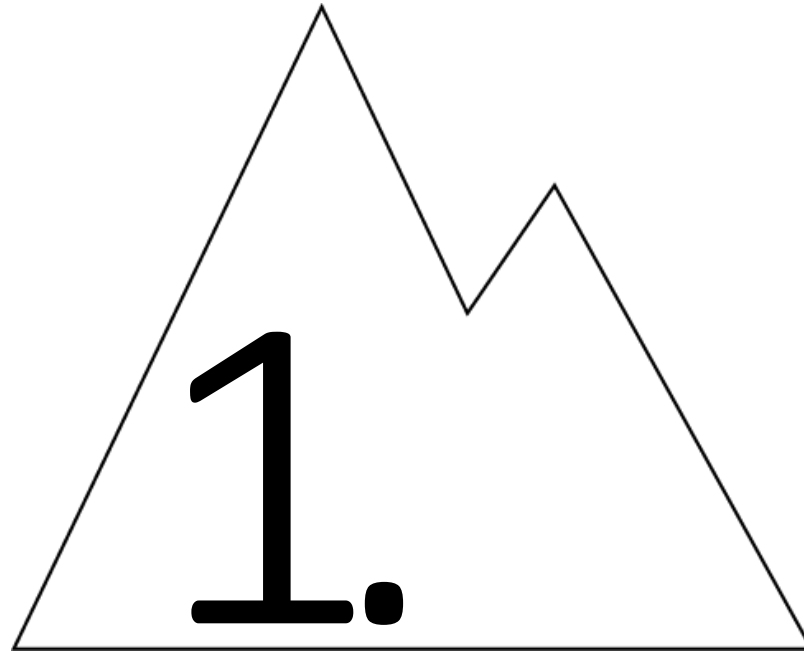


Balanced Tourism in Urban Areas

Christian
Baumgartner

4th June 2025
Bregenz





Approaching “balanced tourism”

Core principles of “balanced tourism” in urban areas
Strategies and recommendations for a more “balanced tourism”

Definition

Balanced <>
sustainable

Urban <>
rural



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OECD Tourism Trends and Policies 2024



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RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY PIONEERS NEW APPROACH TO SUSTAINABLE TOURISM: BALANCED TOURISM

Announced at the 2022 Arabian Travel Market, the Tourism Authority shares vision to become the region's most sustainable destination by 2025 with ambitious new approach at the heart of the Emirate's tourism strategy



Definition

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The screenshot shows a web browser displaying the Alpinmarketing website. The browser's address bar shows the URL 'https://www.alpinmarketing.ch'. The website has a dark blue header with the 'ALPINMARKETING' logo on the left and a 'KONTAKT' button on the right. The main content area is white and features the title 'Tourismus im Gleichgewicht' in a bold, dark font. Below the title is a paragraph defining the concept: 'Unter Tourismus im Gleichgewicht versteht man die Entwicklung und Förderung des Tourismus in einer Art und Weise, die sowohl für die lokal ansässige Bevölkerung als auch für die Umwelt nachhaltig und verantwortungsvoll ist. Die englische Bezeichnung dafür ist Balanced Tourism.' Below this paragraph is a dark blue button with white text that says 'Chatten statt lesen? -> Chatbot hier starten!'. Further down is another paragraph discussing the importance of tourism intensity and its potential negative impacts on the environment and local communities, mentioning 'Instagrammable Places' and 'Massentourismus'. The text is partially highlighted with green bars. In the bottom right corner of the website, there is a red circular chatbot icon with a white 'AI' logo.

← → ↻ 🔒 https://www.alpinmarketing.ch 80% ☆ 🔍 Suchen

ALPINMARKETING KONTAKT

Tourismus im Gleichgewicht

Unter Tourismus im Gleichgewicht versteht man die Entwicklung und Förderung des Tourismus in einer Art und Weise, die sowohl für die lokal ansässige Bevölkerung als auch für die Umwelt nachhaltig und verantwortungsvoll ist. Die englische Bezeichnung dafür ist Balanced Tourism.

Chatten statt lesen? -> Chatbot hier starten!

Eine wichtige Kenngrösse für das Gleichgewicht zwischen den Stakeholdern im Tourismus stellt die Tourismusintensität in einer Region dar. Damit verbunden sind auch regional unterschiedliche Konfliktpotenziale. Beispielsweise wenn der durch Tourismus indizierte Individualverkehr ein zu hohes Maß überschreitet und Einheimische in ihrer Mobilität einschränkt. Oder wenn beispielsweise beliebte Plätze in der Natur (Instagrammable Places) durch den Ansturm zu vieler Gäste überfüllt (Massentourismus) und im schlimmsten Fall zugemüllt oder gar verwüstet werden. Balanced Tourism hat zum Ziel, die negativen Auswirkungen des Tourismus auf die lokalen Gemeinden und die Umwelt möglichst gering zu halten und gleichzeitig die

Definition



*“**Balanced Tourism** focuses on achieving an equilibrium between the economic, social, and environmental aspects of tourism while balancing growth and preservation.*

It seeks to optimize benefits for the destination while minimizing negative impacts, as well as reducing the leakage factor to drive inclusive economic growth.”

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rural



<https://balancedtourism.com/about/>,
a website owned by «c/o Chameleon Strategies»
(Incorporated in: Bangkok | Hong Kong | Singapore | Vancouver)

Definition

*“**Balanced Tourism** focuses on achieving an equilibrium between the economic, social, and environmental aspects of tourism while balancing growth and preservation.*

It seeks to optimize benefits for the destination while minimizing negative impacts, as well as reducing the leakage factor to drive inclusive economic growth.

