019) further discusses the enablers of overtourism by pointing out the mindset and management style of stakeholders being "dominated with growth-focused mindset, short-term focus, and destinations lack control over tourist numbers." How successfully the destination manages the tourist number also affects the emergence of overtourism at destination. In addition, Peeters et al. (2018) argue that most destinations take the growth-paradigm as a management style that values the growth of visitor numbers and ignores carrying capacity and other policy goals. Indeed, Vagena (2021) stresses that "bad management of the growth momentum" creates overtourism (p.2).

As a consequence of a growth-focused mindset, strong opposition from inhabitants will likely arise as their quality of life deteriorates due to increases in house and restaurant prices, overcrowding of transport infrastructure, and disappearance of local shops replaced by tourist shops (Duignan, 2018; Framba, 2020, Peeters et al, 2018). Indeed, higher housing and rental prices have made residents move to the

outskirts of the city (Suntikul et al., 2016), leading to the “escape and malaise of residents” (Framba, 2020).

### **Concept of local’s quality of life in a tourism context**

In order to investigate local’s reactions and attitudes towards tourism development, it is now important to define the concept of quality of life and factors affecting their wellbeing and quality of life in general.

According to Pacheco et al. (2021) and Jerkovic (2022), the definition of quality of life is generally interpreted as a construct that entails multiple aspects of one’s life that are subjectively perceived and evaluated by individuals. In a simpler phrase, it is termed as “person’s attitude towards life.” (p.3). In the tourism domain, Yayla et al. (2023) illustrate the quality of life as “a complex describing how satisfied individuals are with their experiences, how they interpret life, and how they feel about their own lives” (p.4). Similarly, in the article written by Moscardo (2009) the concept of QoL is generally accepted as individual’s subjective satisfaction on the place they live by arguing that “QoL is concerned with understanding people’s perceived satisfaction with the circumstances in which they live” (p.129).

The article written by Pacheco et al. (2021) discusses the components that are associated with individual life satisfaction by referring to physical wellbeing, material wellbeing, social well-being, emotional well-being, and development and activity. Especially physical well-being, material well-being, and social well-being are considered to be the most important factors. According to Pacheco et al. (2021), physical well-being includes physical fitness and health, material well-being refers to the material wealth and income of an individual, and refers to participation to social

activities and relationship with others. However, tourism seems to affect more on social wellbeing and material well-being than physical wellbeing in terms of creating job opportunity and increased social interaction. Indeed, locals who are employed in tourism sector report more optimistic view towards tourism and express a higher level of quality of life because of the benefits of employment (Hu et al., 2022; Suntikul et al., 2016; Yayla et al., 2023). In addition, social well-being seems to have a close connection with tourism development in that extensive interaction between residents and tourists will enhance residents' pro-tourism attitude as the city's "cultural diversity and knowledge about other cultures increases" (Yayla et al., 2023). Similarly, given that locals working in the tourism sector report a higher quality of life, the extensive interaction between residents and tourists might also be another factor in the increase in residents' quality of life which can likely lead to the improvement of social well-being.

According to Hu et al. (2022), the concept of QoL has been discussed in tourism studies for almost half a century and has been studied from three perspectives which are tourists, employees of the tourism industry, and residents. Among three perspectives, the relationship between residents' QoL and tourism development has been discussed the most, with "36 out of 71 chosen papers focused on residents' QoL and tourism development" (Hu et al., 2022, p.2) indicating the significance of exploring residents' QoL in a tourism context. The concept of QoL is closely associated with tourism in that tourism will improve the residents' QoL by creating job opportunities and contributing to the local economy but can also negatively impact their QoL by bringing traffic congestion and increasing pollution (Suntikul et al., 2016). In the same way, QoL can also affect tourism development by strengthening community commitment and

residents' support for tourism which demonstrates the reciprocal relationship between QoL and tourism development (Suntikul et al., 2016; Yayla et al., 2023).

As it can be seen the concept of quality of life proves to be vague and its definition varies between persons as “each one attaches a different value to each core dimension” (Pacheco et al., 2021, p.5). Moreover, since QoL demonstrates a reciprocal relationship with further tourism development, incorporating this aspect into the definition of QoL is needed. Thus, this thesis will define QoL that encompasses every definition of QoL and takes into account its relationship with tourism development. In other words, QoL is defined as residents' satisfaction with living in the city and holding positive attitudes towards tourism. The term quality of life, satisfaction, and happiness will be used interchangeably which all indicate the above definition.

### **Importance of maintaining resident's quality of life**

As indicated in the previous section, residents' QoL is closely attached to tourism in that whether residents' QoL is negatively or positively affected will affect resident's attitude toward further tourism development. Indeed, Yayla et al. (2023) illustrates that increased residents' QoL will positively affect their further support of tourism initiatives. Indeed, as residents' QoL is in a reciprocal relationship with tourism development, maintaining residents' QoL will strengthen community commitment and tourism support (Suntikul et al., 2016; Yayla et al., 2023). According to Yayla et al. (2023), enhanced residents' QoL has an impact on increasing the community attachment as they are more aware of being in a society and they wish to further enhance the perceived quality of life in their community. Moreover, the increased community attachment will accelerate citizens' participation in the community's voluntary work as

residents strive to further improve their overall QoL. Since community commitment increases further support for tourism (Yayla et al., 2023), it is indeed important to maintain residents' QoL as it will draw further tourism support from residents and strengthen community commitment that further enhances the optimistic view on tourism development. Moreover, Joaquim Araújo de Azevedo et al. (2013) state that perceived satisfaction and happiness for living in the city will enhance the hospitality of residents, which is considered a crucial key success factor in tourism.

### **Residents' Frustration and Mitigation Strategies in the Face of Overtourism**

In many scholarly articles that discuss the topic of overtourism, the issues of residents' frustration and dissatisfaction have also been argued by pointing out how their quality of life has deteriorated in terms of congestion in public transport and increase in house prices (Amore, 2019; Framba 2020). According to the article by Amore (2019) residents' protest holds significance to the discussion of present overtourism issues. While this article raises a question of whether overtourism can exist at a location where local residents are absent, many articles have actively discussed overtourism together with residents' annoyance and disturbance from tourism (Amore, 2019; Framba 2020). In other words, residents have been positioned as a central topic when discussing the issue of overtourism whose quality of life has been threatened by the consequences of overtourism. Especially, having a better understanding of citizen's attitudes towards tourism and having respect for citizens are central and top priorities that many scholars (e.g. Amore, 2019; Framba, 2020; Peeters et al., 2018) discuss when dealing with overtourism.

In addition, multiple destinations in Europe have implemented regulations and marketing strategies to reduce the number of incoming tourists which consequently aims to improve the quality life of locals. One such example is the case of Amsterdam which implemented “a cap of a maximum of 20 million tourist arrivals, and reducing the number of Airbnbs” (Pasma, 2022). Moreover, in the case of Dubrovnik, they have set a limit on the number of visitors that can visit a destination at once (Sibrijns & Vanneste, 2021). Venice too has implemented policies such as imposing day tickets (the price varies between €3-€10) to day-trippers which aims to control the arrivals of such tourists (Pasma, 2022). Nowadays many tourist destinations that face the issue of overtourism have been implementing demarketing strategy, regulations, and changing policy to mitigate the number of tourists influx and strive to improve the local’s QoL.

### **Resident’s positive attitude on tourism development**

Nevertheless, not all residents feel disturbed by tourism and are opposed to tourism development. According to Duignan (2018), the majority of residents living in eight European cities -Amsterdam, Berlin, Barcelona, Copenhagen, Munich, Lisbon, Salzburg and Tallinn- support the promotion of tourism stating that “there should be no limitations to the growth of visitors numbers” (p.7). Furthermore, the article argues that a “very small percentage considers tourism development and marketing should be stopped” (p.7). Resident's support for tourism is likely due to the positive impact that they perceived in terms of a greater international atmosphere, more events, and a more positive image (Duignan, 2018). In the same vein, residents demonstrate a positive attitude towards tourism development due to the tourism impact on preserving the cultural atmosphere. In other words, Yayla et al. (2023) states that diversified tourism



services and products, such as cultural attractions, recreational parks, and festivals, improve residents' QoL by sustaining the city's cultural atmosphere and increasing the living standards. Moreover, the extensive interaction between residents and tourists will likely strengthen residents' support of tourism as citizens will likely to perceive an increased international atmosphere (Suntikul et al., 2016; Yayla et al., 2023).

Furthermore, the article by Okulicz-Kozaryn and Strzelecka (2016) states that in Port Aransas, Texas, residents "appreciate economic growth and related economic benefits." In the article written by Kokkhangplu et al. (2023), the improved infrastructure brought by tourism economic system will improve the community's economic stability and thus help to raise the living standard and QoL of residents.

Though overtourism has been said to deteriorate citizen's quality of life and nurture their opposition towards tourism, citizens seem to also acknowledge the positive impact brought by tourism. Especially, the destinations with high tourism dependency, in terms of income and employment, perceive more benefits from tourism and illustrate an optimistic view on further tourism development (Đurkin. B. & Soldić. F., 2021). Similarly, Marzuki (2012) illustrates the case of Phuket, Thailand, and states that "residents' dependency on tourism industry would predict their attitude towards economic impacts from tourism development" (p.210). Nevertheless, Yayla et al., (2023) stresses that residents' positive attitude towards tourism will only develop if the perceived benefits outweigh the burden and costs, and argue the importance of having multidimensional benefits to generate further tourism support from citizens. Thus, in order to maintain residents' positive attitude towards tourism and residents to acknowledge the tourism benefits, it seems important to understand and constantly monitor the factors affecting residents' QoL.

## **Tourism Development and Economic Impacts**

As mentioned in the earlier section, the tourism sector is expected to grow further and tourism is considered to be one of the most significant and largest industries that has experienced a constant and rapid increase in annual income and employment. (Megawati, 2023). According to Travel and Tourism Economic Impact 2023, the travel and tourism sector accounts for 1 in 5 new jobs created and has contributed to 10.4% of global GDP. The sector has created 21.6 million new jobs and has been supporting 334 million jobs globally. Tourism not only brings economic benefits but also helps alleviate poverty by creating jobs for people whose employment is scarce such as women and young people (“Travel & Tourism Economic Impact 2023,” 2023). Through tourism development, the destination’s economy will improve as the inflow of foreign currency is stimulated and creates employment opportunities. However, growth-minded tourism development can harm the resident’s quality of life in terms of perceived overcrowding and nuisances attributed to tourists (Duignan, 2018). Such issues will likely nurture residents’ protests which can be seen in Barcelona and Venice.

However, according to Izumi (2018), such protests are not aimed at excluding tourists from the city but rather protesting against the city’s tourism policy that does not bring enough profits that corresponds to the burden that residents are facing. It is important to not only come up with strategies that maintain the local’s quality of life but also make residents acknowledge the positive impacts derived from tourism. As already argued by Yayla et al. (2023), it is significant to make residents acknowledge the benefits brought by tourism in order to generate their optimistic view on further tourism development.

## **Introduction of QoL Indicator and Tourism Policy Framework**

In order to identify how quality of life is incorporated and ensured in tourism policies, the QoL indicator and a model developed by Berbekova et al. (2023) will be used. Specifically, the Objective and Subjective QoL Indicators and the Tourism Public Policy Process Accounting for Community QoL (TPCQ model) will be applied to the case studies of Kyoto and Vienna.

According to Berbekova et al. (2023), although several studies stress the importance of incorporating QoL as a core aspect of tourism strategies and policies, the existing literature “lacks an integrated comprehensive approach to how QoL can be incorporated into tourism decision-making” (p. 34). With the aim to fill the research gap and provide a mechanism to incorporate QoL indicators in policies, the article provided the integrated conceptual framework of quality of life and tourism public policy. Indeed, only a few studies have explored the ways to incorporate QoL into public policy formulation (Berebkova et al., 2023), and Yayla et al. (2023) states that quality of life is generally measured using both subjective and objective indicators. In particular, subjective QoL indicators have been used more often in scholarly articles due to the objective scale’s difficulty in capturing individuals’ perceptions of their life conditions (Hu et al., 2022; Uysal et al., 2016). However, Uysal et al., (2016) argues that scholars tend to allude to objective dimension when making reference to either wellbeing or QoL. Within the objective QoL scales, human development index, the so-called HDI, has been used the most commonly to measure residents’ QoL.

