

An Analysis of Critical Factors Affecting Socio-cultural Interaction between Local residents and Tourists: A Case of Overtourism in Venice, Italy

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Abstract

Overtourism has been one of the main topics discussed and paid sustainable attention to in the last years due to its consequences impacting the local community. Therefore, this paper will emphasise the perception and reaction of residents toward tourists which has not been fully uncovered in detail in a case study of overtourism in Venice. Indeed, since 2016, Venice was listed in the top countries having visitors stay overnight (Marian, 2021), as well as in the World Heritage in Danger (Modak, 2016), thereby, in 2018, the city was voted as one of the worst places for travellers (Ana, 2018). Correspondingly, the author chooses qualitative methods by revealing the true feelings of residents with interviews of 20 Venetians using projective techniques. Consequently, the findings acknowledge that the local community is directly and indirectly influenced by the overtourism phenomenon such as the amount of visitors and its economic development respectively. Moreover, it is clear that there are two separate groups of locals perceiving the situation, in either positive or negative depending on the advantages and disadvantages earned. In conclusion it is highly feasible, that all the impacts of overtourism come mainly from the imbalance in the number of travellers which causes damaging effects on the destination itself. On this ground, this hypothesis could be applied to other countries facing concerns.

Keywords: sincerity, irritation, perception, economic development, overtourism destination.

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Chapter 1: Introduction

1.1 Background information

Tourism has been bringing a lot of advantages for the country as well as the joy and benefits for people, however; it will cause negative effects on a place by having more tourists than the destination can take (Wein, 2017). Over the past decade, the number of people travelling around the world increased by over 550 million people, from about 897 million to over 1.45 billion in 2009 and 2019 respectively (Statista Research Department, 2021). Moreover, the World Tourism Organisation (2020) states there were over 744 million people travelling to Europe in 2019. On top of that, most travellers tend to

travel to European countries for their holidays, hence, the inbound tourism recorded in 2019 was more than 300 million visitors (Statista Research Department, 2021).

Since 2016, Italy has been in the top 10 countries having the most overnight visitors with over 50 million tourists (Marian, 2021). Additionally, having a huge number of tourists visiting Italy is Venice due to its well-known as the most beautiful city in the world (ucityguides, 2021). Venice was recognised as a World Heritage by UNESCO in 1987 (WCED, 1987), yet, the city has been on the World Heritage in Danger list since 2016 (Modak, 2017). Indeed, the city welcomed about 60 thousand average tourists daily (Modak, 2017). Venice governance has been

applying several rules to reduce and manage tourism such as banning people from sitting, eating or drinking in public areas (St. Mark's Square), making visitors reserve before their arrival and adding entrance fees for day-trippers who do not stay overnight (Matthews, 2019; and Giuffrida, 2022). Despite depending on the tourism industry to survive, Venice is listed as one of the worst tourism destinations due to its local residents' perception and reaction towards overtourism (Segui, 2009, cited by Ana, 2018). Even though this phenomenon has been highlighted, nothing has been done clearly and effectively to improve this issue. Indeed, this shows that the government does not pay attention to improving the tourism industry and resident's life in Venice equally.

1.2 Rationale of the study

There have been many researchers studying overtourism, especially the intercommunications of different cultures between hosts and tourists. According to Causevic and Lynch (2009), intercultural, racism and classes in society are issues in a special pattern of people relations that exist in tourism. However, to make international tourism more successful, one of the essential aspects is experiencing intercultural interaction (Reisinger and Crofts, 2010). Moreover, Nyaupane, Teye, and Paris (2008) added, what makes tourism attractive and more valuable is the tourists' experiences with the exchange cultures between them and the hosts. Besides that, other papers dig deeper into locals' and travellers' relationships which is how visitors' perceptions are influenced by local residents. Woosnam et al. (2013) highlighted that letting the guests understand and associate with the host's culture has a great impact on visitors' feelings and satisfaction. Moreover, Gomez-Jacinto et al. (1999) claimed that the value and behavioural characteristics are two elements in the cultural background that impact tourists' behaviours toward the host during their stay and their satisfaction after leaving. However, the relationship in the tourism industry is not all the time a positive development of attitude, therefore, other situational and individual aspects should be also considered (Amir and Ben-Ari, 1985). Hence, besides these explorations of the interaction of international tourists toward hosts, there is a lack of discussion about how locals react to non-stop coming travellers. Yu and Lee (2013) suggested covering this could bring more value to tourism in general and the socio-cultural relationship especially. For that reason, the author wants to focalise topical problems caused by overtourism in local regions' lifestyles, especially to investigate how local residents react to this attentive phenomenon.

1.3 Research aim and objectives

The aim of this research is to analyse critical factors affecting social-cultural interaction between local residents and tourists: the case of overtourism in Venice, Italy.

Following are three objectives supporting reaching the aim:

- To identify critical factors on attracting a massive number of people visiting Venice.
- To examine the factors of how Venice has been influenced by the occurrence overtourism.
- To analyse how overtourism affects locals' perception and quality of life.