**Balanced <>
sustainable**

***Sustainable Tourism**, on the other hand, emphasizes long-term sustainability, where tourism is managed in a way that it can be maintained indefinitely without degrading the natural and cultural environments.*

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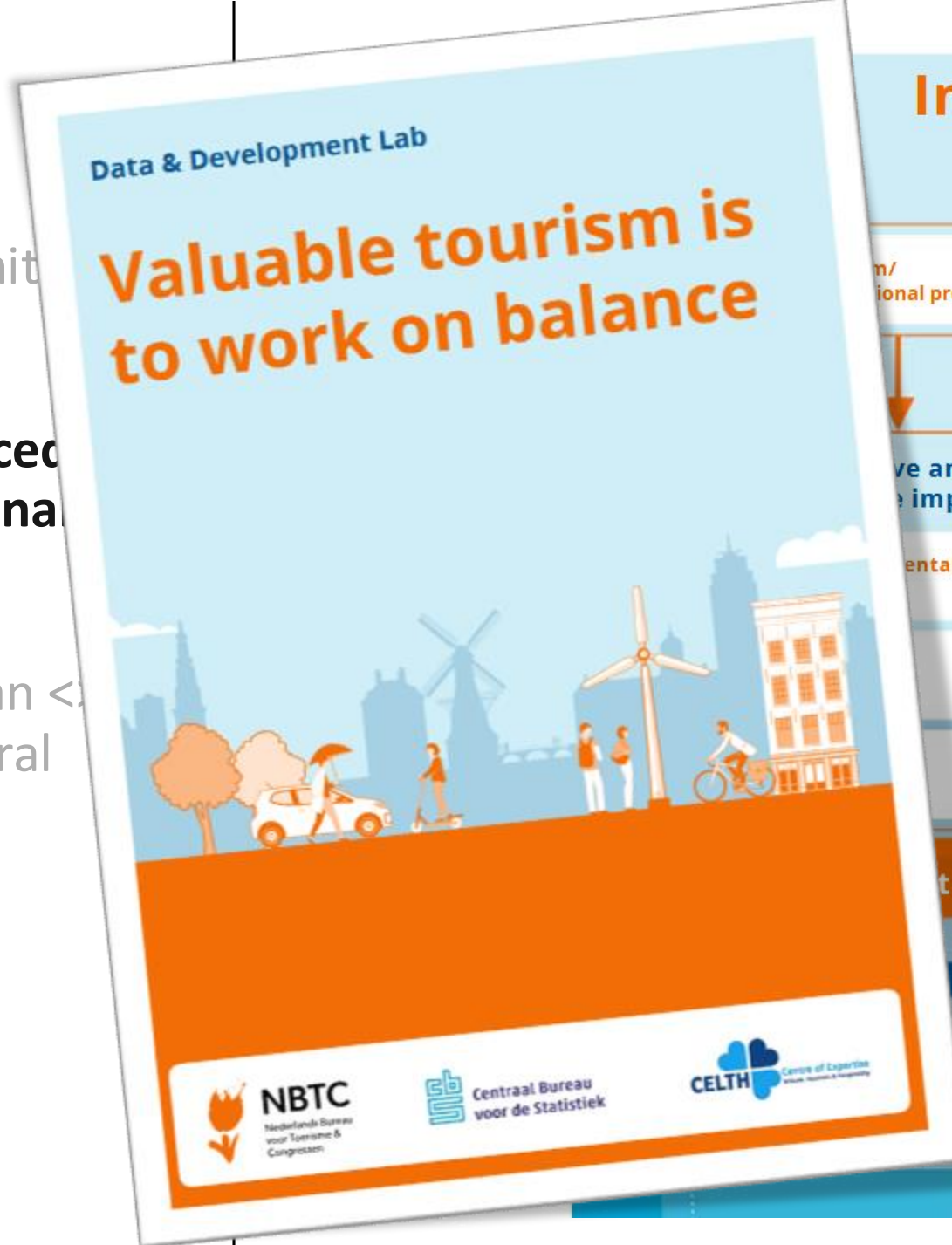
While both approaches aim for responsible tourism, Balanced Tourism specifically targets an equilibrium among various aspects of tourism to balance growth and preservation, whereas Sustainable Tourism is more focused on long-term conservation and responsible management of resources.”

<https://balancedtourism.com/about/>

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Impact versus capacity



Definition

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The image is a screenshot of a web browser displaying the UNWTO Sustainable Development page. The browser's address bar shows the URL <https://www.unwto.org/sustainable-development>. The page header includes the UNWTO logo, the tagline "Bringing the world closer | United Nations Specialized Agency", and navigation links: WHO WE ARE, WHAT WE DO, REGIONS, RESOURCES, EVENTS, NEWS, and a search icon. The main content area features a large background image of two children in shallow water, one carrying a basket on their head. Overlaid on this image is the text "Sustainable development" in a large, white, serif font. Below this, a definition is provided in a smaller, white, sans-serif font: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". The words "current and future" in this definition are circled in green. A large green oval also encompasses the entire definition text. On the left side of the page, there is a vertical navigation menu with a "Back" button and a list of links, including "Sustainable development", "Tourism", "Environment", and "Sustainable development".

