

Facultad de Economía, Empresa y Turismo

OVER TOURISM AND DIVERSIFICATION: A COMPARATIVE  
ANALYSIS OF THE HAWAIIAN AND CANARY ISLANDS

EL SOBRETURISMO Y LA DIVERSIFICACIÓN: UN ANÁLISIS COMPARATIVO DE LAS  
ISLAS DE HAWAI Y CANARIAS

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## **ABSTRACT**

Overtourism is a problem that many popular tourist destinations suffer from, which greatly impacts relationships between tourists and residents, the economy and most importantly, brand image and sustainability across all levels of the industry. This degree project serves to analyse the two sun and beach archipelagos of Hawaii and the Canary Islands, using a comparative analysis to study their strategies for diversifying their markets through the use of geo-cultural elements, their reflection through the use of campaigns, as well as cover any basis for improvements for future activities, a topic that is very relevant for islands that are in constant movement and activity, not only in tourism but also at a physical, geographical level.

Key words: Advertisements, Canary Islands, COVID-19, Diversification, Geotourism, Hawaii Islands, Overtourism, Promotional Campaigns, Sun and Beach Destination, Volcanos.

## **RESUMEN**

El overtourism o la sobre masificación turística es un problema que sufren los destinos turísticos maduros, lo que afecta en gran medida las relaciones entre los residentes locales y los turistas, la economía y, lo que es más importante, la imagen del destino y la sostenibilidad en todos sus niveles. Este trabajo de investigación sirve para analizar los dos archipiélagos de sol y playa de Hawai y Canarias, mediante un análisis comparativo para estudiar sus estrategias para diversificar sus mercados mediante el uso de elementos culturales, su reflejo mediante el uso de elementos culturales, su reflejo mediante el uso de campañas publicitarias, así como cubrir cualquier base de mejoras para futuras actividades de buenas prácticas, un tema que es muy relevante para las islas que están en constante movimiento y actividad, no solo en el turismo sino también a nivel físico, geográfico.

Palabras Clave: Anuncios, Canarias, COVID-19, Diversificación, Geoturismo, Islas Hawái, Overtourism, Campañas Promocionales, Destino de Sol y Playa, Volcanes.

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## CHAPTER 1 - INTRODUCTION

### 1.1 INTRODUCTION

Tourism has been a pillar in international affairs, bringing economic growth, globalisation and interconnectivity and cultural exchange at the forefront of human activity. As a sector of constant growth since the 1950s, it is no surprise that around 917 million tourists travel across the globe every year (Statista, 2023). With those impressive statistics, looking into why tourism is such an important industry for our past, present, and future economic climates is of the utmost importance, and very relevant not only to discuss and develop strategies and policies for its economic sustainability, but also for its cultural and social sustainability. By definition, the UNWTO describes the action of tourism as, “a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.”<sup>1</sup> (UNWTO, n.d.). With this definition arises the question of different segments of tourism that are continuously explored and exploited regularly, with waving trends towards one or another in certain times of the year, during cultural periods, changing with consumer preferences and everything in between.

Proving to be a resilient sector, it has sparked the impulse of improvement towards better transport, infrastructure, cultural exchanges, and immigration. That said, it is also important to mention the constant change of the sector, having sustained booms of popularity and adapting to change with innovation. The concepts of travelling and tourism have constantly molded and grown with economies' capacities and people's capabilities. As we explore the benefits that arise from exporting tourism as a good of interest for the public, we can view different benefits to the host economy, from strengthening the countries' GDP, to rising employment and an increase in the quality of life, development of education and an enhancement in the enrichment of a country and its residents, making the involvement of the tourism activity “an attractive developmental growth pole”<sup>2</sup> (Manzoor, F. et al., 2019, as cited in J. Telfer, D., & Sharpley, R., 2015). On the flip side, we can also identify potential risks of tourism in a community, especially the ones that rely on tourism as their main export, as we can identify potential risks of resource management, policies that favor growth and expansion over sustainability, changes in perceptions and relations between visitors and residents, something that is relevant to discuss for the continuation of the tourism activity in certain destinations that have experienced substantial growth.

On the one hand we have the case of the Canary Islands and, on the other, the Hawaiian Islands. They have been a powerhouse in tourism at both national and international levels, with the sector dominating both countries' main export. The Canary Islands are made up of 8 islands of varying size and population density, with Tenerife and Gran Canaria being the most populated, and each island hosting unique landscapes and cultures of interest, archeology, and history. Due to the

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<sup>1</sup> UNWTO here refers to the United Nations World Tourism Organization and their publications and textual definitions of tourism-related terms.