Objective QoL indicators of community well-being	Subjective QoL indicators of residents' well-being
Economic or material well-being Income per capita Household net wealth Prices of goods and services Housing costs and costs of land Unemployment rate Job security Health well-being Life expectancy Number of doctors and nurses Number of hospitals and hospital beds Educational attainment Adult literacy rate Mean years of schooling Environmental well-being Land and air pollution in the destination Water quality in the destination Overcrowding Safety and security Crime rate Political stability and absence of violence Leisure well-being Number of recreational areas and programs Quality of the public transportation system in the destination Accessibility to infrastructure and amenities	Satisfaction with material well-being Satisfaction with community well-being Satisfaction with social well-being Satisfaction with health and safety well-being Satisfaction with leisure well-being Satisfaction with emotional and spiritual well-being Overall life satisfaction Perceived happiness
<p><i>Note.</i> The table is not intended to be exhaustive but rather provides some examples of objective and subjective QoL. The table is developed by the authors. QoL = quality of life.</p>	

[From Berbekova et al. (2023), Table 1]

The Objective and Subjective QoL Indicators provide lists of examples of subjective and objective indicators. The subjective measures include “residents’ perceived happiness and QoL, and overall life satisfaction that relates to tourism development in the destination” (p.35) and objective QoL assessment indicates the “external life conditions in the community” (p.35) that includes elements such as economic/ material well-being which can be measured through income per capita and job security, environment well-being (e.g. overcrowding and land and air pollution etc), and leisure well-being (e.g. accessibility to social services and a number of recreational programs and areas etc.). According to Berbekova et al. (2023), these indicators will serve as lists of characteristics that will allow researcher to easily identify the QoL in

tourism policy goals, yet the author notes that indicators should be specific to a destination.

The Tourism Public Policy Process Accounting for Community QoL (TPCQ model) is a model that serves as a guide to incorporate subjective and objective “QoL indicators at different stages of policy development and implementation” (p.37). This framework consists of five steps which are 1. Goal-setting, 2. Formulation and development of tourism benchmark, 3. Implementation, 4. Monitoring, and 5. assessment of policy impacts. At the stage of *goal-setting*, it is crucial to identify and consider incorporating destination-specific objective and subjective quality-of-life indicators into tourism policies. Moreover, it is important to identify the indicators that align with overall development goals and actions of the destination. Moving on to the second stage of tourism planning, it is important to determine the ways to implement the identified QoL indicators and incorporate both subjective and objective QoL indicators into tourism benchmark measures. The approaches to implement selected QoL indicators can be, for instance, 1. including QoL indicators in performance measures and 2. developing a “lens” that is based on specific QoL measures which evaluate the impact of tourism performance on community QoL. In the third step of tourism policy: *Implementation*, tourism policies that incorporate QoL indicators need to specify how they affect different domains of quality of life. Most importantly, these policies need to “be guided by the effective use and sustainable configuration of resources” (p.40). *Monitoring* is a fourth step in tourism policy development which requires constant monitoring and assessment of the effectiveness of policies and strategies. At the last step of tourism policy framework, it is significant to continuously assess the overall policy impacts on the community and residents’ QoL.

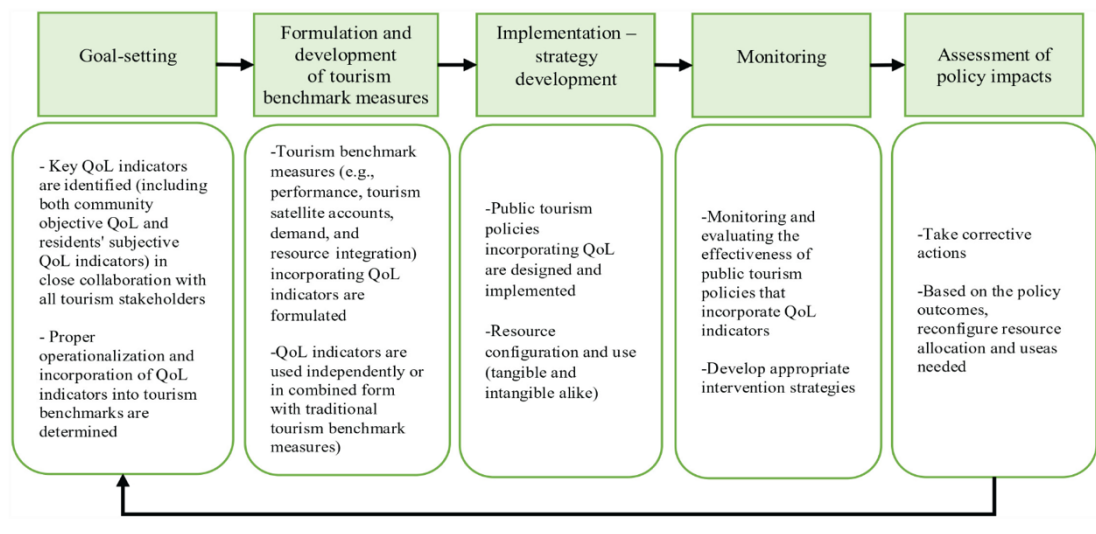


Figure 1. Tourism Public Policy Process Accounting for Community QoL.

Note. QoL = quality of life.

[From Berbekova et al. (2023), Figure 1]

The QoL indicator and TPCQ model developed by Berbekova et al. (2023) hold significance to social indicator research where the application of QoL indicators to tourism policy has long been promoted. As only a few studies touched upon the ways to implement QoL in public policies, the indicators and model developed by Berbekova et al. (2023) give practical guidance on the ways to include QoL in policies and evaluate its effectiveness specifically in tourism policy context. As this study aims to investigate how the city of Kyoto and Vienna ensured residents' QoL in their tourism policies, the indicator and TPCQ model is very relevant for this study as it provides step-by-step guidance on the ways to identify how and which QoL indicators are incorporated in their tourism policies. Moreover, as this model were developed last year, it is relevant to use this model as the models reflect recent tourism policies in terms of policy development process and structure which can be the same for the QoL indicators.

Nevertheless, given its recent development, the practicality of this model has not been tested thus it is an experimental attempt to apply this model to existing tourism strategies and policies.

### **III. Methods**

#### **Description of the Case Studies**

In this thesis, Kyoto and Vienna were used as case studies to explore the tourism strategies that cities have taken which incorporate citizens' QoL. There are four main reasons behind the selection of these cities: (1) They share similar characteristics in terms of being rich in culture and history. (2) Both of the cities have positive attitudes from their citizens on tourism in which about 70 percent of Kyoto citizens and 90 percent of citizens in Vienna showed such attitudes (Kyoto City, 2023; "Vienna Residents' Attitude Towards Tourism 2022," 2022). Though Kyoto has been facing overtourism, Vienna has yet to experience it but can likely face the issue of overtourism soon as other destinations in Austria, for instance, Hallstatt is currently facing overtourism. This (3) difference in tourism stage can be utilized to compare and investigate the possible actions that can be taken to prevent or mitigate the situation of overtourism. In addition, (4) both cities are seen as successful cases that showcase healthy tourism development.

According to Nguyen and Fukuda (2021), Kyoto's strategy and policy on overtourism is seen as a role model that should be applied to other cities. Vienna too has been illustrating healthy tourism development that incorporates residents' quality of life as an important strategic agenda (Berbekova et al., 2023; Roland Berger GMBH, 2018).

Therefore, these two cities are great candidates to explore in this study that aims to find effective strategies that tackle overtourism and maintain citizens' QoL.

### **Description and justification of choice of methods**

This thesis conducted a qualitative content analysis on public documents of Kyoto and Vienna by taking a conventional (inductive) approach to investigate how both cities incorporated and ensured residents' quality of life in their tourism strategies and policies. According to Hsieh and Shannon (2005), qualitative content analysis is defined as a research method that subjectively interprets the content of texts through systematic classification process of coding and identify concepts and themes. In other words, content analysis can be understood as a document analysis strategy that particularly focuses on the content and/or contextual meaning of the text (Hsieh & Shannon, 2005). The inductive approach, which extracts categories and themes from text data is appropriate for this study that aims to investigate the ways in which residents' QoL is ensured in the tourism policies of Kyoto and Vienna. The qualitative content analysis is useful for this paper as it allows researchers to observe themes and patterns from the content through "acknowledging the presence or absence of certain words or phrases" (Cardno, 2019, p.633). Moreover, as this thesis takes a closer look at policy documents, content analysis will provide researchers with insights into complex language and text that may be difficult for other strategies to analyze (Chanda, 2021). Though content analysis is said to be time-consuming and lacks theoretical support (Chanda, 2021), content analysis is considered to be the most appropriate method to use for organizational policy documents (Cardno, 2019) that will likely to provide insights from and analyze a large amount of text data.



## **Description of sample and selection criteria**

In this paper, public documents (e.g. policy documents, government reports, actions plans, city planning documents etc.) regarding Kyoto and Vienna's tourism policy and strategies were used. Aside from tourism policy documents, this thesis used some parts of city planning documents and sustainability reports published by the two cities which relates to tourism policies and citizen's quality of life. In addition, some parts of the tourism strategy report of Kyoto Prefecture and Austria will also be used. Moreover, as policy documents can be vague in its content, scholarly articles, news articles, and city's official websites about Kyoto and Vienna's tourism strategies were used to supplement the data in terms of investigating how the policies have been implemented and the kinds of projects resulted from the policy. This research was done by desk research and all the documents were collected online through google search and searching the official tourism website of both cities such as "Kyoto/ Vienna Tourism strategies" "Kyoto/ Vienna Tourism action plans." The documents are either published by the government, municipality, international organizations or by private organizations that are published in collaboration with the city. In total 11 documents (7 for Kyoto and 4 for Vienna) were collected which were released between 2014-2024. Aside from the 11 documents that were collected, 2 additional documents about Vienna's city planning reports were collected but decided to be discarded given their little association with tourism. Documents written in Japanese and English were collected and full lists of documents and their overview are available in the appendix.

Collecting documents that mention past and ongoing tourism activities has allowed the researcher to know how the policy evolved over time and when they started

being concerned with overtourism. Moreover, by collecting annual reports of both cities, it allowed researcher to understand the tourism trend and specific concerns they have.

### **Operationalization**

In order to identify how Kyoto and Vienna incorporated and ensured residents' QoL in their tourism policies, QoL indicators and the model introduced by Berbekova et al. (2023) were used. The operationalization of this thesis is illustrated in mainly two-steps. Firstly, the Objective and Subjective QoL indicators, particularly objective indicators, were used to identify the types of QoL the city is concerned with and prioritized in their policies, which will give insights into the present concerns that the city is facing and the types of QoL that are affected or anticipated to be affected by tourism. In other words, objective QoL indicators were used to search for key tourism issues, such as overcrowding, traffic congestion, and housing, to indicate the issues the tourism policy is addressing. For this thesis, only objective QoL indicators are used given the easiness to identify objective indicators in tourism policies such as traffic congestion and housing prices.

In the second step, the steps from TPCQ model are used to see how QoL indicators are being incorporated/ implemented in tourism policies and to see if the cities have implemented any follow-up/ monitoring of these policies. In other words, the model provides a framework to see how the objective QoL indicators are being implemented in the tourism policies and strategies. In order to help identify the QoL indicators in policies and simplify the five-step process of TPCQ model, the tourism policies were analyzed in terms of three steps, which are policy goals, policy

construction, and policy outcomes. To identify and scrutinize these three aspects within policy documents, the following words, phrases and sections that refer to each aspect were looked through: policy goals (e.g. “the purpose of the policy,” “the values underpins or guide the policy.”), policy construction (e.g. “how the policy is constructed,” “how the stakeholders participated in the policy development”), policy outcomes (e.g. “its overall impact,” “positive and negative elements of the policy in practice”) (Cardno, 2019).

### **Data Analysis**

In this study, qualitative content analysis on policy documents of Kyoto and Vienna was conducted by taking the conventional approach. In more detail, data was analyzed by using Objective QoL Indicators and applying TPCQ model. Instead of using TPCQ five-step model, this thesis adapted three-step model: policy goal, policy construction, and policy outcome to analyze the data. Since this study aims to investigate how Kyoto and Vienna ensured residents’ QoL in their tourism policies, the indicator and the model allowed the researcher to identify the type of and the ways QoL are incorporated in their tourism strategies. In more detail, Objective QoL indicators served as a list of characteristics that were used to identify the type of QoLs ensured in the policies. By applying TPCQ model, the data was analyzed in terms of the way QoLs are incorporated into the policy development process. In more detail, objective QoLs are identified in policy goal and the background behind the policy construction and the stakeholders involved were analyzed in policy construction. The policy outcome was analyzed in terms of the any impact on residents’ QoL and implementation of follow-up/ monitoring of the policies.

In addition to the way data was analyzed, the researcher created a code for both QoL indicators and TPCQ model using Microsoft word. In total 5 QoLs were identified and coded in terms of environment well-being, leisure well-being, social well-being, economic/material well-being, safe and safety. In more detail, environmental well-being was identified in terms of overcrowding and land pollution, leisure well-being was observed in terms of an increase in a number of recreational programs and areas and accessibility to infrastructure, social well-being was identified in terms of improved relationship/ extensive interaction between residents and tourists and perceived international atmosphere, economic/ material well-being was observed in terms of job security and increase in income, and enhanced safe and security was recognized. In addition, TPCQ model was coded in terms of policy goal, policy construction, and policy outcome. In more detail, coding was conducted in terms of identified QoLs in policy goal, the characteristic of stakeholders being involved and background of policy construction, and whether the implementation of follow-up/ monitoring done in policy outcome and whether any impact on residents' QoL was observed or not. One of the main themes observed in the data was as follows; dispersing tourists in terms of time, space, and season, upgrading tourist segments, and providing direct benefits brought by tourism revenue. The further illustration of the analysis will be presented in the following section.