Back

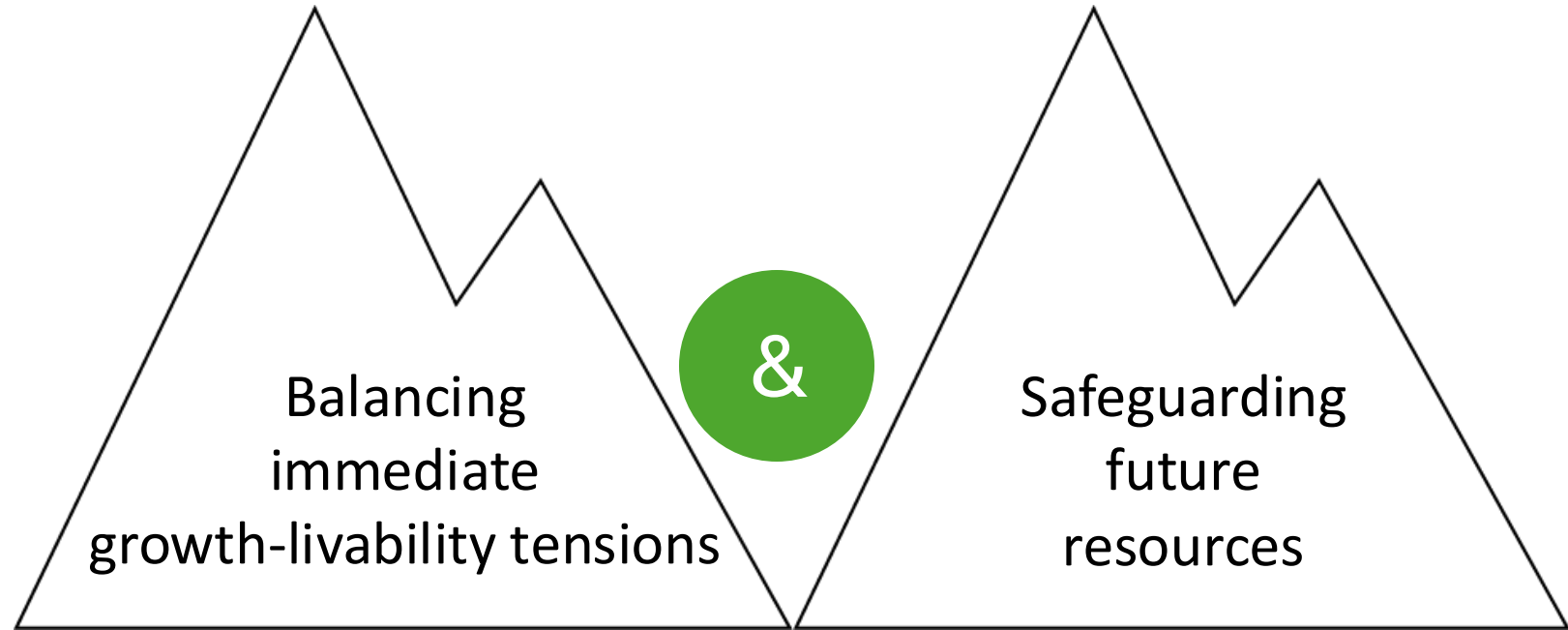
Sustainable development

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Definition

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Definition

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Ourika valley / Morocco

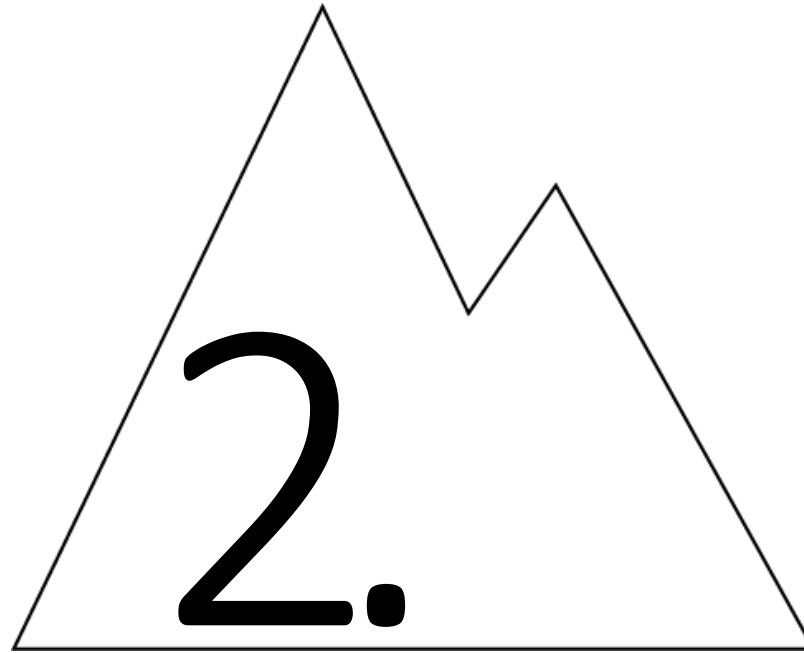
Definition

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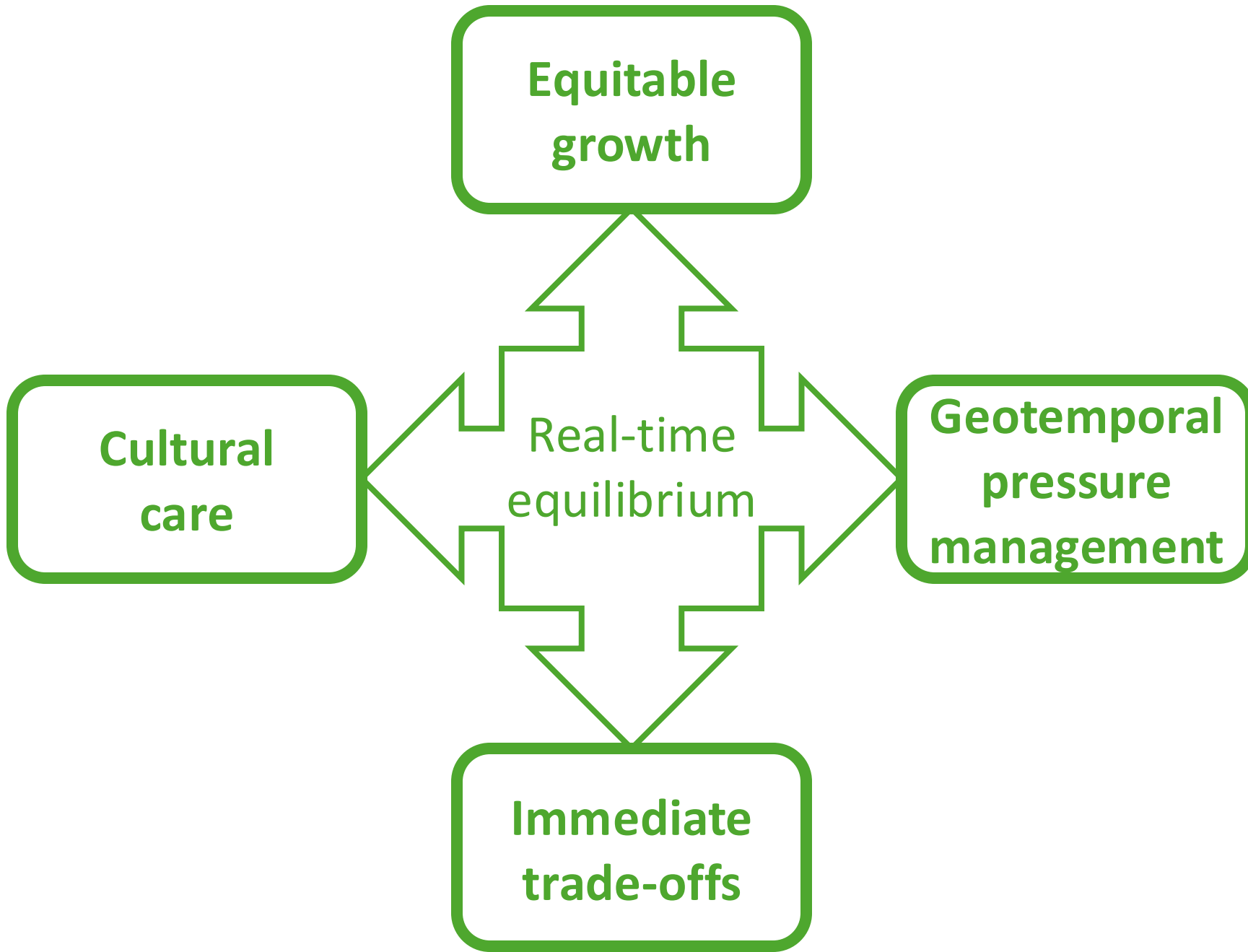
Bangkok/ Thailand