<sup>2</sup> GDP refers to Gross Domestic Profit, the typical and widely used measurement for production of goods in a country in a given period of time.

unique positioning of the Islands, being close to Africa geographically, politically linked to Spain and Europe, but also with historical links to Central and South America, it serves as a pillar for sun and beach holidays in the Atlantic Ocean. Furthermore, the Canary Islands host various micro destinations that attract different segments of tourism, which differ with not only per island but also locally, with infrastructures reflecting the growth of typical resorts for the western European tourist.

With the case of the Hawaiian Islands, located on the northern Pacific Ocean, away from the United States and South America, we find the appeal of another primarily sun and beach tourist destination similar to the Canary Islands. This archipelago is primarily made up of 8 main islands, with upwards of 137 clusters that make up the landmass that is known as the 50<sup>th</sup> State of the United States of America (Skyline Hawaii, n.d.). Due to the location of the islands, the influx of tourism that the destination receives can be described through a domestic and international lens, with mostly US, Canadian and Pacific tourists visiting the islands annually, because of the relative proximity of those islands to continental North America and the Asian Pacific coast. Both these islands, limited in natural resources, are the best examples of sun and beach tourism models, but are also at risk of losing their intrinsic value from mismanagement and overtourism.

## 1.2 JUSTIFICATION OF TOPIC

Studying and understanding the concepts of overtourism and its implication on mass-tourism destinations is not only a relevant topic, but also brings forth potential strategies for economic sustainability and resilience using strategic planning, marketing, and campaigns as an appendix, on the basis of research findings. As a support, the theory and employment of diversification, a pertinent factor in destination marketing and planning, is important to study for the future growth and success of a destination. This research, though it aims to be a starting point for further, in-depth analyses, serves to fill a current gap on the connection of two different comparable sun and beach destinations. This body of work serves as a first approximation to a broader field of material, aiming to help better understand the decisions governing bodies make for managing and shifting tourism.

As described by Pickvance (2003), the justification for a comparative analysis is based on the similar experiences that the islands have historically had, being very close in the typology of tourism they host, as well as the way mass-tourism has been managed by governing bodies to attract national and international visitors in each case. This interest in the comparison, as stated by Pickvance (2003), shows relevance for the observation of similarities and differences between the two cases, to gain a better understanding of the topic at hand. The comparison between these two archipelagos has been very scarce, especially when delving into the main topics of tourism, as there seems to be no correlations between the two locations (Pickvance 2003, as cited in Smelser, 1976, 160-2). Both archipelagos have earned mature destination status with a very defined tourism market, as a result of massification, and studying the impacts and correlations, similarities and differences can aid in bridging the gap between how different mass tourism destinations are shifting the paradigm on traditional tourism models as a way to sustainably preserve the destination, the interest and the environment as a package. Both the Hawaiian and Canarian collection of islands

receive similar tourist arrivals, with 15 million (Frontur 2019) and 10 million (HTA<sup>3</sup>, 2019) in 2019 respectively. Additionally, they also have similar tourist spending, with 17 billion and 14 billion respectively (Statistica, 2019; HTA, 2019). In a general sense they also share similar tourist experiences, with both cultural, geotouristic and natural elements that conclude similar geological and urban patterns, which in turn bring similar tourism development and interest (Garcia-Verdugo, C. et al, 2019).

On top of this, personal interest in the topic of mature destinations and promotional campaigns towards diversification and marketing is a driving factor in the election of this particular topic. The problem that arises from tourism mass marketing affects destinations in all aspects and investigating causes and particular changes in motion is a great way to understand the future lines of tourism planning, strategy and policy making. In this case, how smaller land masses are affected by this tourism sector and how it affects resident sentiments and marketing around this issue is of the utmost relevance.

As an appendix, smaller island clusters such as these are perceived to be exotic, as well as have delicate ecosystems and limited resources, which leads to further tensions from residents, governing bodies, and tourists alike. This accelerates any effects or changes, as smaller land mass and larger population of tourists can cause an increase in deterioration or the maturity of a particular destination. It becomes a particular concern when the number of tourists greatly exceeds the number of permanent residents, where you now experience a great impact of tourism on a local residential level, much like in the case of the Canary and Hawaiian Islands.