#### **IV. Results**

In the following section, Kyoto and Vienna will be explored as case studies with a particular focus given to the way they have maintained residents' quality of life in their tourism policies and strategies. This section is divided into three parts: case study of Kyoto, Vienna, and a comparative analysis of the two cities. The first part of this section is devoted to the case study of Kyoto which is structured into the following sections: basic information of the city, its tourism situation, history of Kyoto's change in tourism focus, and examples of Kyoto's tourism strategies and policies. Under the 'basic information of Kyoto,' the general information of the city such as its population and characteristics as a tourist destination will be explored. In Kyoto's tourism situation section, the discussion is devoted to whether or not Kyoto is under overtourism. The history of Kyoto's change in tourism focus section explores Kyoto's change in tourism focus in other words, shifting from quantity to quality. Under the 'Examples of Kyoto's tourism strategies and policies' section, an analysis of Kyoto's tourism strategies and policies is presented by applying the TPCQ model and using QoL indicators.

After exploring Kyoto's tourism strategies, the case study of Vienna is presented which includes the following section: basic information about Vienna, the city's tourism situation and its focus, and examples of Vienna's tourism strategy and policies. The first section, basic information about Vienna, discusses its characteristics as a tourist destination and its population. Following that section, the city's tourism situation and its focus will be explored with particular attention given to its shift from quantity to quality tourism. In the 'Examples of Vienna's Tourism Strategy and Policies section,' the analysis on Vienna's three tourism strategies will be presented by applying TPCQ

model and using QoL indicators. In the last part of the section, comparative analysis of Kyoto and Vienna is presented by focusing on commonalities and differences found between their tourism strategies and policies and comparison in terms of the type of QoL indicators being maintained and the way QoLs are incorporated in policies by applying TPCQ model.

### **Basic information about Kyoto**

Kyoto City, located in the west-central part of Japan's main island of Honshu has a population of 1.47 million, and it used to be "the imperial capital of Japan for more than a thousand years" (EiweidaAhmed, n.d., p.1). Kyoto is home to many cultural landmarks and historical buildings where 14 cultural sites are given the designation of UNESCO World Heritage sites and it is one of the most popular tourist destinations in Japan. Indeed, the city attracted 43 million tourists in 2022 including 570 thousand foreign tourists, and the tourism industry occupies 12.4% of the city's economy (Kyoto City, 2023).

### **Kyoto's tourism situation**

With the variety of cultural attractions, Kyoto has been attracting a great number of tourists worldwide and residents seem to hold a positive attitude on tourism activities. According to City of Kyoto Industry and Tourism Bureau & Tourism MICE Promotion Office (2022), about 72.9% of residents hold a positive view on tourism development stating that "tourism is playing a significant role in the city development." (p.23). Nevertheless, similar to other popular tourist destinations worldwide, Kyoto is facing problems of overtourism, such as congestion in certain tourist spots and public

transportation, problems with tourist etiquette, and a rapid increase in Airbnbs (Kato, 2022). Though such problems have negatively impacted residents' quality of life, the debate on whether Kyoto is in a state of overtourism differs among scholars. The article written by Lee (2022) argues that Kyoto is in a state of overtourism, referring to the percentage of negative tweets about the city that exceeds 20% of total tweets. On the other hand, Nara and Maekawa (2019) state that Kyoto is not in a state of overtourism by pointing out less negative views among residents on the number of tourists. Despite the contradictory opinion on Kyoto's tourism situation, the negative impacts of overtourism have been observed in terms of congestion in public transport and tourist etiquette issues which can indicate that residents are facing such issues in their daily lives which can adversely affect their quality of life. Since overtourism is acknowledged when the locals' quality of life is negatively affected by a great influx of tourists and tourists behaviors (Duignan, 2018), the emergence and acknowledgment of such issues can indicate that Kyoto is indeed in a state of overtourism.

### **History of Kyoto's tourism strategy: quality over quantity**

With the aim to mitigate negative impacts brought by tourism and to maintain residents' QoL, Kyoto has been shifting its tourism strategy from quantity to quality. In other words, Kyoto has been striving to shift the past focus on quantity which focuses on tourists and visitors number, to quality which focuses on quality of spending, service, and tourist satisfaction (EiweidaAhmed, n.d.). According to EiweidaAhmed (n.d.), Kyoto's First Tourism Promotion Plan which was published in 2001<sup>1</sup> focused on

---

<sup>1</sup>Tourism Promotion Plan (2001, 2006, 2010, 2014) are illustrated in the article by EiweidaAhmed, n.d. for extra clarity

achieving the target of 50 million tourists by 2010 through the active city marketing campaign to Asian countries and to promote All season tourism. With the aim to mitigate seasonality issues, the city has set strategies to diversify and increase the number of tourism products by holding field museum at Nijo Castle (EiweidaAhmed, n.d.). Similar to the first tourism promotion plan, the Second Tourism Promotion Plan (2006) also targeted the increase in the number of tourists by the continuation of all-season tourism. With the goal to attract tourists across all seasons, the city has conducted Kyoto summer/ winter travel campaigns, restaurant incentives in off-season, and holding events at night (EiweidaAhmed, n.d.) Moreover, the city focused on the improvement of traffic congestion through improving the walkability of the city and reducing the car use. On the other hand, from the Third Tourism Promotion Plan (2010), the city has shifted its focus from quantity to quality by aiming to increase the tourist satisfaction rate (EiweidaAhmed, n.d.). In addition, the city has also started focusing on enhancing civic pride by emphasizing citizens' rediscovery of Kyoto. Furthermore, the city has started the promotion of a MICE strategy (i.e. promoting meetings and incentives, academic conferences, and conventions) that aims to attract international conferences and meetings. In the Fourth Tourism Promotion Plan (2014), Kyoto has put further effort into shifting to quality tourism by focusing on enhancing the quality of expenditures, upgrading hotels, and further promotion of MICE strategy. Nevertheless, though Kyoto shifted its focus from quantity to quality from the Third Tourism Promotion Plan in 2010, Kyoto City seemed to maintain its growth-focused mindset which can be seen from the promotion of the MICE strategy that implies the city's aim to attract more international tourists.



The shift from quantity to quality tourism seems to imply Kyoto's change in tourism situation in which the city seemed to start witnessing some negative impacts brought by tourism already in 2010. In the article written by EiweidaAhmed (n.d.), traffic congestion has been mentioned as an issue in Kyoto's Second Tourism Promotion Plan, and the counter measurement has been developed in terms of improving walkability and reducing car use. It can be seen that already in 2010, there seems to be an emergence of tourism annoyances that have been discussed as an issue that needs to be solved. With the emergence of such negative impacts brought by tourism, Kyoto seemed to shift its focus from quantity to quality which aims to focus on improving the quality of tourism products and the quality of the destination's environment which consequently has an impact on citizens' QoL.

### **Examples of Kyoto's tourism strategies and policies**

In the previous section, the history of Kyoto's tourism promotion plan has been discussed with particular focus given to its shift from quantity to quality tourism. In the following section, more specific tourism policies and strategies are introduced. In total eight strategies are explored and divided into three categories: accommodation, congestion, and tourist etiquette. The background behind selecting these strategies is due to their frequent representation as one of the negative impacts brought by tourism and its close association with residents' QoL. Indeed, issues related to illegal accommodation, congestion at popular tourist spots, and tourist etiquette are frequently mentioned as one of the negative impacts brought by tourism in public documents and scholarly texts (City of Kyoto, n.d-d.; Kyoto City Master Plan Committee, 2020; Kyoto City, 2021; Kyoto, 2023; Kyoto City, 2019; EiweidaAhmed, (n.d.); Kato, 2022). There

are also in close association with QoL indicators in which issues related to accommodation and congestion at tourist spots relate to environmental well-being in terms of land pollution and overcrowding, and tourist etiquette issues relate to safety and security (Berbekova et al.,2023). In addition, given that congestion, manners, and accommodation serve as indicators to measure tourism impacts on residents' QoL further justifies the importance of exploring these strategies and policies (Kyoto City, 2021). In other words, analyzing these strategies will allow the researcher to understand the way Kyoto tackles overtourism and the way to balance the maintenance of residents' QoL and tourism development.

### **A. Strategies related to accommodation**

#### **Lodging tax and its relation to residents' QoL**

In 2018, Kyoto started collecting a municipal accommodation tax, in other words, a lodging tax for all guests staying at accommodation facilities within Kyoto City. The tax rate is 200 yen for accommodation under 20,000 yen, 500 yen under 49,999 yen accommodation, and 1,000 yen for accommodation over 50,000 yen (EiweidaAhmed, n.d.). Given the increasing number of tourists, Kyoto has started imposing a lodging tax in order to mitigate the negative impacts brought by tourism such as congestion in public transportation, and polish the attractiveness of the city as a tourist destination (EiweidaAhmed, n.d.). According to Kyoto's lodging tax report (Kyoto city, n.d.), the goal of the policy is to utilize the tax revenue to enhance the attractiveness of the city as an international cultural tourism city and for further tourism development activities. In addition, Kyoto's lodging tax report (Kyoto Prefecture, n.d.) illustrates another policy goal in which the city aims to share the burden of receiving

tourists by collecting an accommodation tax from guests. In terms of policy outcome, the city has been publishing a report on the usage of tax revenue every year and Kyoto has been utilizing the revenue for the countermeasures on overcrowding, congestion in public transportation, campaigns on raising awareness on tourism manners, and preservation of landscapes and historical buildings (NHK, n.d.).

It can be seen the utilization of the revenue on tourism facilities and infrastructure can likely raise the satisfaction level of citizens as well as tourists. In the report published this year, the revenue will be used to establish a Tourism Express Bus that aims to divide the usage among citizens and tourists.

In this policy, three key QoL indicators are observed which are environmental, leisure, and social well-being. Since the revenue of lodging tax has been utilized for the improvement of overcrowding (environmental well-being) and quality of the public transportation system (leisure well-being), Kyoto seems to have taken residents' QoL into consideration through the usage of tax revenue onto the projects that aim to enhance the livability of citizens, and also the enhancement of city's appeal as a tourist destination which can likely lead to the enhancement of civic pride as well.

Furthermore, as citizens have been included in the policy construction, it can be seen that this policy also enhances of residents' social wellbeing as they have participated in social activities and their voices have been heard (Pacheco et al., 2021). The policy can be considered an effective strategy as the proceeds from the lodging tax will be utilized for countermeasures that mitigate the negative impacts brought by tourism. In other words, as the benefits derived from the policy are directly reflected in the local community and have been utilized for the maintenance of residents' QoL, it is likely that citizens themselves acknowledge the positive impacts brought by tourism which

can also lead to their further support on tourism development. In addition, citizens are included in policy construction and the policy has been monitored and assessed its effectiveness every five years via meetings and conducting interviews and surveys with hotels and tourism industries (NHK, n.d.) which reflects the steps in TPCQ model in terms of citizen's in policy construction and constant monitoring as policy outcome (Berbekova et al.,2023). The lodging tax can be concluded as an effective tourism policy that has been successful in balancing the maintenance of residents' QoL and sustainable tourism development.

### **Ordinance of Short-Term Rentals**

Similar to lodging tax, an Ordinance of Short-Term Rentals has been enacted as a result of negative impacts brought by a huge influx of tourists. Particularly, Kyoto city has been receiving a large number of complaints from citizens about noise and garbage problems (EiweidaAhmed, n.d.). With the goal to ensure a safe and secure environment for both residents and tourists and to offer high-quality hospitality to guests, Kyoto enacted the Ordinance of Short-Term Rentals in 2018. According to EiweidaAhmed, (n.d.), this is the first policy in Japan that tackles the issues caused by the increase in vacation rentals and is considered to be very strict. This policy seeks to “limit renting out residential properties to protect existing residents and prevent a decline in their QoL” (EiweidaAhmed, n.d., p.1). One of the rules includes the limitation on the operation days and period for properties in residential areas (e.g. allowed to operate a maximum of 180 days between 15<sup>th</sup> January to 16<sup>th</sup> March) and requiring landlords to arrive at the property within 10 minutes in case of emergency and noise issues (Kyoto City, n.d.). In addition, the city tasked the business owner to share

its operation details (e.g. renting as short-term housing) with residents through signage and holding meetings. Together with the above regulations, Kyoto has also constructed countermeasures on illegal accommodation (i.e. non-licensed accommodation) by setting up a help desk where citizens can consult and report illegal accommodations and noise issues (Kyoto City, n.d.). The policy was developed by collecting and reflecting opinions from citizens, companies and related stakeholders (Kyoto City, n.d.). Though Kyoto is still struggling with illegal accommodations, the number of illegal accommodations and complaints from residents have been reduced (Kyoto City, 2019) which can be concluded that the policy has been successful in mitigating the negative impacts brought by tourism in terms of noise and garbage issues and residents' QoL has been maintained.