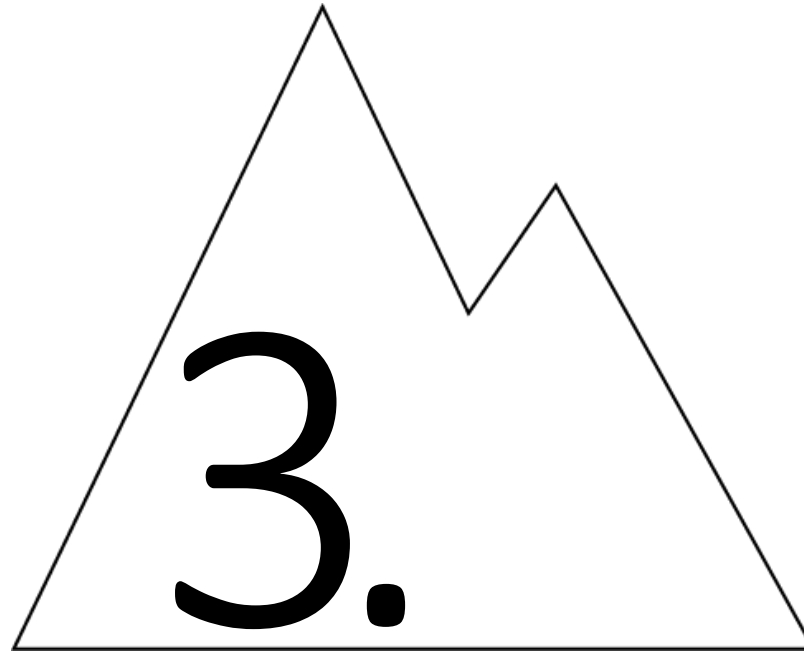


Approaching “balanced tourism”

Core principles of “balanced tourism” in urban areas

Strategies and recommendations for a more “balanced tourism”





Approaching “balanced tourism”

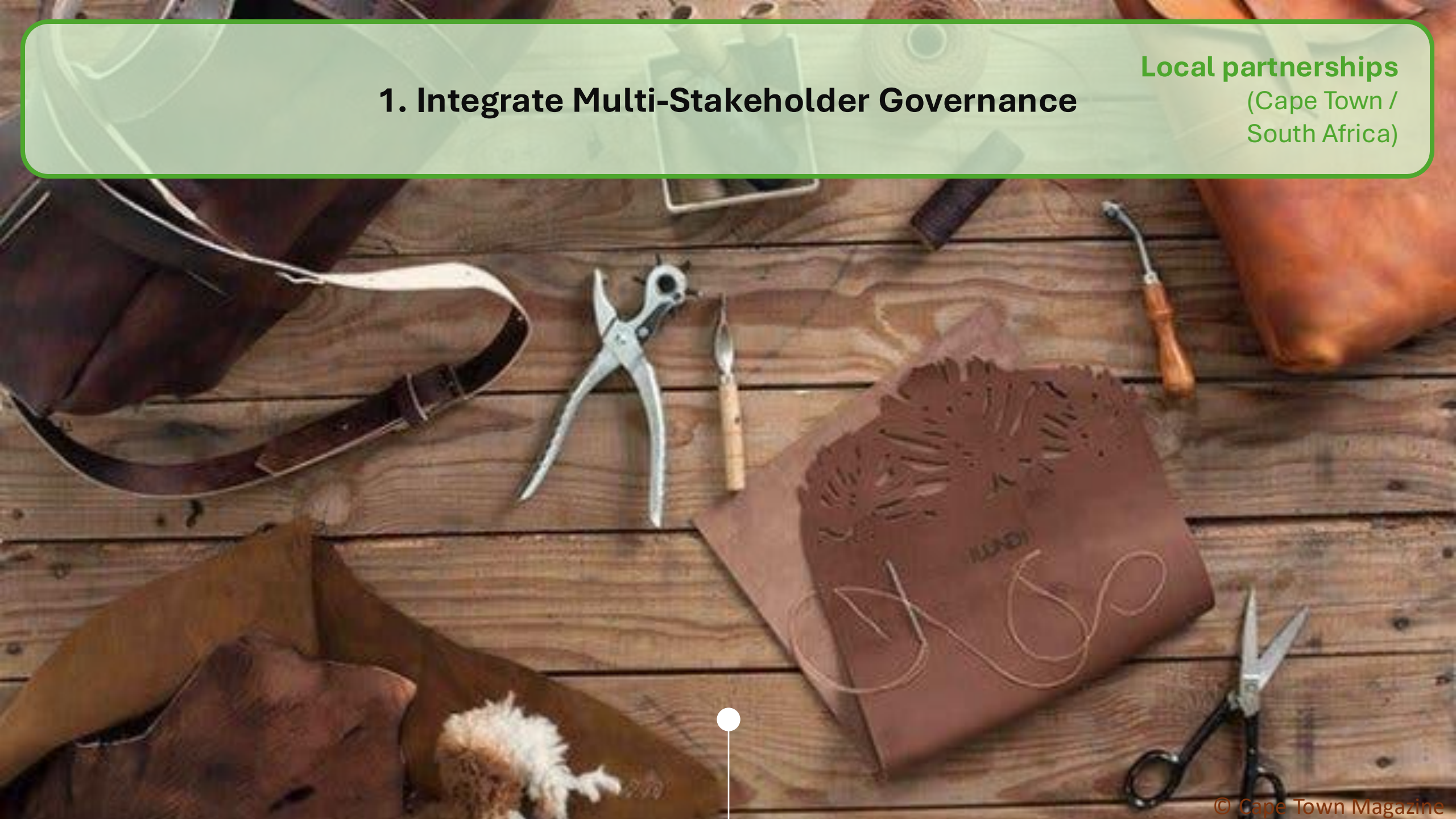
Core principles of “balanced tourism” in urban areas

Strategies and recommendations for a more “balanced tourism”

1. Integrate Multi-Stakeholder Governance

Local partnerships

(Cape Town /
South Africa)





Unlocking the potential of testing actions

Insights from the Small Scale Actions done by Action Planning Networks 2019-2022.