### 1.3 AIMS, QUESTIONS AND OBJECTIVES

The main question for this piece of research is to outline the main differences and similarities between current issues that have arisen as a result of overtourism for the two destinations of Hawaii and the Canary Islands, and in what ways they are diversifying their tourism market. The following research then will aim to outline the cause of said diversification, which is hypothetically caused by the growing concern around overtourism and mass tourism. This research aims to fill a gap in the current comparative analysis between the two sun and beach destinations, as a first approximation to a broader field of work. As an appendix, after learning and understanding the current situations of overtourism for both cases, potential campaigns and lines of action taken as a step away from the current tourism model will be researched and described, then compared for their similarities and structures.

For this, breaking down the investigation into 4 primary aims will help ease the structure of the work and have specific objectives in mind with each part, which I will go into further detail below.

- The first focus is primarily on the main similarities between the Hawaiian and Canarian Islands, seeing their comparability to justify the research provided in this investigation piece.
- The second block then touches on the concern for over tourism, explaining the definitions and theories that apply to the investigation and exploring the current situations on both

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<sup>3</sup> HTA refers to the Hawaiian Tourism Association.

cases, if applicable. To understand the said impact of overtourism, the public opinion or resident sentiments will also be explored in this section.

- As a way to understand actions taken as a result of overtourism, we will explore the concept of diversification, explaining the main concept of diversification in tourism and analyse using examples and cases of diversification or marketing strategies for both destinations.
- Finally, if there are any applicable examples of promotional campaigns that follow the main aim of diversification, these will be briefly explored in this investigation, highlighting any potential results occurred from these efforts to diversify.

As previously stated, this body of work will aid as a support for upcoming research, so these ambitious goals in mind are to be explored in a way that leaves research to be continued for future use. The main question here is to find the similarities and differences between the two archipelagos, analyse them, have a discussion process, and draw conclusions based on the information given.

As well as this, with regards to the literary review which complements this body of work, the following hypotheses will be answered or explored during the process of the RESULTS, as a means to further contextualise the objectives and main goals that this dissertation will aim to answer, which can be found dispersed throughout the text but additionally can be listed here:

- ⇒ **HYPOTHESIS 1:** To this extent, we can hypothesise a reorientation of the market towards using existing natural resources, as a means to rejuvenate the destination and, at the same time, make efforts to orientate away from uncontrolled mass tourism in said destinations. This could be said for both cases, to varying degrees.
- ⇒ **HYPOTHESIS 2:** We could theorise on top of this that the very existence of overtourism is caused by the overreliance on tourism in a destination that hosts the activity as its primary or leading sector. Moreover, destinations that prioritise tourism as an export and have a reliance on the growth it brings to the destinations may be more lenient towards reducing growth, as it has potential risks of dipping the production of an economy and sacrifices a lot of the labor force.
- ⇒ **HYPOTHESIS 3:** Following the research and descriptions of Ansoff (1957), the theory that both Hawaii and the Canary Islands are using cultural resources to diversify their markets. These cultural assets, which both archipelagos are rich in, can be utilised as a means of diverting the market and favoring towards special-interest tourism.

There will also be a discussion of the comparative results, to aid the first block of the objectives, to clearly highlight the key similarities and differences pointed out from the research, which then will hopefully aid for future projects on the comparison between the destinations. Once the discussion has been laid out, recommendations of use will be applied to this project, as an appendix, to highlight potential for growth in these instances.



## CHAPTER 2 - LITERATURE REVIEW

In this literature review we will highlight the critical concepts and frameworks that tie into the contextualisation of this body of work, as an aid for structuring the findings and placing a theoretical crutch towards the discussions and conclusions. Though these concepts may be broad and have many theoretical roots and directions, we will focus on the main concepts that have a direct link to the context of this investigative piece, to not get distracted by evidence and literature irrelevant to the case, despite its similarities.

As an appendix, first understanding the importance and impact of tourism on an economy is a relevant framework to research, to ground the situational relevance on destinations. As understood by findings conducted by David C. Bojanic (2016), clusters of islands and smaller populated archipelagos more aggressively promote tourism on a national and international level to sustain the economic growth of the country. As well as this, islands tend to have a greater GDP affecting export in hospitality, resulting in a large percentage of the labor and goods market actively focusing towards the tourism sector (Bojanic., Warnick., & Mustante., 2016).