Since this policy was developed as a result of a large number of complaints from residents, their QoL has been ensured in the policy goal as it aims to sustain a safe and secure environment for residents. Moreover, this policy has also ensured the environmental wellbeing of residents in terms of land pollution (Berbekova et al, 2023). The fact that residents' QoL has been incorporated and mentioned clearly in the city's goal-setting, has been practically implemented, and its's effectiveness has been evaluated, indicates that this policy is a residents-centered policy. In other words, the implementation of a strict policy that positions residents' QoL at the center of policy goals and seeks to maintain their QoL can imply that the city of Kyoto is taking residents' QoL seriously in their tourism policy. In addition, as the policy also seeks to offer better hospitality to guests, it can also indicate that this policy aims to improve the quality of service which can be seen as one of their efforts in achieving quality tourism.

## **B. Strategies related to congestion**

Given the increasing number of tourists, Kyoto has been facing issues such as congestion in popular tourist spots and on public transportation which has negatively affected residents' QoL and tourist satisfaction. In order to tackle these negative issues derived from overtourism, Kyoto has been taking 3 approaches to mitigate the congestion issues via dispersion in terms of time, space, and season. In the following section, two strategies were explored in dispersion strategy in terms of space, one strategy each for dispersion strategy in terms of season and time.

### **Dispersion in terms of space**

With the aim to disperse tourists in terms of space, this section explores one strategy that tackle congestion in popular tourist spots and introduces two countermeasures that aims to mitigate congestion in specific transportation.

In order to mitigate the congestion in popular tourist spots, Kyoto has been promoting lesser-known areas by creating designated websites and by intensified marketing of these locations (Kyoto City, 2021; Kyoto City, 2019). One of the strategies that aims to disperse tourists to the other parts of the city is the implementation of 'The Best of Kyoto Project' that aims to introduce the history, culture, and nature of various areas in the city (City of Kyoto, n.d.-.d). According to Kyoto Travel Association (Totteoki no Kyoto Project, 2023), the goal of this project is to mitigate overcrowding at popular tourist spots by introducing lesser-known areas and revitalizing the local economy by creating interaction between residents and tourists. Moreover, the project was launched in collaboration with local community and private corporations. Through 'The Best of Kyoto Project', the number of tourists has increased

in certain tourists spots in lesser-known areas yet the project has not yet led to excursions to the entire area (Kyoto City, 2019). However, the project has been successful in increasing the media coverage in featured areas, and further emphasis on promoting various areas can likely accelerate the dispersion of tourists to the entire city (Kyoto City, 2019).

This project can lead to the maintenance of environmental, leisure, and social well-being. As the project is launched with the aim to mitigate the overcrowding at popular tourist destinations, environmental well-being has already been ensured in the goal setting through a clear indication. In addition, social well-being can likely be maintained through the implementation of the project as the promotion of lesser-known areas can create more interaction and deepen relationships between residents and tourists which leads to the improvement of social well-being. In other words, residents in lesser-known areas will likely to have more opportunities to interact with tourists and be able to deepen relationships with tourists through the increased knowledge about other cultures (Yayla et al., 2023). Furthermore, as a result of promoting lesser-known areas in the city, the residents themselves can also learn more about various tourist destinations in the city which will lead to an increase in the number and variety of recreational areas that directly relates to leisure well-being (Berbekova et al, 2023). Therefore, it can be seen that environmental well-being is incorporated into the policy goal and the project itself can lead to the maintenance of social and leisure well-being which showcases the positive policy outcome. Moreover, residents' support for tourism can likely be accelerated as the dispersion of tourists to other parts of the city can lead to a greater international atmosphere which is a crucial factor for their support towards further tourism development (Duignan, 2018).

In order to mitigate the congestion in public transportation, especially bus congestion, Kyoto City has been promoting the usage of subways and separating bus lines for residents and tourists (Kyoto Prefecture, 2023; Kyoto City, 2019). These strategies were developed through interviews with bus drivers and reflected the ongoing congestion issues at certain transportation. Given the negative impact on locals' quality of life in terms of accessibility to infrastructure, Kyoto has raised the one-day ticket price for buses and has lowered the one-day ticket price for both bus and subway (Kato, 2022; NHK, n.d.). Since 2018, Kyoto has been actively promoting the usage of subways and has successfully reduced the percentage of bus users for 30 percent and the number of subways users are increasing (Kyoto City, 2019). In addition, the city has been separating the bus line for locals and tourists aiming to mitigate the bus congestion and to improve citizen's accessibility to infrastructure (Kyoto City, 2019). Separation of transportation route between tourists and residents have been implemented on the route to popular tourist destination and it has successfully mitigated the congestion at specific transportation and improving the convenience for locals residents. (Kyoto City, 2019). In these strategies, environmental well-being and leisure well-being seem to have been maintained in policy goals as they aim to mitigate overcrowding at transportation and to increase accessibility to infrastructure. Though there seems to be little correlation between the separation of transportation routes between tourists and residents and leisure wellbeing, the reduced congestion for both transportation routes will eventually mitigate the congestion at tourists' bus route which will enhance residents' leisure-wellbeing while traveling.



## **Dispersion in terms of season**

Another approach to disperse tourists, Kyoto has been conducting Kyoto summer and winter campaigns to disperse tourists to the low seasons which is summer and winter. According to Kyoto City (2019), the difference in visitor numbers in the lowest and the highest month was 3.6 times which indicates a “worrying difference between low and peak seasons” as high fluctuation in seasonality cause overcrowding at destinations (EiweidaAhmed, n.d., p.41). In order to mitigate the seasonality issue, Kyoto has been conducting Kyoto Summer and Winter Travel campaigns since 1966. This campaign was constructed in collaboration with private and public transportation and travel agencies (EiweidaAhmed, n.d.). One of the campaigns includes the program that allows visits to temples and other historical buildings for a short period of time during summer and winter (Kyoto Summer Special Openings, 2023). These temples and buildings were made publicly available during the Kyoto Summer and Winter Travel Campaign. In addition, with the collaboration with culinary sector, “Kyoto Restaurants Winter Special” offers special restaurant menus in winter. The campaign was successful in dispersing tourists throughout the season since the gap in visitors number between low and peak seasons was reduced to 1.4 times in 2018.

Through the Kyoto Summer and Winter Travel campaigns, congestion in public transportation and in popular tourist destinations can likely be mitigated by dispersing tourists throughout the season. In other words, the campaigns can help maintain residents’ environmental well-being as it tackles overcrowding at tourists destinations (Berbekova et al, 2023). Nevertheless, though this campaign is conducted under the dispersion strategy in terms of season, the city might unintentionally attract more tourists and may further induce some negative impacts on citizens’ quality of life.

In other words, since this policy was previously conducted under the All-Season Tourism in the Second Tourism Promotion Plan (2006) which aims to attract tourists across all seasons, the strategy today might still hold a growth-focused mindset and may attract a further number of tourists. Yet, given the fact the policy goal has been readjusted to tackle the current tourism issues (i.e. overcrowding in peak seasons), the campaign seems to be kept reassessing its effectiveness to mitigate the ongoing tourism issues as much as they can. In addition, as this campaign disperses tourists by diversifying and increasing the tourism products across the seasons, it can be seen that the number of recreational programs and services will increase leading to the improvement in leisure well-being.

### **Dispersion in terms of time**

Similar to the dispersion strategy in terms of season, Kyoto is also striving to disperse tourists to off-peak hours by implementing a campaign called Kyoto Morning and Night Sightseeing. Since overcrowding at certain times of the day can reduce tourist satisfaction as well as threaten residents' QoL, Kyoto has collaborated with a private company and created a website that promotes morning and night sightseeing programs, and published magazines that feature morning sightseeing spots and morning events in Kyoto (Kyoto City, 2019). According to Kato (2022), Kyoto City has been hosting more events in the early morning and at night, such as hosting a morning tour of Nijo Castle. Moreover, the city is diversifying its tourism products by holding Zen meditation in the morning and hosting night sightseeing program such as lit-up views (EiweidaAhmed, n.d.). In several policy documents, the Morning and Night Sightseeing program has been emphasized as one of the central strategies that mitigate congestion

issues (Kyoto City, 2021; Kyoto Prefecture, 2023; Kyoto City, 2019). Along with other dispersion strategies, this campaign is also aimed at mitigating the overcrowding at popular tourist spots and public transportation which consequently help maintain residents' quality of life and tourists' satisfaction. The campaign was constructed in collaboration with the city tourism association, private companies etc. (Kyoto City Tourism Association, n.d.). In terms of the outcome, there was an increase in media coverage about morning and night sightseeing programs and events in Kyoto.

Through diversifying and increasing the tourism products throughout the day, the number of overnight stays can likely increase which will also likely to increase the local profits and lead to revitalization of the local economy. Indeed, Kyoto Morning Tourism Study Group & Kyoto Chamber of Commerce and Industry (2016) emphasizes that adding a morning sightseeing program is key to increase overnight stays. In addition to the revitalization of local economy, it can be expected that there will be more job opportunities in the tourism sector, which will lead to the maintenance of residents' material well-being in terms of job security and economic benefit (Berbekova et al, 2023). Moreover, the increase in employment in the tourism sector can likely enhance residents' pro-tourism attitude as citizens who are employed in the tourism sector report more positive views on tourism development (Suntikul et al., 2016; Uysal et al., 2016; Yayla et al., 2023). In this campaign, environmental and economic/material wellbeing have been observed which can be seen in the policy goal that aims to mitigate overcrowding at certain times of the day and public transportation. In addition, although the campaign has led to an increase in media coverage about the morning and night sightseeing programs, diversified tourism services and products can also improve residents' QoL through the maintenance of cultural attractions (Yayla et al., 2023).

Similarly, having more opportunities to learn and enjoy various tourism programs and events, residents' support for tourism will likely be enhanced as they will perceive positive impacts in terms of more events and a positive image (Duignan, 2018).

Nevertheless, hosting more events in the early morning and at night may induce noise issues and adversely affect residents' quality of life. Though Kyoto's Morning and Night Sightseeing strategies can be effective in terms of enhancing and maintaining residents' environmental, material and leisure well-being, further consideration of its possible impact on residents' QoL is required.

### **C. Strategies related to tourist etiquette**

In order to tackle the issues of tourists' manners, Kyoto has been implementing multiple campaigns which include 'Kyoto Machi-Quette' and distributing the 'Mind Your Manner' leaflet. As a result of the perceived negative impact of tourism such as garbage and noise issues, the city released Kyoto Machi-Quette in 2020. According to Kyoto City (2021), this campaign aims to ensure a safe and secure environment for both tourists and locals by promoting the preferred manners and etiquette while traveling. One of the promoted manners and etiquette includes the confirmation of photo shooting in temples and shrines as not all temples permit photo shooting inside. (Kyoto Machi-Quette, n.d.). This campaign was constructed in collaboration with Kyoto City Tourism Association and a private corporation. Along with Kyoto Machi-Quette campaign, the city is also distributing "Mind Your Manners" leaflet to tourism business owners which includes the prohibition of photographing Geisha, traditional Japanese female entertainers, without permission and fines for littering (Kyoto City Tourism Association, n.d.). In collaboration with Kyoto City Tourism Association, Kyoto created

this leaflet to tackle tourists' manners that are caused by differences in culture and to promote sustainable tourism development. Although the issue of tourists' manners and etiquette persists, the number of complaints about tourists' manners has been reduced which can indicate its success in promoting responsible tourist behavior and enhanced awareness of its negative impact on residents' quality of life (Kyoto City, 2019)

Through the two campaigns that tackle tourist etiquette and manners, the promotion of such campaigns can contribute to the maintenance of environmental and social well-being. Speaking of the environmental wellbeing, the promotion of a preferred manner while traveling and fines for littering can likely mitigate land pollution issues (e.g. garbage issues) in the city (Berkova et al., 2023). Moreover, given that Kyoto Machi-Quette was developed due to the perceived adverse impact of garbage and noise issue on residents' QoL, the environmental wellbeing seems to have sustained already in policy goal (Berkova et al., 2023). In addition, as a result of implementing the campaign, tourists can likely raise awareness of preferred etiquette manners by understanding the cultural differences on what is considered an appropriate manner or not. Given that the number of complaints about tourists' manners has been reduced (Kyoto City, 2019), residents' perceived satisfaction with living in the city will be enhanced which can likely lead to an improved relationship between residents and tourists. In other words, since the perceived happiness of living in the city has enhanced in terms of environmental wellbeing, the hospitality of residents will also be enhanced (Joaquim Araújo de Azevedo et al., 2013) which can eventually lead to the improved relationship between residents and tourists. This healthy relationship between tourists and residents can indicate the potential of these campaigns to improve social well-being (Pacheco et al., 2021).

These campaigns will not only maintain and improve residents' QoL but are also considered to be effective strategies that will tackle overtourism. In academic discussions, Kyoto's strategy and policy on overtourism are seen as a role model that should be applied to other cities (Nguyen & Fukuda, 2021). Indeed, it is stressed that Kyoto's strict policy, such as fines for littering and picture prohibition is a great case for early prevention of overtourism (Nguyen & Fukuda, 2021). As these campaigns can likely improve and maintain residents' QoL by raising tourists' awareness of manners and improving the relationship between tourists and residents, issues of tourist annoyances can likely be mitigated in the early stage which will eventually help mitigate the negative effects of overtourism.