How can local groups live on after URBACT projects end?

URBACT experts share three strategies for towns and cities to ensure their URBACT-sparked local participation keeps on thriving.



Alternative to mass tourism? Sustainable tourism and the regulation of short-term rentals

A study involving URBACT cities highlights the need for local solutions that 'Prepare, Preserve, and Platformise' holiday rentals



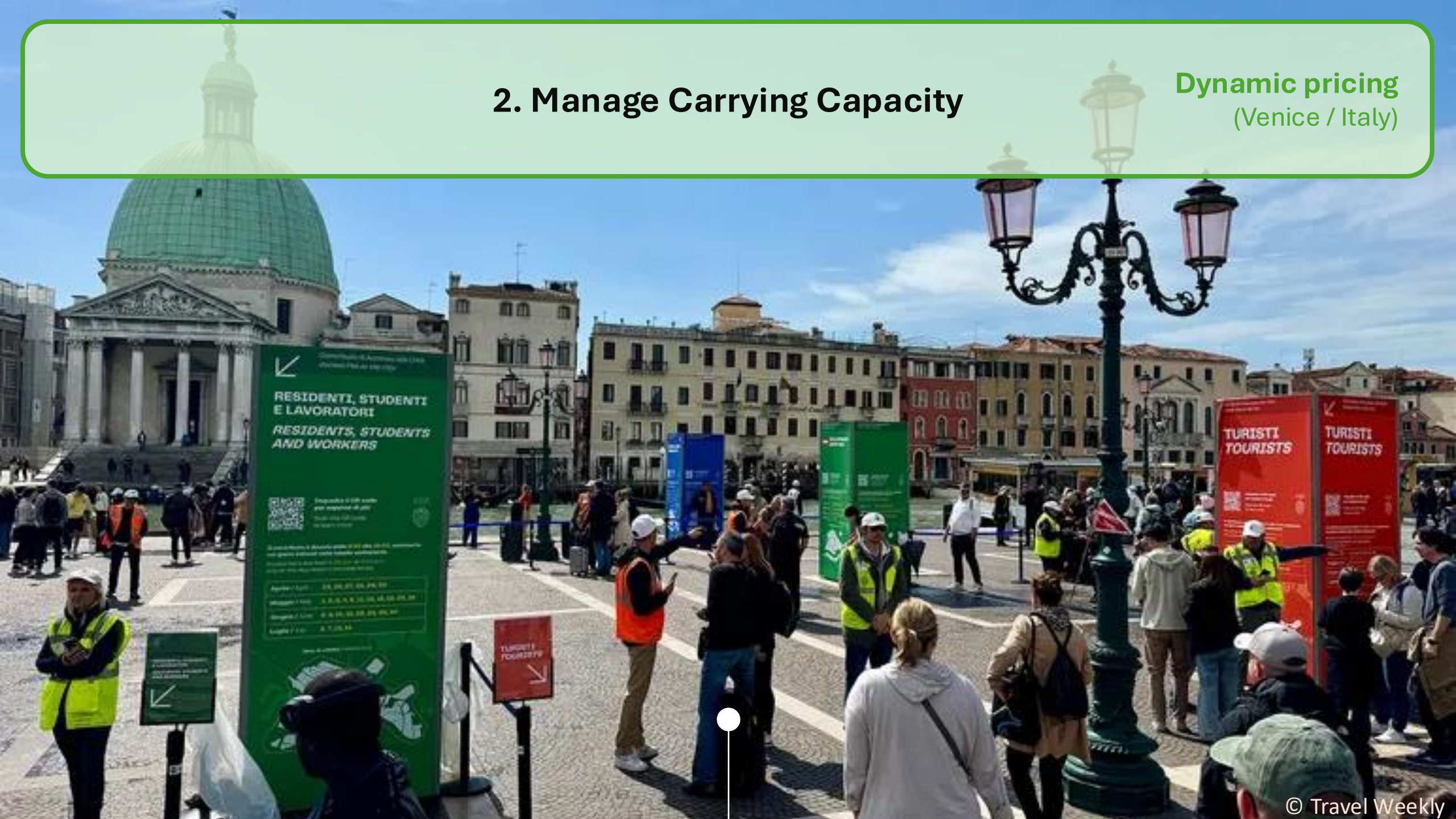
**Regulation of
short-term rentals**
(Amsterdam / NL)