### 2.1 MASS TOURISM

#### 2.1.1 CONCEPT OF MASS TOURISM

The relevance of this body of work first comes with the identification of mass tourism in these hosting destinations and the implications that arise from them. In this case, by mass tourism we understand a large concentration of international tourist arrivals in a collective destination or area, with the intention of accommodating, exploiting and inhabiting a particular geographical location. The significance behind the concept is used to juxtapose a more casual form of developed tourism, or a more sustainable method (Burkart & Medlik, 1974 as cited in Salah Wahab & John J. Pigram, 2004). To further understand this concept, typically when we refer to a mass tourism destination, it is one that has been developed and structured for the use of offering and providing services to the tourist, what we can describe as being an attractive tourist offer or supply. Where mass tourism differs from a typical tourism destination, as mentioned previously, comes from the intention and necessity – where tourism is developed, mass tourism now becomes a primary functioning sector in a destination, or can be exploited to an extent in which it transforms into a primary sector of income, labor force and economic growth.

Mass tourism is typically attributed to resorts or destinations that can accommodate and facilitate large influxes of tourists to the area with a support system of complementary activities and services, primarily built for the sole use of the attractive offer or not, that may or may not have added benefits for the residents inhabiting the space, such as better infrastructure, protection, and policies towards quality of living and employment. To this extent, we could also give characteristics to mass tourism destinations as classically being coastal destinations (Sustainability Times, 2020), though today many different segments of tourism have been implemented and promoted throughout the globe due to changing trends, brand awareness and cultural exchange.

A commonly used paradigm for the identification of a destination in its life cycle is with the acclaimed use of the Butler Model, fundamentally used to contextualise the development of

destinations, which presents 6-8 stages (Barcelona Field Studies Centre, n.d.). Typically, we can attribute an influx of tourism through the developmental and successful stages of the life cycle, to a certain level of mass tourism if nurtured. However, the case of overtourism could be attributed to the stagnation stage in what are typically referred to as mature destinations. In this sense, we can identify both the Canary and Hawaii Islands being implicated in the mature stage of destinations, with a certain level of success. The implication of this model allows us to further assess the direct causes of impact of a particular life stage of the tourism model, as well as the maturity and developmental phase of tourism implication.

In this investigation, we will be exploring the “rejuvenation” stage of the cycle, in which the tourism destination is looking to expand outwards for growth, with means of diversification as a primary model. As Butler explains, this is an alternative model which is then adjusted to suit the specific needs of a destination. A great example of this utilisation is Scotland, where they orientate seasonality towards winter sport segments as to bypass loss of tourism potential and furthermore create competitiveness within its geographical segment (Richard W. Butler, 2008). This theoretical model created by Butler helps us identify the rate of development in which tourism is manifesting in a destination, to understand how to orientate strategic methods and destination planning.

**HYPOTHESIS 1:** To this extent we can hypothesise a reorientation of the market towards using *existing natural resources*, much like in the case of Scotland as outlined by Butler (2008), to rejuvenate the destination and at the same time, make efforts to orientate away from uncontrolled mass tourism in said destinations.

## 2.2 OVERTOURISM

### 2.2.1 CONCEPT OF OVERTOURISM

The concept of overtourism can be understood as the partial or total degradation of a hosting environment, culture or territory on the base of a time-worn influx of tourism<sup>4</sup>. Potential causes of said influx can be attributed to poor management, struggles to keep up with load and an excess of promotion, as a direct result of globalisation and accessibility. With this, the impact of tourism activity that is offered by the tourism system affects the perceptions of tourists negatively as well as having consequences on the quality of life impacted on the residents that occupy the space, the environment and also the visitor satisfaction (UNWTO, 2023). As a suffix to overtourism, we can also apply the concept of a perception shift or change in public opinion as part of the consequences, where residents may start to develop negative sentiments or a certain level of dissatisfaction towards the tourists due to a change in government policies, territorial shifts, political climates, economic growth at a national level, amongst other things. Though relatively new, this concept of overtourism also manifests itself not only as a degradation of the surrounding environment, but also has urban impacts, such as property purchasing power from the exterior to gentrification of areas

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<sup>4</sup> Whilst over-tourism is a phrase that correlates with mass tourism, they are not synonyms, as mass tourism is not always equal to overtourism (Tourism Recreation Research, 2018).

and shifting population densities of residential areas (Santos-Rojo et al., 2023). As well as this, it is necessary to consider the role that stakeholders may have when investing in certain destinations (McCool, 1994 as cited in Santos-Rojo et al., 2023)

**HYPOTHESIS:** We could theorise on top of this that the very existence of overtourism is caused by the overreliance of tourism on a destination that hosts the activity as its primary or leading sector. Moreover, destinations that prioritise tourism as an export and have a reliance on the growth it brings to the destinations may be more lenient towards reducing growth, as it has potential risks of dipping the production of an economy and sacrifices a lot of the labor force.