Chapter 2: Literature review

2.1 Introduction

Nowadays, overtourism is a new term becoming a new topic to discuss in the tourism industry that has impacts on the sociocultural destination. One of the reasons causing the phenomenon of overtourism must include the host's sincerity. Indeed, Taylor (2001) pointed out that culture and destination presented by the sincere host are attracting more visitors. Nevertheless, there are negative impacts on the way local residents see international visitors due to the increasing numbers of tourists.

Within this chapter, the author will present related theories to clarify the topic such as the host's sincerity, overtourism and irritation. Therefore, sincerity will be discussed to clarify how the visitor is attracted by the host's honesty which generates overcrowding in a tourist destination. Then based on this phenomenon to measure the level of the local's irritation. Followed by reviewing and assessing these theories from other empirical studies which have been done by other researchers.

2.2 Theoretical framework

2.2.1 Host sincerity

According to Homans (1958), human behaviours are driven by social interaction because their foundation is exchanging interests. Moreover, Homans (1958) defined that social relationships are similar to the principle of economic exchange meaning people will behave in a way that is dependent on the returned value after being evaluated. Therefore, tourism studies have paid sustainably attention to the sincerity and

authenticity concepts (Beverland, 2005; Kolar and Zabkar, 2010).

According to Walker (1978), sincerity is viewed as closely similar to truthfulness. Then, An (2010) explained the general meaning of sincerity is "to be true to yourself", it seems to be a valuable bridge to serve the truth or not in Europe's medieval times. For Romantics, sincerity has a good value which "true" and "self" are two parts of it mentioning the true emotion and individuality of humans, nevertheless, these elements are people's "good nature" common in Confucianism (An, 2010). Further, Keane (2008) showed that there is an extreme interest in sincerity due to its connections between all aspects such as individual character, language, a truth state, freedom and social cooperation. Additionally, one of the factors of humans about considering and judging satisfaction is the perception of sincerity (Gountas et al., 2011). Moreover, sincerity requires the belief in what people think and say which is used to explain a claim or statement (Schwartzman, 2010). Therefore, sincerity can prevent the wrong notions of it as well as being destroyed by unconsciousness in verbal. According to Prince (2017), sincerity is represented as one of the major elements in the interaction between hosts and travellers, which is authentically, integrally and truthfully operated (Taheri et al., 2018). Indeed, people's sincerity is revealed by verbal or nonverbal in interindividual communications which are connected to emotional, attitudinal and trusty aspects (Winton and Wharton, 2006). Moreover, Walter (2017) emphasised the perception of tourists is most positively affected once the hosts represent their cultures and lifestyles in a lively and sincere way. In addition, Yi et al. (2017) highlighted that as long as the host is willing to communicate and accept the guest correctly and sincerely, this could suppress incorrect thinking about local residents or tourism destinations in terms of wrong pre-travel perceptions. Hence, to make a memorable memory for the guest, the host's sincerity is one of the primary patterns influencing the customers' trust, satisfaction and perceptions (Taheri, Gannon, and Kesgin, 2020). In contrast, the truth of the host's emotional display is unpredictable; however, people's satisfaction, state of feeling and planning to repurchase or come back are affected by the perception of each person about sincerity or not (Price et al., 1999; Pugh, 2001; Collishaw, Dyer, & Boies, 2008).

Over and above, sincerity is similar to authenticity in terms of destination, culture and values which are sincerely represented by the host, yet, it is "real" only when it truly independently occurs with guests' presence instead of pleasing them (Taylor, 2001). Indeed, Prentice and Andersen

(2007) and Prince (2017) clarified authenticity is shown for a meaningful place and sincerity is used for people's relationships that are meaningful. Moreover, authenticity plays an important role in the hospitality industry in terms of supporting the host's sincerity to boost visitors' attitudes and loyalty (Zhou et al., 2013). Therefore, the perception of authenticity is one of the factors having a positive impact on human loyalty (Bryce et al., 2015). In fact, when specific destinations meet visitors' expectations, they also can maximise their perception of authenticity (Gursoy et al., 2004). Hence, Brown and Sherry (2003) and Peterson (2005) defined authenticity as the way of capturing things that are noticed to be "real" and "true" which is included in sincerity. Therefore, sincerity's perception plays an important role in the services of tourism, it can measure the understanding of the tourist's perspective, satisfaction as well as planning of repurchase (Gountas et al., 2011).