1. Integrate Multi-Stakeholder Governance



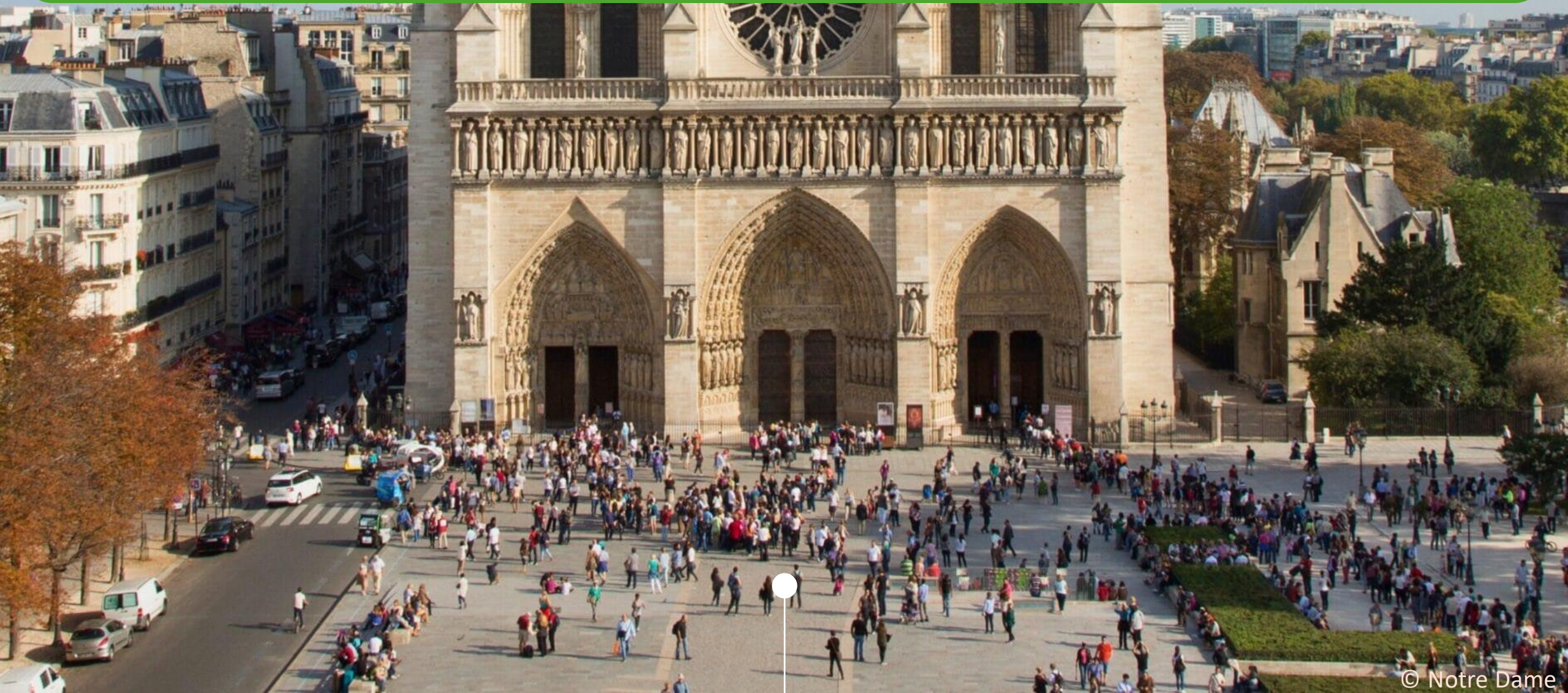
2. Manage Carrying Capacity

Dynamic pricing
(Venice / Italy)



2. Manage Carrying Capacity

Timed entry system
(Paris / France)



2. Manage Carrying Capacity

Geheimtipps für Berlin



Trail development
(Besalú / Spain)

3. Diversify Tourism Offerings



Itinerary development
(Edinburgh / Scotland)

3. Diversify Tourism Offerings



Year-round festivals
(Dubrovnik / Croatia)

3. Diversify Tourism Offerings



Events in Dubrovnik

**Eco-friendly infrastructure,
energy & water cycles**
(Singapore)

4. Prioritize Regenerative Practices



4. Prioritize Regenerative Practices

**Net-zero in
tourism emissions**
(Helsinki / Finland)



Sustainable initiatives :

Small adjustments that make a world of difference

5. Strengthen Policy Frameworks

**Limit for tourist-centric
businesses**
(Amsterdam / Netherlands)



**Regulation of
short-term rentals**
(Barcelona / Spain)

5. Strengthen Policy Frameworks



MIND YOUR MANNERS WHEN IN KYOTO...

6. Increase Stakeholders Awareness

Visitor etiquette
campaigns
(Kyoto / Japan)

MOVE LIKE A LOCAL



Shhh...
Be considerate
Move quietly when exploring
residential areas or
religious sites.

BE ECO FRIENDLY



Bring a reusable
bottle & shopping bag



Don't litter
PENALTY

HELP KEEP KYOTO AUTHENTIC



Don't follow the crowd



Support local culture
Buy local to support Kyoto's
businesses and artisans



Cultural heritage &
historical sites are
easily damaged
PENALTY



No smoking on
public streets
PENALTY

PLEASE...



Don't stop
geisha on the street
Don't take photos without
permission
PENALTY

KEEP OUT



Don't block the road
PENALTY

**Acts marked with a prohibition sign (⊘) may violate Japanese law.
Depending on the situation, police may intervene.**

Kyoto Guidelines
for sustainable tourism

CITY OF KYOTO

Police of Kyoto

京都観光モラル宣言

Kyoto Traveler's Promise



© Kyoto Travel

6. Increase Stakeholders Awareness

Eco-friendly behavior
rewards
(Copenhagen / Denmark)

HELP KEEP THE WATER CLEAN



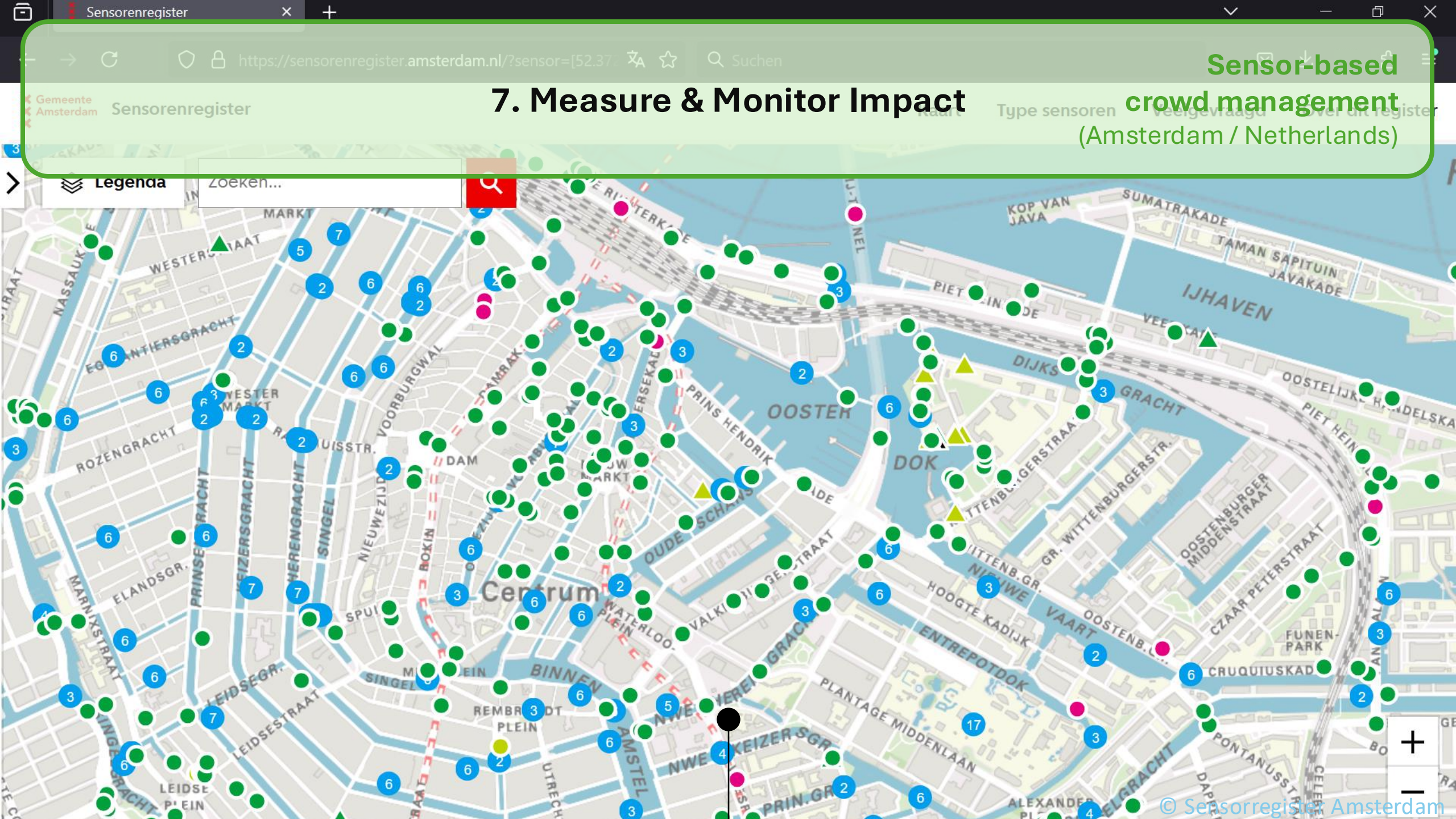
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00:20