Whilst mass tourism is simply a large concentration of tourists in a particular destination, overtourism is a step further, implying that the capacity of mass tourism, in a sense, is unsustainable for the environment and host country and is causing negative affiliations to the territory. This would typically be addressed with the implantation of sustainability reports, resident survey reports and census information with indicators to address any potential for overtourism<sup>5</sup>.

### 2.2.2 IMPORTANCE OF RESIDENT SENTIMENTS

Typical manifestations of negative impacts caused by overtourism can be attributed to a combination of sociocultural, environmental, political, and economic impacts of varying degrees that may or may not worsen the quality of life for residents, and at the same time cause an eventual degradation of the attractive offer available to be exploited for tourism, causing rifts in the appeal of the destination. Here we can also refer to the paradigm of G.V. Doxley (1975), as mentioned in the works of M. Apollo (2015), which theorises the host attitudes towards inbound tourism to a destination, highlighting the 4 primary stages of declining attitudes and levels, most notably worsening with the concentration of tourism received.

Apollo (2015) explains that initial impressions of tourism are positive, with reliance and help from the community, but as numbers progress and tourism is on the rise, the attitudes become more negative with the saturation of the influx, leading to conflicts between both parties and an isolation from tourism, despite being inevitably integrated into the sector through the workforce. These sentiments could lead to other problems of cooperation both at a local and governmental level, with internal conflicts through policies, reverse attitudes towards tourism known as “tourismphobia”, and/or aggression towards mass tourism development. We can also use this theory to link it directly to the cause of overtourism, as uncontrollable levels and sentiments of neglect coming from the residents result in the term being coined for destinations that are perhaps mismanaging the crowded spaces.

Where resident sentiments come into play in the development of tourist destinations is in the underlying attitudes towards the development which can impact visitor satisfaction. Subsequently, we can also refer to the idea of community involvement, where residents play a key role in legislation, pressure and tourism development to an extent that can affect the micro destinations, visitor satisfaction and local economies.

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<sup>5</sup> The use of the phrasing overtourism here is not meant literally by the definition, as it is a fairly new usage of the word. Here we refer to the negative impacts of mass tourism presenting itself as overtourism in these findings.

## 2.3 DIVERSIFICATION

### 2.3.1 CONCEPT OF DIVERSIFICATION

When referring to the term of diversification, it encompasses the action or actions of developing something unique to a particular situation, by extending, changing, varying or developing products and services, markets and supply. As explained by Konstantinova S.S. (2013), it assumes a risk associated with reaching new audiences, or shifting existing tourists. Not only can diversification be used as a tool for economic growth, but on the contrary it could also be used as a political tool for policy making and, additionally, address problems caused by mass tourism and overtourism (Chris Cooper, 2007). The main priority of diversification is overall growth, but by which means will be determined by what the destination considers as the most important aspect of diversifying their markets (Government of Canada, n.d.)

### 2.3.2 ANSOFF DIVERSIFICATION MODEL

The theory of Diversification as a strategy for businesses and destinations was adapted by Ansoff (1957), which explains the link between diversifying markets and developing existing or new products in the current market. In this sense, we also refer to diversification as a necessity of adapting to new niches or markets to alleviate other markets; in this case we refer to diversification as a strategy for the growth of a potential tourism market (Konstantinova S.S., 2013). As outlined by Han Le (2019), the motivations that arise from market diversification can vary depending on

		Products	
		<i>Existing</i>	<i>New</i>
Markets	<i>Existing</i>	Market penetration	Product extension
	<i>New</i>	Market development	Diversification

Figure 1 - Ansoff Matrix for Diversification (retrieved from GBR, redrawn from the Ansoff Matrix 1957)

perceived and desired outcomes, and whilst the theory typically extends to various specific goals, in the case of these destinations it can be attributed to primarily a need for expansion of a new market, which can also be interpreted as a necessity for segmenting the tourists and following an uprising trend of sustainability and special interest tourism. Le (2019) describes that a surplus can

instigate strategic diversification, as there are always under-utilised resources ready to be exploited<sup>6</sup>.