In the following paragraph, the case study of Vienna will be presented and explores the following three sections which are basic information about Vienna, Vienna's tourism situation and its focus, and examples of Vienna's tourism strategy and policy. In the last section, in total 3 tourism strategies and focus will be investigated with particular attention given to the way Vienna has ensured citizen's QoL in their tourism policies.

### **Basic information about Vienna**

Vienna, the capital city of Austria is located on the east coast of the country and is home to 2 million people ("Vienna in Figures", 2023). Vienna is the cultural and economic center of the county and it is also known as the "City of Music" (*Music, Theatre and Dance - Venues, Events and Orchestras*, 2015). Vienna has been attracting visitors with its various cultural offerings such as art, music, cafes and its charming cityscape. Vienna's historic center has also been added to the UNESCO World Cultural

Heritage List. The city attracts a large number of tourists; Vienna recorded 17.3 million overnight stays in 2023 which is a 131% increase from last year (Tourismusverband, 2023). According to the Vienna Tourism Board, tourism revenue represents 4.8 percent of Vienna's gross regional product which contributes one-fifth of the Austrian economy (Statistics Austria, n.d.; Vienna Tourist Board, n.d.-a).

### **Vienna's tourism situation and their focus**

Similar to Kyoto, Vienna has also attracted a great number of tourists. Yet, unlike other European cities such as Amsterdam, Venice, and Barcelona, Vienna is currently displaying healthy tourism along with London and Berlin. In the article written by Roland Berger GMBH (2018), Vienna is positioned as a “shining star” city, characterized by “healthy and sustainable levels of tourism” that successfully promote tourism development in line with city development (Roland Berger GMBH, 2018). Given its success in tourism development, the city aims to accelerate the growth of the tourism market by increasing the tourist numbers (Brauner et al., n.d.). In the Vienna Tourism Strategy 2020, the city aims to increase the number of overnight stays and direct flights. Though this aim may imply Vienna is adopting a growth-focused mindset, the city is putting significance on maintaining harmony between residents and tourists and has prioritized livability, stating that “livability, not profitability, is the new vogue” (Brauner et al., n.d., p.44). Moreover, residents' satisfaction is positioned as equal in significance to the quality of the tourist experience which indicates that their focus still lies on developing tourism activity that sustains residents' QoL (*Strategie 2025*, n.d.).

As was the case with Kyoto, one of the characteristics of Vienna's tourism strategy is its focus on quality over quantity. According to the Vienna Visitor Economy

Strategy 2025, the success of the destination is indicated by whether the city contributes to quality of service, stay, and living which showcases their aim to achieve and promote quality tourism. One of the strategies to achieve quality tourism is to attract affluent guests. Vienna has cooperated with private asset managers and refurbished the city center with luxury shopping, restaurants, and accommodation (Roland Berger GMBH, 2018). By specifically targeting luxury guests, the city and tourism providers are likely to receive higher income.

Though Vienna illustrates healthy tourism growth, some residents feel that there are too many tourists, particularly at tourist hotspots, such as Schönbrunn Palace and the Stephen's Cathedral (Schmuck, 2019). Yet, as indicated by the Vienna Tourist Board, nine out of ten residents hold a positive view on tourism and would recommend Vienna as a holiday destination (Tourismusverband, 2023). Moreover, Vienna has incorporated residents' quality of life as an important strategic agenda which further showcases the city as a great example that has been successful in tourism development and gaining support from its residents.

In order to understand the strategies for healthy tourism development along with gaining positive attitudes from citizens, the following section explores the specific tourism strategies that Vienna has implemented and the tourism focus that Vienna has adopted. Through investigating their tourism strategies closely with regard to residents' QoL, this section allows a researcher to seek effective tourism strategies that maintain residents' QoL while promoting tourism development. Furthermore, since maintenance of residents' QoL is key to tackling overtourism, exploring Vienna's strategy can bring great insights into the early prevention of overtourism. In total three strategies were



investigated and analyzed using the QoL indicators and TPCQ model developed by Berbekova et al. (2023).

### **Examples of Vienna's tourism strategy and policies**

Through Vienna's aim to create harmony between civic life and tourism, three strategies have been observed, which include the promotion of conference tourism, the promotion as a luxury destination, and place-making and marketing of lesser-known areas. The reason behind exploring these three strategies is their frequent representation as Vienna's core tourism focus which will allow a researcher to better understand the factor behind Vienna's success in displaying healthy tourism development and gaining support from residents (Brauner et al., n.d.). Another reason for selecting the three strategies is their similarity to Kyoto's tourism strategy, such as the promotion of lesser-known areas which allows easy comparison between the two cities.

#### **A. Promotion of conference tourism**

As part of its approach to further position itself in the global market, Vienna focuses on the promotion of conference tourism. According to Brauner et al. (n.d.), conference tourism had a great contribution to the outstanding growth in tourist numbers. Moreover, the conference industry accounted for 6% of all overnight stays in Vienna in 2021 and it is expected to occupy with a 5% share of all overnight stays in the future (*Annual Report 2021*, n.d.). Since congresses and corporate meetings are a significant part of Vienna's tourism industry, the city is striving to accelerate its international reputation as a meeting destination. According to Tourismusverband

(2022), Vienna is ranked 4<sup>th</sup> place by holding 141 international congresses and events in 2023.

In order to further promote the city as a meeting destination, the city initiated the Vienna Meeting Fund every three years. In collaboration with funding from the Vienna Convention Bureau, this campaign supported foreign and national organizers who host congresses and events in Vienna through the EUR 4 million fund (*Annual Report 2021*, n.d.). According to Tourismusverband (2023), the campaign is aimed to accelerate the internationalization of the city and to revitalize the local community. Since its inception in 2021, the Vienna Meeting Fund has supported 700 conferences which greatly enhanced the city's reputation and status as a meeting destination and has also contributed to the increase in overnight stays which brought great economic benefit to the city (Colston, 2024).

By attracting congresses and meetings and promoting the city as a meeting destination, the residents' economic, material, and social well-being can be enhanced by an increase in job opportunities and an increase in income. Moreover, an increase in the number of international conferences and meetings can likely enhance the internationalization of the city and accelerate citizen's participation in social activities as a volunteer is considered to be an integral part of congress (International Federation of Library Associations and Institutions (IFLA), 2023). As social well-being is closely related to one's participation in social activities, Vienna's marketing as a meeting destination can enhance citizens' social well-being by creating more opportunities to participate as volunteers and interact with congress participants which consist of people from diverse international backgrounds.

Though the goal of the Vienna Meeting Fund does not seem to relate closely with residents' QoL, the potential outcome that the promotion of convention tourism can bring, in terms of job creation, this tourism strategy can likely improve residents' QoL. Furthermore, increased internationalization as a result of hosting conferences can further attract positive support from the citizens. In other words, since one of the factors of residents' support for tourism is a greater international atmosphere, the further promotion as a meeting destination can likely attract residents' support for tourism development. Through applying the TPCQ model, economic/ material well-being and social well-being seem to be maintained through implementing the promotion strategy yet no information on monitoring was found, indicating the difficulty in capturing residents' thoughts and possible impact on their QoLs in the future.

### **B. Promotion as luxury destinations**

As mentioned previously, Vienna has been focusing on quality tourism by achieving its status as a premium destination by upgrading tourist segments through promoting high-end hotels and offering premium tourist experiences. Indeed, through the perceived benefit of luxury tourism, the city is seeking to increase the overnight stays among tourists from luxury tourism segments such as Saudi Arabia, China, and Russia (Brauner et al., n.d.). According to Annual Report 2021 (n.d.), Vienna has been recognized as an international luxury travel destination by being selected as the "Most Desired Preferred Destination 2021" and particularly recognized for its outstanding performance in the accommodation sector. Indeed, around 60% of hotels in Vienna are considered as luxury or 4 and 5-star categories and Vienna aims to maintain its premium profile.

In addition, given that tourists are seeking for high standards of experience such as dining at high-end restaurants and opera performances in Vienna, the city is also aiming to upgrade its tourism services (*Strategie 2025*, n.d.). Examples include evening guided tours at Schönbrunn Palace, Albertina, and Belvedere, and these premium tourist experiences seem to further emphasize Vienna's brand as a luxury tourist destination (Tourismusverband, 2022).

These upgrades in tourism services and targets can be seen as part of PREMIUM Vienna 2020, a strategy that aims to improve the quality of the tourists experience (Brauner et al., n.d.). This strategy is mainly promoted through intensified marketing such as intensified participation in luxury trade fairs and collaboration with luxury tour operators. As luxury tourists are concerned with the environment, sustainability and local environment, attracting such tourists can also attract responsible tourists (Acorn Tourism Consulting, 2023; Spenceley et al., 2017). With their concerned feeling towards the local community, they are less likely to misbehave in tourist destinations such as causing issues related to manners and land pollution, and can likely promote healthy relationships between residents. Thus, residents' QoL especially social well-being and environmental well-being will likely be maintained. Although this strategy's goal is to improve the quality of the tourist experience and seems to have less association with residents' QoL, the perceived outcome of this strategy is likely to improve social and environmental well-being. In other words, residents' QoL seems to have been incorporated as a possible outcome that this strategy can bring through upgrading tourists' segments and services leading to the attraction of responsible tourists. Moreover, since upgrading the tourist segments can likely attract responsible tourists and can prevent negative impacts derived from tourism in terms of tourism

annoyances, the residents' QoL can likely be maintained which can promote residents' support towards further tourism development. However, by attracting higher-paying tourists, residents' QoL might be negatively affected by an increase in the cost of living. Since no follow-up or monitoring of the effectiveness of the strategy has been observed, careful consideration of further promotion of this strategy is needed.

### **C. Place-making and marketing of lesser-known areas**

With the aim to ensure a high quality of stay for both residents and tourists, Vienna has been focusing on the place-making and marketing of lesser-known areas (Strategie 2025, n.d.). Given the perceived overcrowding at certain tourist hotspots such as Schönbrunn Palace and the Stephen's Cathedral (Schmuck, 2019), Vienna has launched a digital guide app, the Ivie Destination App in 2020 to disperse tourists to lesser-known areas. The app was created by the Vienna Tourist Board and features the crowdedness of individual sites and attractions in real-time, and also provides information for more than a thousand tourist locations and streets, including facts and figures and some "out-of-the-ordinary stories" to connect visitors with the city's lesser-known areas (Annual Report 2021, n.d.). As there is already an emergence of overcrowding at popular tourist destinations and some negative feelings among residents being observed (Schmuck, 2019), it is likely that value underpins the launch of this app is to prevent possible negative impacts brought by tourism in terms of overcrowding and to maintain residents' quality of life. Since the launch of the app, it has achieved 110,000 downloads which showcases its success on promoting Vienna's lesser-known area and dispersing tourists in terms of time and space.

Speaking of its relation to residents' QoL, the implementation of the app can maintain or enhance residents' environmental, leisure, and social well-being. As this app aims to mitigate the congestion at certain times and tourist hotspots by displaying the crowdedness in real time, overcrowding can likely be prevented which will help maintain citizens' environmental well-being. Moreover, through introducing Vienna's lesser-known areas, locals can also get to learn the unfamiliar spots which will likely help increase the number of recreational programs and areas leading to the maintenance of leisure well-being. In addition, dispersion of tourists to other parts of the city will likely enhance social well-being in terms of creating more opportunity for residents to interact with tourists and the perceived international atmosphere. In other words, increased interaction between residents and tourists will likely lead to a deepen relationship between the two as residents will likely to perceive an international atmosphere and increase their understanding of other cultures which will help improve the social wellbeing (Yayla et al., 2023). Therefore, as this app aims to mitigate overcrowding at early stage, the promotion of the app will enable the further maintenance of residents' environmental, leisure, and social well-being.

In addition, speaking of the application of TPCQ model, this strategy seems to have ensured residents' QoL in policy goal which can be seen in its aim to ensure high quality of stay of locals, in other words, its aim to sustain residents' satisfaction with living in the city. Moreover, as residents' perceived happiness and satisfaction of living in the city is key success factor in tourism (Joaquim Araújo de Azevedo et al., 2013), the implementation of this strategy can likely improve resident's overall quality of life which can also gain their further support on tourism development. Though the Ivie Destination app has achieved 110,000 downloads and seems to have been successful in

promoting Vienna's lesser-known areas, the follow-up/ monitoring of this app has not been conducted which can make difficult in capturing residents' future thoughts on this app and understanding the actual benefits that residents' have gained from it.

### **Comparative analysis of Kyoto and Vienna's tourism strategies**

Through analyzing the strategies and policies of the two cities, some commonalities and differences have been observed. In this section, the commonalities and differences between Kyoto and Vienna's tourism strategies/ focuses are explored. In addition, the comparison of the two cities will be done in terms of the type of QoL indicators being incorporated in their strategies and whether have difference in terms of the monitoring of the strategies.