vimeo

© Visit Copenhagen

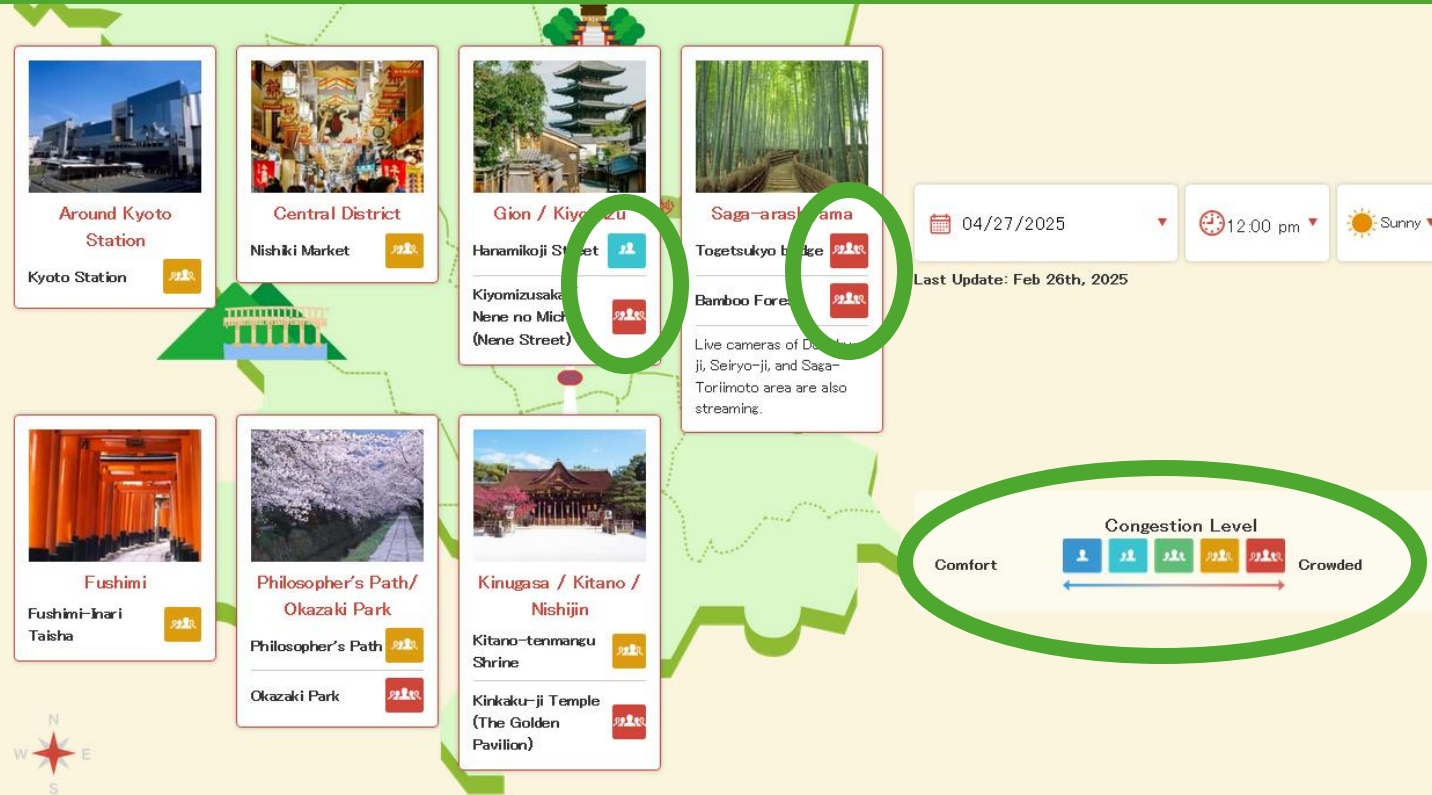


7. Measure & Monitor Impact

Sensor-based
crowd management
(Amsterdam / Netherlands)

Congestion/ comfort forecast (Kyoto / Japan)

7. Measure & Monitor Impact



*Congestion forecast results will change depending on the selected weather conditions.

*Prediction results are updated periodically and accuracy improves as the day approaches. Predicted results may change depending on the timing of viewing.

You can also check the congestion levels at locations not listed on the Kyoto Travel Congestion Forecast website.