2.2.2 Overtourism

Earlier, overtourism used to be the main topic to debate than sustainability nowadays due to its great contribution to moral tourism thinking (Fink, 1970; Cohen, 1984; Krippendorf, 1984; Graham & Cohen, 1991). According to Mihalic and Kaspar (1996, cited by Mihalic, 2020), overtourism has been seen as a result of the growth of tourism and attention on the demand and supply of tourism that is shown in huge numbers of travellers and negative impacts on the environment. Later on, added by Dickinson (2018), overtourism is a famous destination or landscape having a lot of tourists coming in an unsustainable way. On the one hand, Wall (2020) emphasised that there is no standard for assessing the ability of tourist destinations in general because each destination has its own multiple limitations. On the other hand, Mihalic (2020) argued that all factors such as the place development, tourism type, characteristics of society, environment and tourists' behaviours are counted as parts of a destination's limits. Therefore, society, environment and economy are parts of issues that are related to the negative consequences of overtourism (Weber et al., 2017). Tran (2018) researched and added more impacts of overtourism on political scope such as exceeding social, economic, physical, and psychological capacity. Without a doubt, the awareness of the life, desire and economy of a tourism destination are affected due to overtourism (Lawson, Williams, Young and Cossens, 1998; Bellini, Go and Pasquinelli, 2017). In addition, Koens, Postma and Papp (2018) claimed that overtourism has an extremely strong connection with local perception. Therefore, overtourism is defined as the increase of tourists leading to overcrowded tourists in a tourist

destination which local people have to stand the consequence of it (Milano, Cheer and Novelli, 2018). In terms of social psychology, the quality and satisfaction of life are mentioned as factors impacted by overtourism on a destination, which excessively and negatively influences the resident's life and quality (Duignan, 2019). Moreover, Duignan (2019) emphasised that overtourism is a circumstance where a part of local residents feels their quality of life is reduced as an outcome of visitors. Indeed, social studies on overtourism are expanded to the contexts including the behaviour of locals influencing their perspective of their social density (Mihalic, 2020). Hence, the policy of a destination is a term of the current response to overtourism tend to be focused on, there are problems with the understanding of social psychological causes which stressed by this situation (Gossling et al., 2020).

2.2.3 Irritation

There are various ways to clarify the impact of overtourism on society and culture in a destination. According to Page and Connell (2009), the social-cultural effects of tourism tend to focus on the local community. Moreover, the social-cultural impacts on local people and tourists include both direct and indirect effects (Mathieson and Wall, 1982). In addition, Ryan et al. (1998) pointed out that the effect of perception on tourism is not homogenous. Indeed, Hall (1994) admitted the existence of heterogeneity that each person in a society is not needed to share the same opinion or interest (Joppe, 1996). Hence, Doxey's irritation index is suggested to be used to measure the irritation of local residents for the purpose of analysing how local residents react to the phenomenon of overtourism in their community (Shobha, 2019). According to Doxey (1975), the rapid growth rate of tourism in a certain tourist place is one of the reasons causing the change in local residents' behaviours. Thus, each stage of the Doxey Index (1975) is the outcome of tourism growth impacting the destination negatively in the context of society, economy and environment. Further, Muler Gonzalez et al. (2018) added that due to negative influences of overtourism, the community appears the irritation, for instance, tourism objection inside local society because of its effects on the quality of life, well-being and sustainability in a tourist destination (Perdue et al., 1990). As explained by Carmichael, (2000), all the different feelings of citizens in a period of time are displayed on stages of Doxey's scale which are based on the appearance of complications and variation between values and traditions in a community of a destination. Indeed, the local resident irritation measured by Doxey's index (1975) is based on the diverse phases of a tourist

destination's cycle of life. Moreover, the concept of Doxey (1975) explains the increase in the citizen community's irritation is affected by the resulting phenomenon of tourism, especially when the number of visitors is speedily increasing (Figure 2.1).

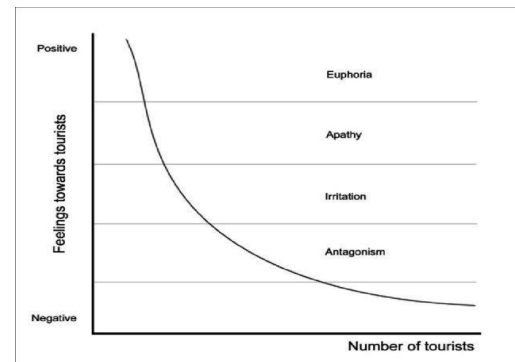


Figure 2.1: Irridex of Doxey (1975, cited by Reisinger, 2009)

Euphoria, Apathy, Annoyance and Antagonism are four major elements in the irritation index of Doxey (1975) describing the local response to tourism phenomenon in a given destination. In the first phase called Euphoria, local people welcome new tourists nicely when the destination's tourism is not really developed. Then Apathy is the next stage, it illustrates the host and visitor connection becoming formalised due to the increase in the number of tourists. Once tourism development has strongly grown, the appearance of competitiveness in the local community and concerns about tourism of the host will be on the third stage called Annoyance of the Doxey's irritation index (1975). Last but not least, Antagonism is the last stage which reveals the most aggressive attitude verbally and physically of the local residents towards tourism at a time when they believe tourism development is a bad cause for their society.