Kyoto and Vienna had commonalities in terms of implementing the strategy that introduced lesser-known areas to tackle congestion at tourist spots. Kyoto has been implementing The Best of Kyoto Project to introduce lesser-known areas of the city, which aims to disperse tourists to the entire the city (Kyoto City, 2019). Similarly, Vienna has launched the Ivie Destination app to disperse tourists to other parts of the city and tackles congestion issues at tourist hotspots through sharing the crowdedness of the area in real time (*Annual Report 2021*, n.d.). Both of the cities have made intentional efforts to disperse tourists in terms of space and time, and promote lesser-known areas of the city to both tourists and residents as a way to improve environmental (overcrowding) and leisure well-being (increasing recreational areas) (Berbekova et al., 2023). Moreover, as a result of dispersing tourists to other parts of the city, increased interaction between residents and tourists are expected and it can likely contribute the

maintenance of social well-being through increase knowledge on other cultures (Yayla et al., 2023) and deepened relationships between the two.

Another commonality is their shift from quantity to quality tourism. Both Kyoto and Vienna have stated that their focus is on improving the quality of the tourist experience and the livability of citizens. One of the examples are Kyoto's strategies related to accommodation and Vienna's approach to establish itself as a luxury destination. Kyoto's lodging tax and Ordinance of Short-Term Rentals showcases the shift towards quality tourism as both policies aim to enhance city's appeal as a tourist destination and to improve the quality of service (EiweidaAhmed, n.d.). In other words, the revenue of lodging tax will be utilized for the improvement of tourism infrastructure (Kyoto city, n.d.) which shows their aim to improve the receiving environment. Moreover, given that the Ordinance of Short-Term Rentals was created with the aim to offer better hospitality to guests through tackling illegal accommodation, this policy also indicates Kyoto's aim to shift towards quality tourism and better QoL for residents. Vienna is also striving to achieve quality tourism through increasing the luxury hotels and offering luxury tourist experiences. Their effort to establish itself as premium tourist destination illustrates its aim to achieve quality tourism.

The third commonality is their aim to increase and diversify tourist services and products. As part of dispersing tourists in terms of season, Kyoto has been implementing the Kyoto Summer and Winter Travel Campaign to draw tourists to low seasons and the Kyoto Morning and Night Sightseeing Campaign to disperse tourists in terms of time (Kyoto City, 2019). Kyoto has been promoting the new seasonal programs and has successfully diversified tourism services and programs to help mitigate the congestion in peak seasons and on public transportation. These two dispersion



campaigns have successfully improved residents environmental (overcrowding) and economic/ material well-being (job security) as an increase in tourism products throughout the day will likely increase the number of overnights stays which leads to the increase in job opportunity and revitalization of local economy (Kyoto Morning Tourism Study Group & Kyoto Chamber of Commerce and Industry, 2016). Vienna is also increasing and diversifying its tourism services which can be seen from their promotion as a luxury tourist destination. Offering guided tours at museums and palaces has helped further establish the city as a premium destination and helped diversify their luxury tourism products. This approach can likely attract affluent tourists who are regarded as responsible tourists, and can help enhance social wellbeing through the improvement in tourist manners and creation of improved relationship between residents and tourists.

Though both cities have been increasing and diversifying tourist products/ services, such an approach may further attract tourists leading to the congestion issue at popular tourist spots and public transportation. Despite the fact that Kyoto and Vienna have shifted from quantity to quality, they both still somewhat take a growth-focused mindset which may induce additional negative impacts to residents' QoL. Especially, balancing the quality of life and tourism development is crucial for Kyoto since the issues of overtourism have already been observed and residents' QoL have been adversely affected. Increasing and diversifying tourism products and services seems to imply their approach of taking growth-focused mindset by catering to increased international tourists. With regard to Vienna, which is in the pre-condition of overtourism, the approach of increasing and diversifying tourist products can likely reinforce its shift towards quality tourism by enhancing the tourist satisfaction. It can be

seen that increasing and diversifying tourist services and products is effective, particularly for a destination that illustrates healthy tourism development and in pre-condition of overtourism. Nevertheless, Vienna's attempt to diversify and increase tourism services through promoting as luxury destination might have adverse impact on residents' QoL. In other words, given that the attraction of higher-paying tourists and upgrading tourism services can likely increase residents' costs of living, it is significant to take careful consideration on its future direction and consider the possible negative impacts on residents' quality of life.

The main difference found between Kyoto and Vienna's tourism strategy, is the clear inclusion and indication of QoL indicators on policy goal. Unlike Kyoto, there is almost no explicit indication of QoL indicators on Vienna's specific tourism strategies and policies. In other words, though QoL indicators have been included in the city's tourism policies and action plan, it cannot be observed in individual strategies and policies. Kyoto, on the other hand, often indicates residents' QoL in its policy goals. Since many of the Kyoto's strategy have been created as a result of perceived negative impacts from overtourism and complaints from residents, it is understandable that many of its policies have already mentioned citizen's QoL in their policy goal. Vienna has yet to experience significant negative effects, its policies do not explicitly address issues relating to overtourism.

Similarly, another difference found between the two cities, is the difference in acknowledging the tourism benefits. The revenue from the Kyoto's lodging tax has been utilized for the improvement of infrastructures, which directly relates to citizen's livability and quality of receiving environment. Residents in Vienna, on the other hand, can likely perceive the tourism benefits indirectly such as through increased

internationalization as a result of attracting international conferences and increased interaction with tourists at lesser-known areas. Thus, it can be seen that residents in Kyoto can likely acknowledge the tourism benefits through improvement in hard infrastructure and Vienna through soft infrastructure such as improved internationalization.

Speaking of the type of QoL indicators incorporated in Kyoto and Vienna's tourism strategies, both cities have sustained various QoL indicators such as environmental, economic/ material, leisure and social well-being. Yet, given that Kyoto is in a state of overtourism, many of its strategies are aiming to mitigate the overcrowding at popular tourists spots and public transportation which illustrates their priority in sustaining environmental wellbeing. Vienna, on the other hand, have not yet facing the overtourism and many of the strategies are aiming to improve the attractiveness of the city as tourist destination which can be seen in their maintenance in leisure well-being (increase and diversifying in recreational programs) and social well-being (increased participation to social activities and relationship with tourists). In other words, given that Vienna is in pre-stage of overtourism and striving to promote the city as luxury tourist destination, Vienna seems to have taken priority in maintaining residents' QoL that further increases the attractiveness of the city as tourist destination.

In terms of monitoring, Kyoto has been constantly evaluating the effectiveness of the strategies through conducting interviews and surveys with tourism stakeholders (NHK, n.d.), and policy goal has been constantly readjusted to reflect the current tourism issues. However, not much monitoring was observed for Vienna and had difficulty in capturing its actual impact on residents' QoL and effectiveness which is likely due to Vienna's tourism aim in promoting the city as a tourist destination rather

than tackling the perceived overcrowding at a destination. In other words, the factor of Vienna's less implementation of monitoring lies in its focus to promote tourism rather than serving as countermeasures on perceived negative impacts of tourism.

### **Conclusion**

In this paper, the tourism strategies and policies of Kyoto and Vienna have been explored with particular attention given to the way they have ensured residents' quality of life in their strategies. Given the current tourism situation where many cities have been witnessing overcrowding at destinations, residents' quality of life has deteriorated in terms of congestion in public transportation and tourism annoyances. Since the maintenance of residents' quality of life is significant to tackle overtourism and continuing tourism development, the paper explored the following research question which is "How have the cities of Kyoto and Vienna ensured citizen's QoL while continuing to develop tourism activities?"

In total 11 documents (7 for Kyoto and 4 for Vienna) and 11 strategies have been analyzed by applying the objective QoL indicators and the model developed by Berbekova et al. (2023). The goal of this thesis is to investigate the effective tourism strategies that Kyoto and Vienna have implemented and how they have ensured residents' QoL in their strategies. To sum up, both Kyoto and Vienna have shifted their focus to quality tourism and have been aiming to enhance citizens' livability as well as tourist experiences. An analysis of their tourism strategies shows that upgrading tourist segments, dispersing tourists in terms of time, space and season, and providing direct benefits brought by tourism revenue are crucial to sustain residents' QoL and continue developing tourism activities.

Moreover, this thesis has also explored sustainable tourism development strategy in two cities. As both cities have shifted focus to quality over quantity in terms of their tourism strategy, the following sub-question was explored which is “What specific strategies have been implemented to promote quality tourism?” Through its aim to achieve quality tourism since 2010, Kyoto has been improving not only the quality of tourists’ satisfaction through diversifying and increasing tourism products and/or services but also enhancing civic pride through improving the infrastructure and receiving environment which can be seen from the lodging tax that utilizes tax revenue to the further improvement of city infrastructure and attractiveness of the city as tourist destination. In addition, Ordinance of Short-Term Rentals is considered to be one of the strategies that promote quality tourism as it seeks to improve the quality of services through providing better hospitality to guests. Vienna has been promoting quality tourism through its focus on achieving its status as a luxury destination. The city has been striving to attract affluent tourists through promoting high-end hotels and offering premium tourist experiences. Indeed, the city has cooperated with private asset and has been refurbished the city center by attracting luxury shops, restaurants and accommodation (Roland Berger GMBH, 2018).

Though the strategies and policies presented in this thesis showcase Kyoto and Vienna’s attempt to maintain and improve residents’ QoL and some strategies have assessed its effectiveness, some of the strategies can likely induce adverse impacts on their QoL in terms of unintentionally attracting more tourists by dispersing tourists to low season, inducing tourism annoyances by hosting more events at early morning and at night, and unintentionally increasing residents’ cost of living through upgrading tourist segments. Although Kyoto’s winter and summer travel campaign may still hold a

growth-focused mindset just as the All-season tourism in 2006, given the fact that the policy goal has been readjusted to reflect the current tourism issues showcase the city's aim to tackle the ongoing overtourism issues. Speaking of the downsides of Vienna's tourism strategy, the city's aim to attract affluent tourists may negatively affect residents' QoL by increasing their cost of living. Given the no information on the assessment of the policy was observed, it is significant for the city's to consider carefully on their policy direction and the possible impacts that strategy can bring to residents' QoL. However, given that Vienna is in pre-overtourism stage, this strategy can likely promote city's aim to achieve quality tourism. It can be seen that perceived negative and positive impacts of strategies depends on the destination's tourism situation.

Through analyzing the policy documents using QoL indicators, environmental well-being has been observed the most in both cities in terms of mitigating overcrowding at popular tourists spots and public transportation, and land pollution (garbage issues). Different from Vienna, Kyoto has been incorporating environmental well-being in policy goal which is likely due to its tourism situation; in a state of overtourism and perceiving negative tourism impacts on residents' QoL. Vienna, on the other hand, seems to have maintained more on leisure well-being (increase in recreational programs) and social well-being (increased interaction with tourists) in which the above well-being has been maintained as a result of implementing the strategies. It can be seen that Vienna has aimed to maintain/ improve soft infrastructure (increased internationalization) by promoting the city as a luxury destination. On the other hand, economic/ material well-being has been least observed for both cities which was identified in one strategy each for Kyoto and Vienna. Through applying TPCQ

model, residents' QoL was mostly maintained as a result of implementing the strategies (policy outcome) yet many of Kyoto's strategies have sustained residents' QoL already in policy goal through clear indication. Although this thesis has adopted 3-step model to analyze the policy development process, there were fewer indications about policy construction, in other words, fewer indications of stakeholders being involved, which makes it difficult for the researcher to identify the voice of stakeholders being considered when developing tourism policies. Speaking of the policy outcome, there were fewer illustrations of the implementation of monitoring which is prominent for Vienna. Though less or no indication of monitoring is likely due to Vienna's pre-overtourism stage, it hinders researchers from capturing the actual impact on residents' QoL and the effectiveness of strategies can remain questionable.

Given that the QoL indicators and TPCQ model were developed recently, it was an experimental attempt to analyze tourism policies by applying the indicator and model. Through analyzing the article using TPCQ model, it was found that tourism strategies tend to be vague in their content, in other words, not all policy documents illustrate policy goals, policy construction, and policy outcomes clearly, which required the researchers to read the documents closely and collect additional documents to analyze the policy in terms of 3 step. This illustrates the difficulty of analyzing policy documents and limitation of the TPCQ model in reflecting the actual policy structure. Yet, given its recent development, it is advisable for future research to analyze the policy documents using well-tested models to ease the burden of analysis.

Speaking of the factor behind their gaining support from residents on tourism development, residents in Kyoto seemed to acknowledge the tourism benefit more easily than Vienna as tourism revenue has been directly utilized for the improvement of

city infrastructure and environment. Yet, the international atmosphere is likely to be showcased through Vienna's promotion of convention tourism and promotion as a luxury destination. As an increased international atmosphere is key to gaining support from residents on tourism development, it is likely that Vienna's high in residents' positive attitude on tourism is due to the perceived international atmosphere.