(Operated by: Ministry of Land, Infrastructure, Transport and Tourism, Kyoto National Highway Office)

You can find the live camera here

Gli step per il SaltalaFolla: Orientamento dei flussi turistici

**Congestion/ comfort
forecast**
(Florence / Italy)

7. Measure & Monitor Impact

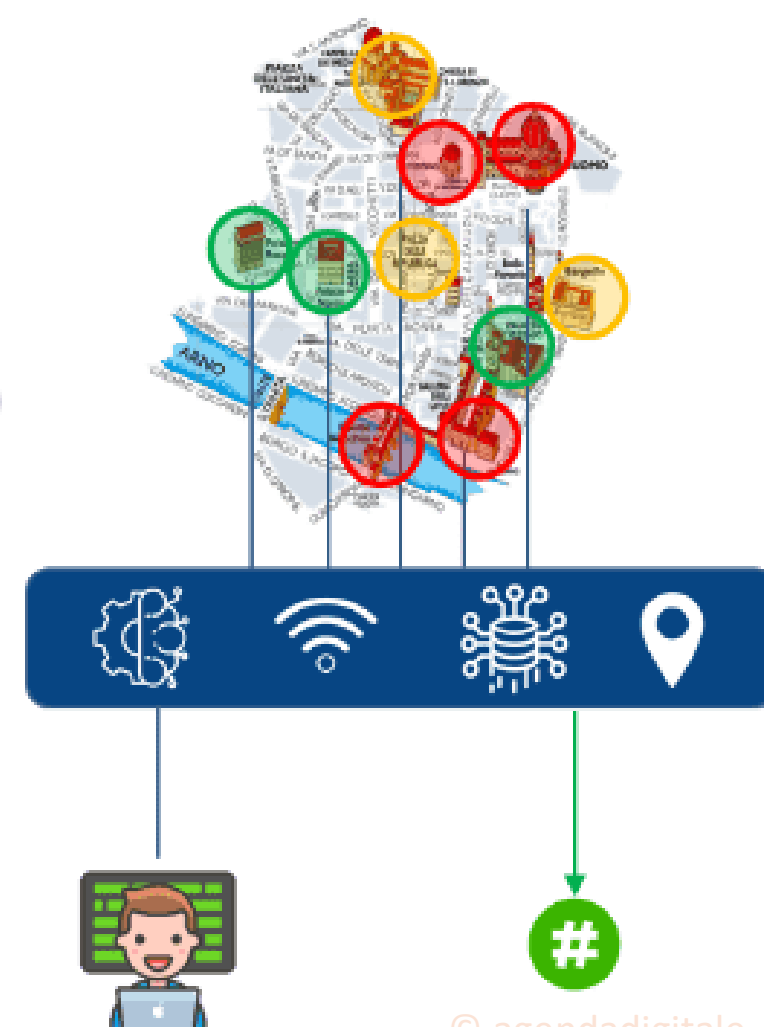
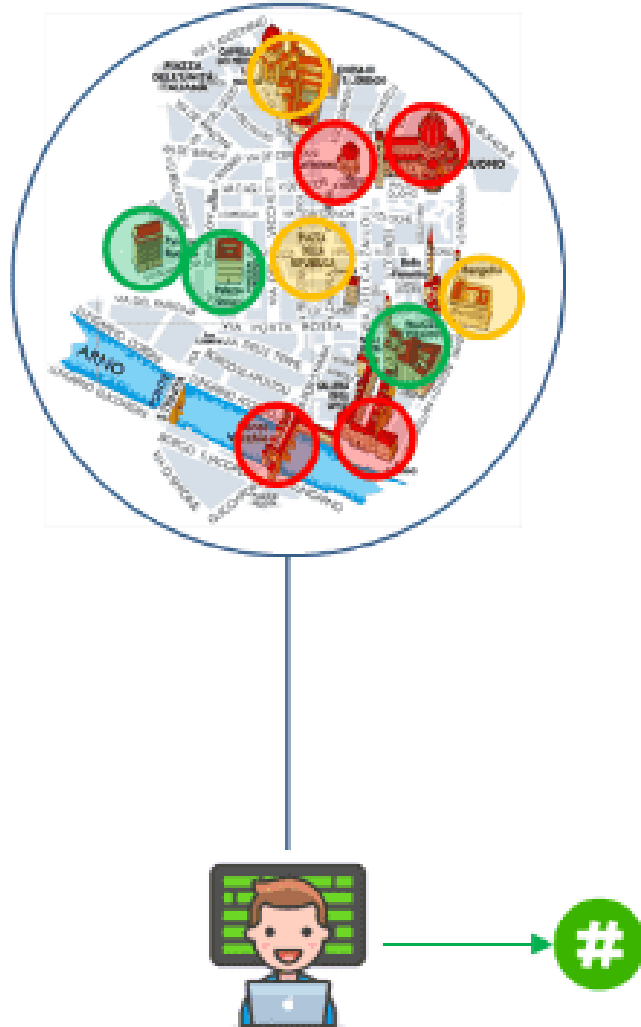
FASE 2: Semi-Automatica

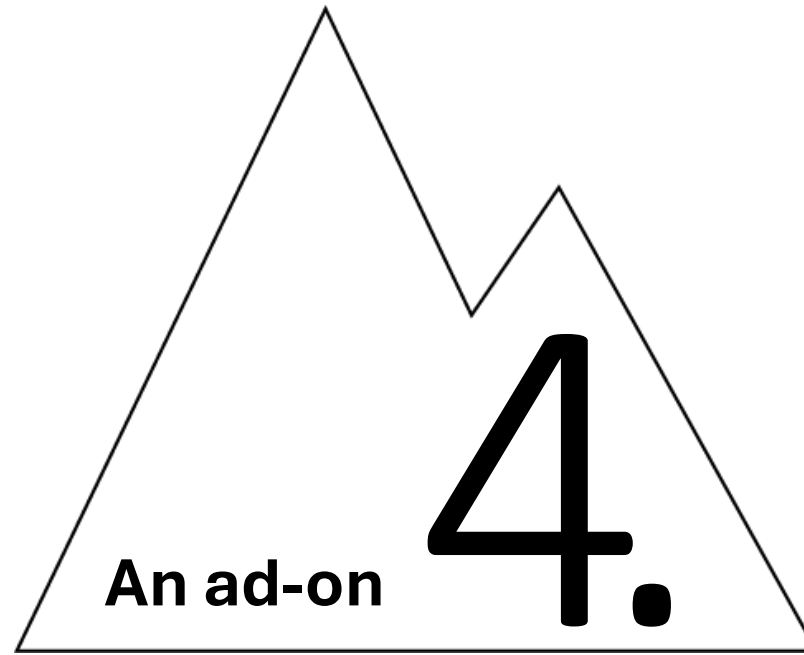
FASE 3: Automatica

Scelte dell'ufficio turismo in base a periodi
dell'anno o eventi previsti

Scelte dell'Uff. turismo in base a dati provenienti
da dispositivi esterni (sensori, wi-fi, gps, ...)

Utilizzo di algoritmi di Big Data e Machine
Learning per prevedere in anticipo l'affollamento





Final reflections

What to keep at your heart when developing and/or managing
“balanced tourism”

Thank you
very much
for your attention!

Christian Baumgartner

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@responseandability.com

**FH
GR** Fachhochschule Graubünden
University of Applied Sciences



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