2.3 Review of existing empirical research

2.3.1 The host sincerity's effects on tourist environmentally responsible behaviour (TERB)

Research done by Li et al. (2021) showed that host sincerity plays a crucial role in encouraging tourist environmentally responsible behaviour (TERB). As explored by Taheri et al. (2018), there are three items on the scale that measure sincere social connection and emotional reaction. Moreover, the scale developed by Aleshinloye et al. (2013) is to evaluate the feeling of welcoming, the closeness of emotion and understanding of sympathy by a modified scale of four-item, two-item and four-item respectively. In the end, Chiu et al. (2014) decided on a five-item scale to assess TERB. Hence, Li et al. (2021) conducted research on Chinese domestic travellers with

questionnaires using a five-item scale measurement (the level of agreement from strongly disagree to strongly agree) to find out how honest social interaction and response on TERB are influenced in Xiamen - a southeast city of Fujian province in China. Xiamen is a famous tourist destination with over 100 million domestic and international visitors, however, there were only more than four million local residents living in this city in 2019 (China Statistics Press, 2019). The statistics revealed that the increasing number of tourists is pressuring the social and natural surroundings in Xiamen. Therefore, this city was an appropriate place to carry out this experiment. As a result, TERB was positively affected by sincere public interaction, in other words, the sincere interaction between host and visitor stimulates TERB in a direct way (Li et al., 2021). However, the result also showed that a sense of belonging, emotional connection and empathetic understanding are three elements in TERB that are indirectly impacted by sincere interaction in society. Indeed, the tourist's feeling of welcomeness, emotional relationship with the host and sympathetic perception to hosts can be enhanced, developed and strengthened by the host's sincerity. Consequently, through the direct effects of the host's sincerity on TERB, visitor attachment to the destination is also affected in an indirect way (Li et al., 2021). Thereby, the finding highlighted that once the host shows their sincere responses toward the guest, the tourist's perception and feeling tend to be indirectly stimulated in a positive way.

2.3.2 The aspects influencing irritation of the local resident via an overtourism destination management

A study by Kuscer and Mihalic (2019) showed how locals' irritation and their quality of life are affected through factors of overtourism destination management. They applied a mixed method using survey and face-to-face interviews to conduct on 502 Ljubljana residents in Slovenia in order to capture the irritation of local residents towards overtourism. Ljubljana is one of the most beautiful small capitals in Europe, which welcomed over 11 million foreign visitors for overnight stays due to its varied range of business and leisure accommodations, while there were only around 283 thousand local residents in 2019 (World Population Review, 2021; Zupancic, 2020). Thus, the growth of tourism in Ljubljana suggested that the capital of Slovenia is a suitable tourist destination for analysing overtourism risk, especially in terms of local residents' perception. As contributed by Druckman (2001), a social constructivist approach was designed to test a model of five factors in overtourism management for a better comprehension of overtourism's impacts on local people's perceptions. These five selected factors were divided into three different

groups. The first group (positive and negative tourism effects) focused on capturing tourism impacts on society, culture, nature and economy of a tourism destination. The second group (irritation and quality of life of local people) targeted the feelings of residents toward overtourism and its sustainability performance. The last group (tourism management) assessed the ability of a destination's management in order to enhance people's quality of life. These five factors were not only chosen but also developed and tested through analysing explanatory factors and Structural Equation Modelling (SEM) (Kenny, 2012). Furthermore, measurement statements on a practicable list were based on the literature of tourism indicators such as the sustainable destination standard (Green Destinations, 2019), the European Tourism Indicator System (ETIS) (EC, 2016) and the survey from previous tourism effects in Ljubljana (Valicon, 2017; Kuscer and Mihalic, 2019). According to Liu and Arnett (2000), in order to minimise the risk of non-random measurement faults, the readability, completeness and validity were revised by academic experts measuring sustainability impacts and tourism destination managers of Ljubljana itself. As an outcome, through effective tourism destination management, the local people's quality of life was positively affected by favourable tourism impacts. In other words, concerning the economy, the development of the host economy (quality of services, new investments) which tourists benefit locals was positively related to the local's quality of life. At the same time, the resident's quality of life was also negatively impacted by overtourism as well as the local's irritation (Kuscer and Mihalic, 2019). Indeed, the irritation level was raised due to the destination's negative economic development. For instance, the study of Kuscer and Mihalic (2019) emphasised that the increase in the cost of living was the main reason causing the phenomenon of irritation in the host community. In which the rapid growth of prices was a consequence of over tourists in a destination. Other than that, the result pointed out that the level of local residents' irritation was also stimulated by the factors related to the natural environment which is ruined by the phenomenon of overtourism such as the air, space, visuals and waste.

2.4 Background to the primary research context

Some countries in Europe are facing a large number of tourists coming which causes these countries potential issues. According to Statista Research Department (2020), Spain, Netherland and Italy are three countries located in Europe that are most affected by tourism. In fact, the statistics by Schengen Visa Info (2021) showed

that Italy was in the top three European nations having the most tourists in 2017 and 2018.