**HYPOTHESIS:** Following the research and descriptions off Ansoff, as cited by Han Le (2019), the theory that both Hawaii and the Canary Islands are using cultural resources to diversify their markets. These cultural assets, which both archipelagos are both rich in, can be utilised as a means of diverting the market and favoring towards special-interest tourism and specific destination marketing for diversification.

### 2.3.3 DESTINATION MARKETING DIVERSIFICATION

When we refer to destination marketing, we refer to the strategy of visibility of a destination with the intention of creating brand awareness of a destination, diffusion of knowledge and stimulating growth; this can manifest in economic growth, social growth, or political growth, such as with the implication of soft power. In turn, destination marketing is used as a strategic tool for diversification, to adhere to different audiences and segments where needed, reestablish, or strengthen image brands, and also be used as a way to define new products or markets. With destination marketing, we can conclude that the subsequent success of visibility of the destination causes a mass tourism model to be developed as more people are able to identify the destination and more marketing is done in efforts to increase tourism numbers. This cycle leads to more marketing as a cause for more arrivals, with the intention of diversifying the economy and bringing more economic benefits to the host community.

Part of the importance of destination marketing stems directly from the consumer trends of travelling and the tourism industry, with a climb towards new segments and new interests. As we further research into the use of destination marketing in a globalised world, we also refer to its use for diversification in order to cater to these ever-changing trends and expectations. To this extent, we can refer to destination marketing for diversification as a means of shifting the brand awareness and iconography of a particular destination for the means of switching or shifting tourism models, whether from mass to sustainable or in other forms. For this, typically we would analyse the previous context of the destination to be able to assess the capacity and direction of the diversification with the marketing strategies planned out by relevant authorities.

Whilst destination marketing can be used as an effective tool for mass destination marketing, it can also be a great way to diffuse content for niche segments of interest to current trends or goals for destinations, using various methods to capture attention and diffuse specific information of a certain package campaign, as a means to highlight one segment over the other, which we will study in continuation to this project.

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<sup>6</sup> Whilst typically the discourse surrounding diversification is explored theoretically on a business level, the same logic, theory, and application can be applied to destinations at a larger scale.

## CHAPTER 3 – METHODOLOGY

### 3.1 METHODOLOGY OVERVIEW

In accordance with the objectives, as this is an approximation for a broader field of work, the methods used in this study will be primarily secondary data, with examples of both quantitative and qualitative findings. The aim is to first study the under-researched correlation of the two archipelagos, their similarities in tourism development and to continue with the focus on their analysis, with the aid of secondary data. To this extent, the current mixed methodology approach to the investigation is the most appropriate with the information currently available to the general public, as limitations will touch upon the difficulties found during the elaboration of this work.

The following investigation will follow the structure of a comparative analysis outlined by Harvard University, with destination A being investigated first (Hawaii Islands), followed up by destination B (Canary Islands), with a subsequent discussion of findings, conclusions and recommendations that stem from the research developed. After having discussed the frame of reference for the investigation, and drawing a basis for the comparative analysis, justified, and following the recommendations of Pickvance (2003), this body of work will compile key points in a text-by-text style, which allows to study similarities and differences of the destination in a structured form (Harvard University, 1998).

The following data is primarily secondary data collected and compiled through the use of databases, tourism authorities and governing bodies, as well as research findings through other researchers' works, public news outlets and social media. The data collected for the Hawaii islands was collected with environmental, social and sustainability reports collected by the DBEDT and detailed surveys from the HTA, stating the overview of the past and current situations on mass tourism in the state of Hawaii. Additionally, we have had access to progress reports and statistical action plans to further synthesise the information to gain a more rounded view of the results. For the case of the Canary Islands, studies and statistics collected from ISTAC and the Tourism Observatory allow for quantitative collection of data, with further studies, reports, news articles, and government action plans to further add to the body of work. Additionally, tabloid and news articles have been used as a means to investigate local public opinion, as an aid to particular findings.

At this time no primary data collection has been used due to the limited time frame and lack of long-term results and statistics of the topic at hand, so to this extent, the information relayed through the investigation is a superficial glance at the topic supported with existing qualitative and quantitative data. The fact that in some cases data may be scarce presents itself as a limitation which is mentioned in the final chapter of this research piece.

The discussions and conclusions of the investigation will consider the investigative questions laid out in the objectives and touch upon the theories mentioned, which then will support the main lines of research and aid in further use of the work for future papers.

