Finding the Balance

Causes and Impacts of Unbalanced Tourism

Together for Tourism Green Transition Sub-group

TUI

TOGETHER FOR EU TOURISM (T4T)
Expert Group

Green sub-group

European Commission

TOGETHER FOR EU TOURISM

**A collaboration between the European Commission and Tourism Stakeholders**

2 dedicated Taskforces + 1 transversal Taskforce across all subgroups working on (un-)balanced Tourism

Joint effort to inform the upcoming EU Tourism Strategy

Managing Tourism as a Force for Good

Causes

- Tourists tend to **concentrate in iconic landmark locations** and destinations (e.g., Eiffel Tower, Santorini, Venice)

- **Ineffective management of tourism flows** and lack of multistakeholder collaboration

- **Unregulated tourism** development and the spread of informal accommodation

- The virality of certain locations on **social media** drives mass attention and visitation

- **Limited product diversification**, with regions offering a narrow range of experiences (e.g., sun & beach only) versus more varied portfolios
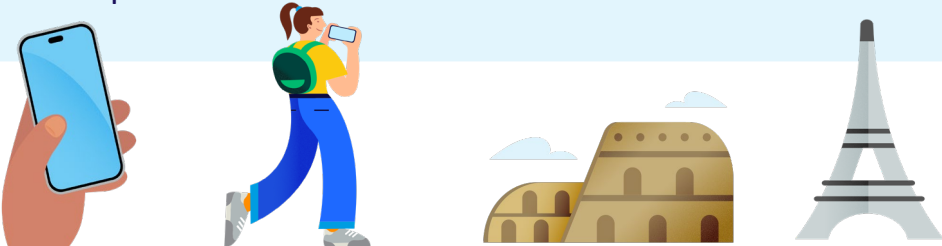
Impacts

- **Overcrowding** at iconic sites, diminishing the quality of the visitor experience and straining local infrastructure

- **Traffic congestion** due to car rentals and taxis

- **Neglect of lesser-known destinations,** leading to uneven economic benefits and underutilization of tourism potential

- **Erosion of local identity and culture**, as destinations adapt primarily to meet tourist preferences

- **Growing negative perception of tourism**, both among locals and travellers, potentially undermining long-term destination appeal

Best Practices to achieve the right Balance

Foster Multi-Stakeholder Collaboration

TUI Rhodes Co-Lab

- Unites **40+ local stakeholders**—government, businesses, NGOs, and schools—to co-create a comprehensive sustainability plan
- Embeds sustainability education in schools, raising youth awareness
- Advances green mobility, circular economy, and resource efficiency across the island
- Sets a **replicable example of multi-stakeholder collaboration** for sustainable tourism

City of Dubrovnik & Cruise Industry Collaboration

- Limits cruise arrivals to **2 ships / 4,000 passengers** at a time
- Scheduled visits ease congestion and improve local business flow
- Backed by city leadership and University of Dubrovnik data

Promote Diverse & Local Experiences

TUI Care Foundation 'Field to Fork' & 'Colourful Cultures' programmes

- The TUI Colourful Cultures programme (and TUI Collection) offer **diverse experiences—cultural tours, local workshops, and nature-based activities**—that go beyond traditional attractions

- Field to Fork projects in Greece, Cyprus, and Portugal **connect tourism with sustainable agriculture** through farm tours, tastings, and training

- Local stakeholders co-create **authentic, high-quality experiences** rooted in community and place

- Local **artisans gain sustainable income** through 'Colourful Cultures' by showcasing heritage and craft to visitors (e.g. in Croatia)

- **Local actors and regions become part of the broader tourism value chain** reinforcing its positive impact

Leverage Organised Tourism

Organised Tourism

- Helps ensure that **tourism remains within a destination's carrying capacity**

- Establishes **high quality industry standards**

- Allows **better management of demand and tourism flows** due to bookings in advance

- Offers **regulated accommodations and services**

- Ensures adequate **development of tourism infrastructure** and **training**

- **Package holidays reduce local congestion** with group transport **by avoiding car rentals**

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Thank you.

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