According to Angeloni (2013), Italy is well known as a destination of cultures and heritages for tourists because of its amazing landmarks which people must visit once in their lives such as the Colosseum and the Roman Forum in Rome, the Leaning Tower of Pisa and the Canale Grande in Venice. In 2019, Italy was in the top 10 countries on the Travel and Tourism Competitiveness Index 2019 where all countries are compared concerning tourism performance (World Economic Forum, 2021). According to statistics from the World Travel and Tourism Council (2021), the GDP of Italy's Travel and Tourism sector had a great contribution to the country's GDP, it took 13.1% of the total GDP in 2019. Besides that, the tourism industry in Italy created 3.5 million jobs both directly and indirectly for people to work (Statista Research Department, 2021). Indeed, Italy received nearly 65 million tourist arrivals in 2019 (CEIC, 2021) and the visitor travelling to Italy was mainly from Germany (16.2 million), Switzerland (13.3 million), France (12.8 million), Austria (8 million) and the United Kingdom (6.4 million), which took almost 88% of the total tourist arrivals in Italy (Statista Research Department, 2021). Due to the number of tourists outweighs the number of inhabitants (65 million tourists and 60 million residents), Italy has been mentioned as an overtourism destination over a period of time (Wein, 2017; Fox, 2019; Mack, 2020; Worldometer, 2021). Indeed, in Italy, Venice is one of the biggest cities having the main tourism industry. Venice itself is a rich historical land of museums and buildings with a great variety of arts and cultures such as villas, palaces and churches. For instance, the Miranese region with stunning landscapes, the Murano and Burano with beautiful islands, the Brenta river with antique villas and the bay Lagoon in Venice. According to World Population Review (2021), Venice had over 258 million citizens in 2020 with the average income of Venice's households being approximately \$50,000 annually and depending on the age of the worker. For instance, people are up to 25 years old (\$35,000), between 25 and 44 years old (\$45,000), from 45 to 64 years old (\$55,000) and above 65 years old (\$50,000) (World Population Review, 2021). The job in Venice is clearly divided with a smaller percentage of blue-collar than white-collar occupations, only 33.4% for the former and 66.6% for the latter.

According to the Port Authority President of Venice - Poni Musolino answered to CNN travel (2019), there are over 30 million travellers visiting Venice every year. In 2019, there were 77% of international visitors of the total tourist arrivals in Venice (Statista Research Department, 2021).

Therefore, Venice is listed among 26 European places destroyed by visitors in 2020 (Mack, 2020). As Bochner (1982) revealed that the appearance of tourists in small communities has maximised impacts on the host's society and psychology. Hence, Venice has been witnessing changes in the city itself regarding the citizen's accommodations and leisure (UNESCO, 2021).

2.5 Conclusion

To conclude, tourism is a part of human being lives that meets people's needs and wants on both providers' and consumers' sides. Plus, it becomes a term called overtourism due to many different aspects. Therefore, the impacts of this phenomenon on the destination's local residents have been discussed in some research. Mostly, researchers analyse overtourism's impacts through social, cultural, and environmental aspects which cause irritation among local residents. In addition, the irritation of inhabitants is also reduced based on the positive effects of this phenomenon on the economy which help them to earn income for their living. However, each tourism destination has its own sustainable development which is oriented towards growth (Kuscer and Mihalic, 2019). For that reason, the local people are under the influence of both overtourism and their society's policy which cannot be predicted. Hence, this is a never-ending topic that needs to be explored often in the future.

Chapter 3: Methodology

3.1 Research aim and objectives

The aim of this research is to analyse critical factors affecting social-cultural interaction between local residents and tourists: the case of overtourism in Venice, Italy.

Following are three objectives supporting reaching the aim:

- To identify critical factors on attracting a massive number of people visiting Venice.
- To examine the factors of how Venice has been influenced by the occurrence of overtourism.
- To analyse how overtourism affects locals' perception and quality of life.

3.2 Research approach

The qualitative is an appropriate approach to conduct this research due to its aim and objectives to identify the Italian's perception of Venice. According to William (2021), the qualitative approach has great value in exploring and

achieving profound comprehension of an issue which is better than just summarising major key points. Plus, constructivism is a typical perspective approach to qualitative research (Berger and Luckmann, 1967), therefore, the constructivist worldview is the most suitable method that would help the author to set basic beliefs in order to guide action (Guba, 1990). Furthermore, it is based on relevant factors such as understanding, the meaning of multiple participants, the construction of society, culture and the theory generation which are the subcategories of this approach (Creswell, 2014). Hence, interviews will be applied to residents' communities in Venice where overtourism is happening. After that, by working on the answers after being studied, the author will be able to capture the cognition and feelings of local people towards international visitors in Venice.

3.3 Sampling

Sampling an entire community is possible but unrealistic, thereby, the study sample's selection is an essential part of every research (Marshall, 1996). Its purpose is to generalise backwards the results which are assessed after collecting from a representative sample of the chosen society. Moreover, probability sampling will be used to randomly choose the participants due to the appropriateness of this approach for qualitative research in terms of the community's nature and the equality of being selected candidates (Creswell, 2014). Moreover, random sampling is also based on the randomness of region sampling, thereby, subcategories will be determined more in detail (Marshall, 1996). Therefore, the author will choose four different most visited tourist destinations in Venice to conduct the research. Afterwards, five people will be randomly picked in each area to participate in the interview. In total, there will be 20 Italians in Venice selected for the study.