Therefore, promotion of lesser-known areas through a dispersion strategy, upgrading tourist segments, and making residents' acknowledge the tourism benefit which will likely maintain residents' QoL and gain further support from residents' on tourism development. In other words, such issues are likely to tackle tourist manners and overflow in tourist number by dispersing in time, space, season and attracting responsible tourists. Moreover, conducting the strategies in early stage will likely ensure income from tourism industry as the destination will likely to manage the great influx of tourists by implementing strict policy rather than limiting the incoming tourism number. This thesis contributed to existing research on residents' QoL and overtourism by identifying the factor of Kyoto and Vienna healthy tourism development and gaining support from residents on tourism development. Moreover, since only a few studies have explored the ways to incorporate QoL into public policy formulation (Berbekova et al., 2023), this study have contributed to provide empirical cases of how residents' QoL are incorporated in cities with successful tourism strategies.



## V. Reference

---

- Acorn Tourism Consulting. (2023). The European Market Potential for Luxury Tourism. CBI. <https://www.cbi.eu/sites/default/files/pdf/research/1056.pdf>
- Akdag, G., & Öter, Z. (2011). Assessment of world tourism from a geographical perspective and a comparative view of leading destinations in the market. *Procedia - Social and Behavioral Sciences*, 19, 216–224.
- Amore, A. (2019). Overtourism: issues, realities and solutions. *Journal of Heritage Tourism*, 15(5), 592–593.
- Annual Report 2021. (n.d.). Annual Report 2021. <https://geschaeftsbericht2021.wien.info/en-us>
- Araújo de Azevedo, A. J., Ferreira Custódio, M. J., & Pereira Antunes Perna, F. (2013). "Are you happy here?": The relationship between quality of life and place attachment. *Journal of Place Management and Development*, 6(2), 102–119. <https://doi.org/10.1108/jpmd-06-2012-0017>
- Berbekova, A., Uysal, M., & Assaf, A. G. (2023). Quality of life and public policy development for tourism destinations. *Cornell Hospitality Quarterly*, 65(1), 34–43.
- Bryman, A. (2016). *Social research methods*. Oxford University Press.
- Cardno, C. (2019). Policy document analysis: a practical educational leadership tool and a qualitative research method. *Eğitim Yönetimi*, 24(4).
- Chanda, A. (2021). Key methods used in qualitative document analysis. Social Science Research Network.
- City of Kyoto. (n.d.-a). Survey on Tourist Trends in Kyoto City for 2022. Kyoto City Information Hall. <https://www.city.kyoto.lg.jp/sankan/page/0000313654.html>

City of Kyoto. (n.d.-b). Clear Returns of Tourism Revenue. Kyoto City Information Hall. <https://www.city.kyoto.lg.jp/sogo/page/0000316682.html>

City of Kyoto. (n.d.-c). About the Accommodation Tax. Kyoto City Information Hall. <https://www.city.kyoto.lg.jp/gyozai/page/0000236942.html>

City of Kyoto. (n.d.-d). Dispersal of Tourists. Kyoto City Information Hall. <https://www.city.kyoto.lg.jp/sogo/page/0000319993.html>

City of Kyoto Industry and Tourism Bureau & Tourism MICE Promotion Office.

(2022). Survey on Citizen's Attitude Towards Tourism in Kyoto.

<https://www.city.kyoto.lg.jp/sankan/cmsfiles/contents/0000309/309845/chosa.pdf>

f

Colston, P. (2024, April 23). Vienna Reports Record Conference Year and €4m

Investment in Green and Off-Season Meetings. CMW. <https://www.cmw.net/vienna-reports-record-conference-year-and-e4m-investment-in-green-and-off-season-meetings/>

Destination Marketing & Destination Management Organization for Vienna: Overview of the duties and functions of the Vienna Tourist Board as well as the economic importance of the visitors economy for Vienna. (2023). Vienna Tourist Board.

Duignan, M. (2018). 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary.

Durkin, B. J., & Soldić, F. D. (2021). Tourism dependency and perceived local tourism governance: Perspective of residents of highly-visited and less-visited tourist destinations. *Societies*, 11(3), 79. <https://doi.org/10.3390/soc11030079>

Framba, A. (2020, May 22). Overtourism: causes, consequences and solutions. Ecobnb.

- Goodwin, H., & Institute of Place Management at Manchester Metropolitan University. (2019, April). Overtourism: Causes, Symptoms, and Treatment. Responsible Tourism Partnership. <https://responsibletourismpartnership.org/wp-content/uploads/2019/06/TWG16-Goodwin.pdf>
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1277–1285.
- Hu, R., Li, G., Liu, A., & Chen, J. L. (2022). Emerging Research Trends on Residents' Quality of Life in the Context of Tourism Development. *Journal of Hospitality & Tourism Research*, 109634802210813. <https://doi.org/10.1177/10963480221081382>
- International Federation of Library Associations and Institutions (IFLA). (2023), August 30). *Become a volunteer — IFLA WLIC 2023*. IFLA WLIC 2023. <https://2023.ifla.org/call-for-volunteers/>
- International tourism to reach Pre-Pandemic levels in 2024. (2024, January 19). UN Tourism. Retrieved February 10, 2024, from <https://www.unwto.org/news/international-tourism-to-reach-pre-pandemic-levels-in-2024#:~:text=According%20to%20the%20first%20UNWTO,estimated%201.3%20billion%20international%20arrivals.>
- Izumi, C. (2018). Suggestions towards resident-centered tourist city of Kyoto: Analysis on economic impacts and psychology of residents [Proposals for a Resident-Oriented Tourism City Kyoto; An Analysis of Economic Effects and Resident Psychology]. Kyoto University.

- Jerkovic, E. L. (2022). *Managing tourism for a better quality of life*. University of Groningen.
- Joaquim Araújo de Azevedo, A., João Ferreira Custódio, M., & Pereira Antunes Perna, F. (2013). "Are you happy here?": the relationship between quality of life and place attachment. *Journal of Place Management and Development*, 6(2), 102–119. <https://doi.org/10.1108/jpmd-06-2012-0017>
- Kato, R. (2022). Considering Sustainable tourism through the overtourism led by inbound tourism [inbound ni yoru kanko kougai kara kangaeru jizoku kano na kanko]. *Research on Economic Policy*, University of Kagawa. 18(20).
- Kyoto City. (2023, March 20). 2022 Research on Citizen's attitude on tourism in Kyoto [Kyoto-shi: Reiwa yonen Kyoto kanko ni kannsuru shimin ishiki chosa]. Kyoto Information Hall. Retrieved February 12, 2024, from <https://www.city.kyoto.lg.jp/sankan/page/0000309845.html>
- Kyoto City. (2023, June 21). 2022 Research on tourists trends [Kyoto-shi: Reiwa yonen Kanko kyaku no doko nado ni kakaru chosa ni tsuite]. Kyoto Information Hall. Retrieved February 12, 2024, from <https://www.city.kyoto.lg.jp/sankan/page/0000313654.html>
- Kyoto City Tourism Association (DMO KYOTO). (n.d.-a). Created a Flyer "MIND YOUR MANNERS". Kyoto City Tourism Association (DMO KYOTO). <https://www.kyokanko.or.jp/news20220720>
- Kyoto City Tourism Association (DMO KYOTO). (n.d.-b). Recommended Morning and Night Tours in Kyoto: New Web Series "Kyoto Night Entertainment Recommendations". Kyoto City Tourism Association (DMO KYOTO). <https://www.kyokanko.or.jp/news/20230907>

Kyoto Machi-Quette. (n.d.). Kyoto City.

[https://www.city.kyoto.lg.jp/templates/shingikai\\_kekka/cmsfiles/contents/0000278/278503/13\\_021209kankoshingikai\\_sankoshiryo1-3.pdf](https://www.city.kyoto.lg.jp/templates/shingikai_kekka/cmsfiles/contents/0000278/278503/13_021209kankoshingikai_sankoshiryo1-3.pdf)

Kyoto Morning Tourism Study Group & Kyoto Chamber of Commerce and Industry. (2016). Proposal for Morning Tourism in Kyoto.

Kyoto Prefecture, Kyoto City. (n.d.). Establishment of Accommodation Tax in Kyoto Prefecture, Kyoto City. [https://www.soumu.go.jp/main\\_content/000545900.pdf](https://www.soumu.go.jp/main_content/000545900.pdf)

Kokkhangplu, A., Kim, Y. K., & Kaewnuch, K. (2023). Resident's quality of life through community-based tourism. *Anatolia: An International Journal of Tourism and Hospitality Research*, 1–20.

<https://doi.org/10.1080/13032917.2023.2196671>

Lee, S. (2022). Classifying tourist destinations in Japan for overtourism. *Journal of Advanced Research in Social Sciences*, 5(4), 27–34.

Marzuki, A. (2012). Local residents' perceptions towards economic impacts of tourism development in Phuket. *Tourism: An International Interdisciplinary Journal*, 60(2), 199–212. <https://hrcak.srce.hr/84563>

Matatolu, I. (2019). Tourism and Residents' Quality of Life: A Critical examination. *The Journal of Pacific Studies*, 39(1).

Megawati. (2023, January 19). Tourism Development Strategy in Improving the Community Economy at Tanjung Bira Beach, Bonto Bahari District, Bulukumba Regency.

Milano, C., Novelli, M., & Cheer, J. M. (2019). Overtourism and tourismphobia: A journey through four decades of tourism development, planning and local

- concerns. *Tourism Planning and Development*, 16(4), 353–357.  
<https://doi.org/10.1080/21568316.2019.1599604>
- Moscardo, G. (2009). Tourism and quality of life: Towards a more critical approach. *Tourism and Hospitality Research*, 9(2), 159–170.  
<https://doi.org/10.1057/thr.2009.6>
- Music, Theatre and Dance - Venues, Events, and Orchestras. (2015, June 20). City of Vienna. <https://www.wien.gv.at/english/culture-history/music/>
- Nara, M., & Maekawa, A. (2018). Discussing ‘Overtourism’ in Japan. *Journal of Japanese Society of Tourism Studies*, 10(2), 9–15.
- National Diet Library. (n.d.). Kyoto City Industry and Tourism Bureau. National Diet Library Digital Collections. <https://dl.ndl.go.jp/info:ndljp/pid/1057782>
- Nguyen, V. T., & Fukuda, D. (2021). An analysis of overtourism policies in cities by combining quantitative and qualitative criteria. *ResearchGate*.
- NHK (Japan Broadcasting Corporation). (n.d.). Experts Meeting Begins to Review Kyoto City's Accommodation Tax. NHK News Web.  
<https://www3.nhk.or.jp/lnews/kyoto/20240419/2010019936.html>
- Noguchi, T. (2021). Overtourism: Impacts on residents' well-being in Japan. *Asian Journal of Tourism Research*, 2(1), 1–20.
- Nowacki, M. (2013). The determinants of tourist satisfaction with the theme park visit. *Tourism Management*, 35, 269–275.
- OECD Tourism Trends and Policies 2022. (2023). Organisation for Economic Co-operation and Development (OECD). <https://doi.org/10.1787/6b47b985-en>
- Okulicz-Kozaryn, A., & Strzelecka, M. (2016). Happy tourists, unhappy locals. *Social Indicators Research*, 134(2), 789–804.

- Okuyama, T. (2018). Research on the awareness of residents regarding tourism in Kyoto City. *Kyoto Tourism Studies Journal*, 19(4), 49–67.
- Overtourism? New UNWTO report offers case studies to tackle challenges. (2019, March 5). \*UN Tourism\*. Retrieved from <https://www.unwto.org/global/press-release/2019-03-05/overtourism-new-unwto-report-offers-case-studies-tackle-challenges>
- Pacheco, Z. E., Pillai, S. K. B., & Pimentel, T. D. (2021). Quality of life defined: A tourism Entrepreneurs perspective. *Goa University*.
- Pappas, N. (2022). Conceptualizing the new service expectations of visitors to heritage sites. *Current Issues in Tourism*, 25(6), 787–805.
- Paputungan, A. (2019). Resident's quality of life and tourism development: evidence from Indonesia. *International Journal of Tourism Policy*, 9(2), 1–20.
- Pasma, M. (2022). Coping with Overtourism 8 case studies across Europe. *Master Thesis*.
- Peeters, PM., Gössling, S., Klijs, J., Milano, C., Novelli, M., Dijkmans, CHS., Eijgelaar, E., Hartman, S., Heslinga, J., Isaac, R., Mitas, O., Moretti, S., Nawijn, J., Papp, B., & Postma, A. (2018). *Research for TRAN Committee - Overtourism: impact and possible policy responses*. European Parliament, Directorate General for Internal Policies, Policy Department B: Structural and Cohesion Policies, Transport and Tourism.
- Plan of Kyoto City Tourism Industry Promotion Plan 2023. (2023). Kyoto City Industry and Tourism Bureau. Retrieved February 10, 2024, from <https://www.city.kyoto.lg.jp/sankan/page/0000319943.html>

- Regidor, E. (2006). Social determinants of health: a veil that hides socioeconomic position and its relation with health. *Journal of Epidemiology & Community Health*, 60(10), 896–901.
- Roland Berger GMBH. (2018). Protecting your city from overtourism. *European City Tourism Study 2018*.
- Schmuck, L. M. (2019). Residents' perspective on overtourism in Vienna. Modul University.
- Shani, A., & Uriely, N. (2012). VFR tourism: The host experience. *Annals of Tourism Research*, 39 (1), 421–440.
- Shimizu, Y. (2021). Impact of tourism on residents' quality of life in Kyoto. *Asian Journal of Tourism Research*, 2 (3), 35–51.
- Shirai, M. (2021). Development and sustainability of community-based tourism in Japan. *Asian Journal of Tourism Research*, 2(3), 1–21.
- Sibrijns, G. R., & Vanneste, D. (2021). Managing overtourism in collaboration: The case of 'From Capital City to Court City', a tourism redistribution policy project between Amsterdam and The Hague. *Journal of Destination Marketing and Management*, 20, 100569.
- Sim, J., Saunders, B., Waterfield, J., & Kingstone, T. (2018). Can sample size in qualitative research be determined a priori? *International Journal of Social Research Methodology*, 21(5), 619–634.
- Song, H. (2019). Analysis of residents' satisfaction with tourism in Kyoto. *Tourism Economics*, 25(1), 45–61.