## CHAPTER 4 - FINDINGS AND DISCUSSIONS

### 4.1 POST-COVID TENDENCIES

As a prefix to the current findings, it is also important to highlight the shift in perspective from the point of view of tourists when travelling, and to understand current tensions amongst the following destinations, as well as reasons behind actions taken with diversification. For economies that are reliant on tourism, COVID-19 left a depression in the tourism industry, as the entire sector was shut down and failed to recover in some respects<sup>7</sup>. Due to the unique profile of the tourism influx to the Hawaii and Canary Islands, they hit a decrease in visitor numbers, which resulted in losing a large base of tourists, due to lockdowns and overall declines in international travel.

The impact of COVID-19 on the tourist industry has been apparent, with the entire industry being shut down and in a path of recovery by the final quarter of 2020. As a result, this has increased resident tensions and perceptions of tourism, highlighting the importance of cultural elements and a sense of better community during a time of instability in the tourism sector during the pandemic.

In the Canary Islands, a staggering 94% of tourists presented a strong interest and importance on focusing their travel preferences on sustainability, and suggest a need for more sustainable destinations, airlines, and products (ICF, 2020). In line with this, travelers in Hawaii also show a 90% majority in wanting to see sustainable options when travelling, with particular segments having higher percentages (Gaskin, 2022). Post COVID-19 travelers have also shifted the trends and wants towards travelling, with research conducted showing a leaning attraction towards urban, cultural, and niche tourism markets, with the typical sun and beach tourism market segment garnering a lower percentage rate of interest in general (Orden-Mejía et al., 2022).

To this extent, we can assume diversification plans will focus more on this regenerative form of tourism with new product creation, away from the traditional segments, not only to garner better resident sentiments but also to recover the tourism industry in a more sustainable way, in line with consumer preferences presented with reports towards these destinations.

This fits in line with sentiments post-pandemic, where the new traveler is less interested in standardised holidays but rather opt for a personalised, meaningful trip that not only intends on benefiting the tourist, but also the residents (Argusa, J et al., 2021). This places more value on the development of niche segments and places value on sustainable campaigns and projects, for the rise of visibility towards ecotourism and a larger interest in potential investors (ICF, 2020). In line with this, resident attitudes towards a newer, responsible tourism development are favored by locals, showing all around more interest and potential growth for diversification in a post-covid, post-massification industry, accelerating plans and projects (Markose N. & Bindu V.T, 2020). Likewise, in the Hawaii Islands we see more sentiments towards safe and responsible travel, not only for post-covid travelling, but also for environmental and culturally sensitive reasons, much respecting the current lines of promotion for this segment (DBEDT Visitor Satisfaction Study, 2022).

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<sup>7</sup> COVID-19 refers to the SARS virus variant that caused a global pandemic starting in December 2019, causing a global stop in social phenomena for an extended period of time.



As described by Raquel Santos Lacueca (2020), sustainable tourism niches are opportunities to cover the uncertainty created by the tourism sector after economic crises, as they allow unexplored or underexplored segments to be developed and sustained for sustainable travel. To this extent, we can expect an upwards trend in policy making, promotional material and diffusion of content with sustainable travel and niche segments as a result of a post-covid traveler seeking new experiences that minimise impact, and residents that align with this motion of wanting more responsible tourism development.

## 4.2 HAWAII ISLANDS

### 4.2.1 OVERTOURISM IN HAWAII

Overtourism has been a hot topic of debate in the State of Hawaii for decades, accumulating with negative resident sentiments from pressure on the local economy as a result of its being the main export. When we go as far back as 2004, we can already see that visitor numbers and the increasing influx of tourism have always been a cause of concern for residents. The findings show us that the increase of visitor arrivals imply tight capacities in existing hotels and resorts on the islands, with projections of crossing “red” levels by 2012-2019, varying per island but causing negative sentiments. (DBEDT Modeling Report, 2005). As visitor numbers increase, this results in more interest towards alternative accommodation, through the use of private lenders, to cover the limited capacity of restricted hotels, leading to illegal vacation home and rental properties, and elevated prices on housing, leaving residents to fall down the market ladder, and even cause them to suffer from homelessness (Morgan Dethlefsen, 2023). To further this conversation, resident sentiment reports communicate that residents in general are not happy with continuous tourism growth, as a result from these various issues (DBEDT,2005).