3.4 Data collection

To capture the Italian's feelings in Venice, the sample will be conducted as one on one interviews. Moreover, the interviewer will be capable of digging deeper into the respondents' consciousness by using projective techniques namely story completion, picture interpretation and third person (Schiffman and Kanuk, 2010), all of these will be portraying the current issue. Firstly, the story completion, participants are provided with an unfinished story to complete, for instance, "David and his wife decided to move to the suburb to live because they feel...". Followed by picture interpretation, candidates need to make a story based on a given picture (a place with a lot of tourists). Lastly, third person, respondents are given a circumstance (situations

connected to overtourism) then they have to reflect on how locals think, and what they do or feel about it. Moreover, the interview will take place in public or where the interviewer found candidates which makes them feel convenient and comfortable. Each interview will take around 45 minutes and will be recorded based on the agreement in the consent form. However, depending on the Covid-19 policy while conducting the study, participants might be selected by the interviewer's acquaintances in Venice then they will have online interviews with the interviewer.

3.5 Data analysis

As the confusion of the analysis voice, the readers might face difficulties in understanding the phases and their accuracy (Thorne, 2000). Therefore, the interview data recorded will be verbally transcribed into documents prior to examination. Additionally, in the direction of exploring Venice residents' perspectives, the author will use a thematic decomposition analysis in which stories and themes are verbally filtered within data (Stenner, 1993 cited by Braun and Clarke, 2006). In other words, keywords connected to awareness in the answers will be picked up to be studied. Plus, vivo coding method will be utilised to capture the participants' daily "language" and avoid the interviewer's academic and professional delivery (Saldana, 2009). Accordingly, there will be four major themes grouped such as financial problems ("cannot afford" or "expensive"), chances ("house for rent"), politics ("government"), and quality of life ("too crowded", "bad environment" or "peaceful"). Hence, the author can accurately investigate Venice residents' perceptions appropriately.

3.6 Trustworthiness

Blaikie (1991, cited by Oppermann, 2000) highlighted that the triangulation method helps to strengthen the validity and diminish the bias of the answer. Indeed, this method gives different angles of view to the phenomenon besides the questionnaire during the interview. Therefore, to have a better objective view, participant observation is applied for the interviewer to participate actively in the responder's actions and lives as well as to be able to feel it better (Gill and Johnson, 2002). Truthfully, locals making benefit from the overcrowding tourism situation might have more positive answers to the question than their real attitude to the phenomenon. In addition, the audit trail helps the author to maintain the accuracy of the finding in the answer and all processes before, during and after the interview (Cutcliffe and McKenna, 2004). Hence, the raw data, notes, activities, and analyses of the

interviews will help the author to confirm the truthfulness of the finding for the readers to track and follow up.

3.7 Transferability

Evaluating people's perceptions is affected by various aspects. Indeed, different cultures and societies can bring diverse outcomes as according to Hofstede's cultural dimensions, their values are associated with how people behave (Nickerson, 2022). Therefore, the finding of this paper could be greatly transferable to other research analysing the similar context of Venice to the same degree namely heritage tourism with arts and architecture, low-cost travellers, and overtourism. Yet, the decision belongs to the researchers who judge and want to transfer the findings in this study. Besides, they should consider this study as an example due to its high trustworthiness and clarity.

3.8 Ethical issues

The ethical issue is an arising part of any proposal that needs to be predicted and paid attention to (Berg, 2001), due to collecting information from individuals about individuals (Punch, 2005), in both quantitative and qualitative types of research (Creswell, 2014). For instance, before conducting and beginning the study as well as prior to collecting, analysing, reporting, sharing and storing the data. In addition, the issues commonly associated with interviewing are authenticity, leak of personal information and reliability, plus, the researcher's role in cross-cultural environments (Israel and Hay, 2006). For that reason, there will be a consent form provided before the interview to introduce the purpose of it; however, signing the form is the participant's choice (either using their name or nickname) and they are free to leave whenever they feel unpleasant. Furthermore, no sensitive or personal questions related to the candidates will be taken, in order to avoid cultural conflict and keep attendees comfortable until the interview is finished. Besides that, the projective technique will be used for face-to-face interviews in order to minimise the bias from the respondents' answers (Schiffman and Kanuk, 2010). Last but not least, the interviewer has been trained to be able to create appropriate and efficient questions, be professional for the interview and evaluate the results as accurately as possible.

3.9 Limitation

The author is focusing on analysing people's perspectives with the qualitative method which is extremely difficult to avoid bias occurring at any stage of the paper. Firstly, the bias during the selection process is the experiences of residents

who had not lived in Venice before overtourism occurred, hence, they cannot give a deeper answer about the situation. Secondly, the answers of people who are influenced by social current wishes which make them happy regarding the economy are called social desirability bias (Smith and Noble, 2014). Therefore, with unconnected responses related to the topic, it is more challenging to investigate the true interaction between residents and visitors. Lastly, considering the first-time researching people's viewpoints, the lack of the database and the author's experience is also counted as a limitation in terms of the quality of the question and hosting the interview.