Spenceley, A., & Meyer, D. (2017). Tourism and poverty reduction: Theory and practice in less economically developed countries. *Journal of Sustainable Tourism*, 20(3), 297–317.

Statistics Austria. (n.d.). Arrivals & Overnight Stays. Statistics Austria.

<https://www.statistik.at/en/statistics/tourism-and-transport/tourism/accommodation/arrivals-overnight-stays>

Strategie 2025. (n.d.). Home — Strategie 2025. <https://shaping.vienna.info/en-us/home>

Suntikul, W., Pratt, S., I Kuan, W., Wong, C. I., Chan, C. C., Choi, W. L., & Chong, O. F. (2016). Impacts of tourism on the quality of life of local residents in Hue, Vietnam. *Anatolia*, 27(4), 405–420.

<https://doi.org/10.1080/13032917.2016.1138234>

Szromek, A. R., & Naramski, M. (2020). Sustainable tourism and residents' quality of life: case study of a Polish tourism area. *Sustainability*, 12(17), 1–20.

Theobald, W. F. (2005). *Global Tourism*. Elsevier.

Totteoki no Kyoto Project. (2023, January 11). I Found My Own Kyoto | Totteoki no Kyoto Project. Totteoki no Kyoto Project. <https://totteoki.kyoto.travel/concept/>

Tourismusverband. (2023, September 26). Vienna residents' attitude towards tourism 2022. Vienna Tourist Board. Retrieved from

<https://b2b.wien.info/en/statistics/marketresearch/attitudetotourism-339818>

Tourismusverband. (2022, October 3). *Unique experiences*. vienna.info.

<https://www.wien.info/en/see-do/discover-vienna/hidden-gems/unique-experiences-362308>

Tourism Impact Research Group. (2022). The impacts of tourism on the well-being of residents in Japan. *Journal of Asian Tourism Research*, 3(2), 12–27.

Tourist Survey 2022. (2022). Vienna Tourist Board.

<https://b2b.wien.info/en/statistics/surveys/tourist-survey>

TPBO. (2023, November 29). Overtourism: How Does it Affect Destination Reputation and Competitiveness? TPBO. Retrieved from

<https://placebrandobserver.com/overtourism-issues-strategies-solutions/>

Travel & Tourism Economic Impact 2023. (2023). World Travel & Tourism Council.

UNWTO. (2022). International Tourism Highlights. <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>

Uysal, M., Sirgy, M. J., Woo, E., & Kim, H. (Lina). (2016). Quality of life (QOL) and well-being research in tourism. *Tourism Management*, 53, 244–261.

<https://doi.org/10.1016/j.tourman.2015.07.013>

Vagena, A. (2021). OVERTOURISM: Definition and Impact. *Academia Letters*.

<https://doi.org/10.20935/al1207>

Vienna in Figures - Urban Area, Population, Education, Economy, Transport, Public Administration. (2023, September 4). City of Vienna.

<https://www.wien.gv.at/english/administration/statistics/>

Vienna Tourist Board. (2023). Vienna Tourism Strategy 2025: High-Quality and Sustainable. <https://b2b.wien.info/en/press-media-services/pressservice/press-releases/2023/tourism-strategy-2025>

Vienna's Visitor Economy 2022. (2023). Vienna Tourist Board.

<https://b2b.wien.info/en/statistics/tourism-industry-overview>

- Vienna City Council. (2021). Vienna Climate Roadmap. City of Vienna.  
<https://www.wien.gv.at/english/environment/climate-protection/roadmap.html>
- Vienna University of Economics and Business. (2023). Overtourism: Strategies and Solutions. *Journal of Sustainable Tourism*, 25(3), 279–295.
- Viennese Quality of Life Survey. (2023). City of Vienna.  
<https://www.wien.gv.at/english/survey/2023>
- Vodeb, K. (2012). Qualitative research methods. Lecture Notes.
- Volo, S. (2020). Overtourism: Definitions, Enablers, Impacts and Managerial Challenges. *Overtourism*, 11–26. [https://doi.org/10.1007/978-3-030-42458-9\\_2](https://doi.org/10.1007/978-3-030-42458-9_2)
- Wall, G. (2020). From carrying capacity to overtourism: a perspective article. *Tourism Review*, 75(1), 212–215. <https://doi.org/10.1108/tr-08-2019-0356>
- Wanner, J., & Pronzini, A. (2018). Tourism Management in the City of Vienna: Impact and Development. *Journal of Travel Research*, 57(2), 154–168.
- Wen, J., Ying, T., Zhang, H., & Zhang, K. (2018). Perceived impacts of tourism by residents in destinations: Differences between residents and non-residents. *Tourism Review*, 73(3), 270–288.
- WHO. (1997). Health Impact Assessment: main concepts and suggested approach. World Health Organization.
- Wills, J. B. (2015). Overtourism in Europe. *Tourism Management Perspectives*, 4, 23–27.
- World Tourism Organization (UNWTO). (2021). UNWTO Inclusive Recovery Guide - Sociocultural Impacts of Covid-19, Issue 4: Rebuilding Tourism for the Future: Embracing the New Normal Post COVID-19.  
<https://doi.org/10.18111/9789284422456>

- Yayla, Ö., Koç, B., & Dimanche, F. (2023). Residents' support for tourism development: Investigating quality-of-life, community commitment, and communication. *European Journal of Tourism Research*, 33, 3311.  
<https://doi.org/10.54055/ejtr.v33i.2762>
- Ye, B. H., Zhang, H., Shen, L., & Goh, C. (2014). How does social capital affect resident's perceived impacts of tourism? *Tourism Management*, 45, 351–361.

**Appendix A (code table)**

	<b>Policy Goal</b>	<b>Policy Construction</b>	<b>Policy Outcome</b>
<b>Environmental well-being</b>	<ul style="list-style-type: none"> <li>- <b>Lodging tax</b> (overcrowding)</li> <li>- <b>Best of Kyoto</b> (overcrowding; clear indication in policy goal)</li> <li>- <b>Usage of subways</b> (overcrowding at transportation)</li> <li>- <b>Separation of bus lines</b> (overcrowding at transportation)</li> <li>- <b>Morning and Night sightseeing</b> (overcrowding at certain time of the day and public transportation)</li> <li>- <b>Kyoto machi-quette and Mind your manner</b> (and pollution (garbage; policy was developed due</li> </ul>		<ul style="list-style-type: none"> <li>- <b>Ordinance of Short-term rentals</b> (land pollution)</li> <li>- <b>Kyoto summer and winter campaign</b> (overcrowding at peak season/ congestion in public transportation, tourist hot spots)</li> <li>- <b>Promotion as luxury destination</b> (land pollution garbage issues; attracting through responsible tourists)</li> </ul>

	<p>to perceived negative impact on QoL)</p> <ul style="list-style-type: none"> <li>- Place-making (overcrowding at certain times and tourist hotspots)</li> </ul>		
<b>Leisure well-being</b>	<ul style="list-style-type: none"> <li>- <b>Lodging tax</b> (quality of public transportation)</li> <li>- <b>Usage of subway</b> (accessibility to infrastructure)</li> <li>- <b>Separation of bus lines)</b> accessibility to infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>- <b>Best of Kyoto (Leisure)</b> Lesser-known area</li> <li>- <b>Kyoto summer and winter</b> (dispersing tourism services and products)</li> <li>- <b>Place making</b> Increase in number of recreational areas</li> </ul>
<b>Social well-being</b>		<ul style="list-style-type: none"> <li>- <b>Lodging tax</b> Participation to social activities and voices have been heard</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Best of Kyoto</b> More opportunity to interact with tourists</li> <li>- <b>Kyoto machi-etiquette and mind your manner</b> Improve relationship with tourists</li> </ul>

			<ul style="list-style-type: none"> <li>- <b>Promoting as conference destination</b> More opportunity to participate to social activities</li> <li>- <b>Promotion as luxury destination</b> Improve relationship with tourists</li> <li>- <b>Place making</b> Deepen relationship through perceived international atmosphere</li> </ul>
<b>Safe and security</b>	<b>Ordinance of short-term rentals</b> (indication of securing safe and security)		
<b>Economic/ material well-being</b>			<ul style="list-style-type: none"> <li>- <b>Morning and night sightseeing</b> More job opportunity (job security)</li> <li>- Promotion as convention tourism</li> </ul>

			Job security/ increase in income
--	--	--	--

**Appendix B (basic information of policy documents)**

Author	Name of Document	URLs
City of Kyoto (n.d.)	Resilient Kyoto. 100 Resilient Cities.	<a href="https://resilientcitiesnetwork.org/downloadable_resources/Network/Kyoto-Resilience-Strategy-English.pdf">https://resilientcitiesnetwork.org/downloadable_resources/Network/Kyoto-Resilience-Strategy-English.pdf</a>
Eiweid aAhmed, A. R. (n.d.)	Cultural heritage, sustainable tourism and urban regeneration: Capturing lessons and experience from Japan with a focus on Kyoto. World Bank.	<a href="https://documents.worldbank.org/en/publication/documents-reports/documentdetail/938741531140109250/cultural-heritage-sustainable-tourism-and-urban-regeneration-capturing-lessons-and-experience-from-japan-with-a-focus-on-kyoto">https://documents.worldbank.org/en/publication/documents-reports/documentdetail/938741531140109250/cultural-heritage-sustainable-tourism-and-urban-regeneration-capturing-lessons-and-experience-from-japan-with-a-focus-on-kyoto</a>



<p>Kyoto Prefecture. (2023)</p>	<p>Implementation status report on the "Kyoto Prefecture Comprehensive Plan / Kyoto Prefecture Regional Revitalization Strategy"</p>	<p><a href="https://www.pref.kyoto.jp/shinsougoukeikaku/zixtusizyoukyou/documents/r5report_compressed.pdf">https://www.pref.kyoto.jp/shinsougoukeikaku/zixtusizyoukyou/documents/r5report_compressed.pdf</a></p>
<p>Kyoto City. (2019).</p>	<p>Basic policies and specific measures for the realization of a sustainable tourism city that prioritizes harmony with citizens' lives</p>	<p><a href="https://www.city.kyoto.lg.jp/sankan/cmsfiles/contents/0000260/260038/besshi1.pdf">https://www.city.kyoto.lg.jp/sankan/cmsfiles/contents/0000260/260038/besshi1.pdf</a></p>



Vienna Visitor Economy Strategy 2025. (2021)	<i>VIENNA VISITOR ECONOMY STRATEGY 2025.</i> (2021).	<a href="https://strategie-2025.cdn.prismic.io/strategie-2025/576cb6dd-6ddf-47dd-bad3-9982fc093c69_Hand_Out_Strategie2025_EN_TK.pdf">https://strategie-2025.cdn.prismic.io/strategie-2025/576cb6dd-6ddf-47dd-bad3-9982fc093c69_Hand_Out_Strategie2025_EN_TK.pdf</a>
Plan T – Master Plan for Tourism.	<i>Bundesministerium Für Arbeit Und Wirtschaft.</i>	<a href="https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html">https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html</a>
Brauner, R., Kettner, N., & Vienna Tourist Board. (n.d.).	Vienna Tourism Strategy 2020.	<a href="http://www.tourismstrategy2020.vienna.info/downloads/wt-tourismusstrategie-2020_en.pdf">http://www.tourismstrategy2020.vienna.info/downloads/wt-tourismusstrategie-2020_en.pdf</a>
Vienna Tourist Board (n.d.)	Overview of the Duties and Functions of the Vienna Tourist Board as well as the	<a href="https://b2b.wien.info/resource/blob/426754/2f66d9cbb490a556dc3a0cfe579fb6e7/fact-en-data.pdf">https://b2b.wien.info/resource/blob/426754/2f66d9cbb490a556dc3a0cfe579fb6e7/fact-en-data.pdf</a>

	Economic Importance of the Visitor Economy for Vienna. In <i>Vienna Tourist Board.</i>	
--	---	--