Chapter 4: Discussion

4.1 Introduction

Since the definition of overtourism was created, researchers have paid sustainable attention to its impacts on the residents' perceptions of a destination (Koens, Postma and Papp, 2018). According to Wall, (2020), due to the capacity and limitation of each tourist destination being different, there is no appropriate standard to evaluate places by a general measurement. However, Doxey (1975) showed that the local people's irritation level is raising in parallel to the number of visitors in a tourist destination. Thereby, in this chapter, three objectives of the paper will be distinctly discussed by the author. Despite the following arguments being based on the literature review (chapter 2) due to the lack of primary research data, the author will examine and assess existing findings most accurately in order to evaluate the Venetian people's perception of overtourism.

4.2 To identify critical factors on attracting a massive number of people visiting Venice.

According to Aleshinloye et al. (2013), in terms of the welcomeness, closeness and understanding of visitors to a destination, host sincerity is one of the most important factors which lures tourists to visit. The findings in the social interaction between locals and tourists in Xiamen, China by Li et al. (2021), may suggest that people like travelling to Venice once Venetians are being honest and open toward them.

On the one hand, tourist attitudes are boosted by exchanging interests (Homans, 1958), it is assumed that Venice people's "good nature" which is shown by their characters, languages, lifestyles and cultures may be what travellers from other regions or countries are seeking and coming to fulfil their satisfactions (An, 2010). In addition, the interaction between Venice locals and visitors either verbally or through actions like taking care of and helping visitors, as long as they show

honesty and sincerity in their hearts, may derive nonlocals' great emotions and behaviours (Winton and Wharton, 2006). Plus, the belongingness, connection and understanding of visitors are emphatically indirectly affected by the host's sincerity (Li et al., 2021), this argument suggests that travellers might be more loyal to Venice, thereby, people may keep coming back to Venice as their fascinating destination.

On the other hand, it is essential to not forget to pay attention to the other side of the host's sincerity in the context of economic exchange. As Homans (1958) noticed that people's reactions are based on the returned benefits. The given statement shows that after seeing the value of tourism, Venetians may behave in a sincere and honest way in order to be more attractive in the visitor's eyes. Indeed, nonlocal people may not recognise the purpose behind the sincerity shown by the locals (for personal purposes or not), accordingly, Venice is still assumed as a dream place for travellers to visit.

In order to maintain the number of tourists coming to Venice, local people should keep showing their honesty and sincerity toward visitors, no matter what the intention of it which travellers may find it hard or take more time to realise before it may change their perceptions about Venice.

4.3 To examine the factors of how Venice has been influenced by the occurrence of overtourism.

Overtourism has brought both positive and negative consequences to tourism destinations in terms of the economy (Weber et al., 2017). Based on the findings of Kuscer and Mihalic (2019) evaluating Ljubljana where overtourism happened, Venetian people's quality of life may be improved due to new investments or developments in Venice in order to grow the tourism industry. The argument suggests that the government may start to provide more services and facilities, and small or big businesses may be slowly established which may benefit locals in terms of quality of life as well as meet visitors' needs. Besides, converting houses into renting accommodations for visitors may give Venetians a great chance to improve their incomes. Therefore, Venetian residents may be happier due to these appropriate changes making their lives better and more convenient than before the phenomenon of overtourism.

Nevertheless, along with the positive effects of the economy on Venice are the adverse effects getting on the Venetian people (Lawson, Williams, Young and Cossens, 1998; Bellini, Go and Pasquinelli, 2017). The increased cost of living is one of the after-effects of a place having

overtourism (Kuscer and Mihalic, 2019). Given this argument, it can be derived that once a tourism destination has been developing in Venice, it may lead local residents to some financial problems. For instance, the local people may have to face the growth of pricing, more value added to taxes, and extra services appearing in renting houses and bills. Significantly, the daily basis lives of Venetians who have average or lower incomes may become more difficult than ever, thus residents in Venice may be incapable of maintaining a healthy and balanced life.

To repeat, the positiveness and negativeness concerning to economy in Venice would also be depended on the class of local people in society which would make them satisfied or suffer in an area over their budget's limitation.

4.4 To analyse how overtourism affects locals' perception and quality of life.

One of the elements impacted by the phenomenon of overtourism in a destination is its society, especially the balance between satisfaction and irritation of the population (Page and Connell, 2009). The results of Kuscer and Mihalic's (2019) research on the residents of Slovenia may suggest that due to the improvement of the Venice economy, may raise concerns about the feelings and judgements of local people during the mass tourism situation. Despite the economic benefits that overtourism has been bringing to people in Venice, the community may be changing in a way that does not meet Venetians' needs and happiness. Indeed, the residents in the community may start to feel annoyed because of the shrinking of public areas as a result of tourism development. For instance, the expansion of transportation services for tourism in Venice may be the main reason causing traffic jams in tourist attractive destinations, or the replacement of new restaurants, stores or malls in public places, which may be reaching a higher level of uncomfortable, and unhappiness of Venice people - the third stage of irritation called annoyance (Doxey, 1975). Therefore, the perception of local people in Venice may be unsympathetically changed, and they may react to tourism negatively, accordingly, Venetian people who cannot stand the phenomenon may go on the street to protest against tourism with posters in their hands or put signs on the wall around their neighbourhoods with the message telling tourists to leave and go home. Doing this may not make those locals happy, in contrast, it may cause them more stress as well as time to do it. Furthermore, it may have an impact on other individuals who are living in Venice and taking advantage of the tourism industry.

Hence, the irritation in Venice society may be divided into two separate parts. The first one maybe is caused by the phenomenon of mass tourism in the context of economic changes, and the second part may be the outcome of the community itself where locals are against their people in Venice.

4.5 Conclusion

In conclusion, after accessing these objectives, despite the negative economic impacts of mass tourism, it is proven that this phenomenon influenced Venice residents' perceptions undesirably. From one point of view, the economic development gave a lot of chances for Venetian people in a lower class to have jobs which can improve their lives. Indeed, no matter what the job is, as long as they have the income to pay their daily bills, this may put their perception of overtourism situation in a positive status. Yet, in a tourist destination, besides business people staying, there are local residents who pay sustainable attention to the environment and are undergoing the harmful effects of mass tourism. As proof, Venetian people meet visitors more than their neighbours due to the unbalance numbers of tourists and locals and the distribution of private or public spaces for the tourism industry which also caused issues with travelling and transportation. Plus, the cost of living is getting higher during overtourism, therefore, the bad images of tourism are increased in Venice's local people.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

The purpose of this study is to get a better understanding of the perceptions of residents towards international visitors, as a result of overtourism in Venice. Overtourism is defined by local people based on their perceptions of this phenomenon (Goodwin, 2017). Nevertheless, the host's sincerity is a part of causing this situation. Indeed, tourists are travelling to Venice due to the authenticity of its beautiful ancient destinations which are presented by the host. Further, with the welcomeness and sincere interaction of the host, the guests will feel more welcomed and comfortable which creates a sense of guest belonging (Li et al., 2021). Besides, it also encourages the guest's responsibility to the destination's environment. In addition, as long as the authenticity of the destination and the sincerity of the host are exposed, the trust and loyalty of the tourists will be continuously developed (Li et al., 2021) which could make the number of inbound tourists in Venice increase. After having an overcrowded destination with

tourists, there is another unpleasant phenomenon appearing in the host's community called irritation. The level of the host's irritation is parallelly increased with the growth of the number of visitors (Doxey, 1975) due to the negative impacts of overtourism (Kuscer and Mihalic, 2019).

The phenomenon of mass tourism has brought impacts on local people in tourist destinations. It is assumed that the feelings of residents may be changed mainly due to the nonstop coming of visitors which causes changes in a community's economy. According to the findings, on the one hand, since Venetian people have noticed the economic benefit of the tourism industry, they have reacted positively with sincerity toward visitors in order to push their destination tourism before and after the mass tourism phenomenon. The residents' lives may be improved through the activities of travellers who tend to be more engaged and stay longer in Venice. Indeed, either the higher number of people coming or the more days they spend, the more they use the local services or consume more products from the local community which suggests tourists may have a great contribution to locals' income. Therefore, Venetians doing business may tend to have better interaction with tourists. On the other hand, losing public areas and suffering from the high cost of living are other matters bringing Venetian people into irritation stage. Indeed, once the perception of locals is either directly or indirectly irritated by the development of overtourism, local residents may be against it in different aggressive ways such as holding protests and demonstrations on the street, hanging flags in the neighbourhoods or spraying paint on the wall and bus telling visitors to go home and even damaging public facilities. By that, the unfavourable consequences of overtourism may be a key reason affecting local people's perceptions toward tourists in Venice.

5.2 Recommendations

This research paper is focusing on evaluating the irritation of local residents who are undergoing the consequences of overtourism in a tourist destination. As the author discussed above, the outcome of mass tourism could have both negative and positive results, therefore, it is hard to assess people's perceptions precisely in a short period of time. Henceforward, a recommendation for other researchers may use other methods and theories to dig deeper inside society to be able to understand its people greater. For instance, instead of trying to find out the local irritation in this phenomenon, others may aim their attention on detecting the satisfaction of local people, and afterward employ theories that can link the level of satisfaction with the level of irritation.

Therefore, future researchers may be able to convert satisfaction to irritation and evaluate its results. However, the author would gracefully welcome other researchers who have the same point of view and would even further explore and/or develop this topic.

On top of that, an advanced recommendation relates to addressing the key limitations of this study which is the ability to use projective techniques used on data collection. Indeed, due to its advantages of minimizing the bias from the answer during the interview, hence, it is suggested to spend time looking at psychological methods which could help create more innovative questions for the interview. Therefore, other researchers will be able to dig deeper into people's perceptions which constructs more accurate results.

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