The study also mentions the overuse of rental vehicles on the highways, accounting for 51.1% of new car registrations in 1999 and on the rise (DBEDT Modeling Report, 2005), resulting in extreme congestion and accessibility towards different attractions, areas, natural landmarks and others, with “subjective feelings that special places are being overrun by visitors” (DBEDT Modeling Report, 2005). Water shortages have also been a cause for concern, with tourism and related activities accounting for the overuse, leading to a concern for residents on water shortages and implications, due to the limited amount of fresh water available at capacity and limitations of treatment (DBEDT, 2005).

The sociocultural impact that this has caused for the archipelago has resulted in a negative-leaning impression of tourism from the residents of the State. Though complex, the report shows that though they are welcoming to tourists, they also are weary of the influx and believe that government policies should reduce growth (DBEDT Resident Survey Report, 2004). We can observe that mixed-negative sentiments are expressed towards lack of infrastructure for tourist capacity and controlling these issues that are concerns for residents (DBEDT Resident Survey Report, 2004).

Sentiment surveys as recent as 2021 show similar attitudes towards the tourism development on the islands, with this growing concern of congestion. Recent studies and observations held by the HTA indicate that massification is still a leading cause of problems, as residents still express wanting a reduction in the tourism arrivals. In 2019, it saw a dip in positive



sentiments towards the tourism industry as overall many indicators have weakened, with the perceived impact of the tourism on the State having a significant decline (HTA Sentiment Survey 2019).

Most notably, these key indicators of decline in thoughts move towards the preservation of cultural assets and heritage, quality of life and congestion to the islands. As well as this, we follow the trend of similar indicators towards cost of housing and pollution, all negative, similar in sentiments to 2004 and 2005 survey reports.

Residents seem to believe strongly that year after year, their key landmarks are not being preserved in a sustainable way, something fundamental to the communities that inhabit the islands. Additionally, residents voiced their negative sentiments towards the higher cost of living, overcrowding and damage to the environment, as well as disrespect towards the islands, with a large dependency on tourism being a baseline problem (HTA Sentiment Survey, 2019). Once COVID disrupted the tourism industry in 2020, we then see a perceptual shift towards the tourism industry once more in Hawaii, showing a general lack of confidence in the county governments towards tourism management, with general resentment against visitors coming into the county, concerns about massification through the lens of health and safety, border security and enforcing COVID-19 measures (HTA Resident Sentiment Survey, 2020).

In accordance with this, we can also refer to the impact that economic crises have had on resident sentiments and towards policymakers, overtourism within the tourism industry and inbound tourists to the islands as a consequence. As per resident surveys in 2020, sentiment indicators allow us to understand the impact COVID-19 has directly had towards the residents and their implication with the tourism industry. To this degree, we can observe strictly negative views towards opening the county to tourism during pandemic and post-pandemic recovery, with strong sentiments of wanting to decrease tourism numbers, a lack of confidence in quarantine enforcement for visitors, tourism management, and health concerns. Also, with increased risks that mass tourism brings health-wise. This survey carries on highlighting the potential for shifting away from mass tourism during this time as a means of alleviating resident sentiments, with a focus on regenerative growth using responsibility (HTA Resident Sentiment Board, 2020).

#### 4.2.2 LINES OF DIVERSIFICATION IN HAWAII

The Hawaiian Tourism Authority has been implementing strategies for diversification to push away from traditional tourists to a new, more meaningful market in terms of social and environmental sustainability. What we can also observe are attempts to reduce tourism capacity with diversifying towards sustainable niches of tourism.

Hawaii's main lines of weaknesses identify a strong reliance on sun and beach tourism, which poses a problem in accordance with resident sentiments on overtourism and general infrastructure in the market. To this extent, finding opportunity in diversifying the market with different products is of importance to the sustainability of the economy and the residents' acceptance towards tourism (HTA Oceania Conference Presentation, 2022).

HTA, along with private companies and resident cooperation, has been making attempts towards rebranding the destination with newer emerging markets of diversifying nature. Opportunities identified by the same conference allowed us to value the rich cultural assets that Hawaii has, with possible growth markets in the cultural significance the islands possess, building

on current sustainability awareness and highlighting cultural assets such as culinary tourism and family travel as potential markets. These attempts are made to differentiate the destination and its similarities from other sun-and-beach mass tourism destinations for the North American and Asian tourist.

Currently, the main lines of diversification strategies implemented by the Hawaii Tourism Authority are the following:

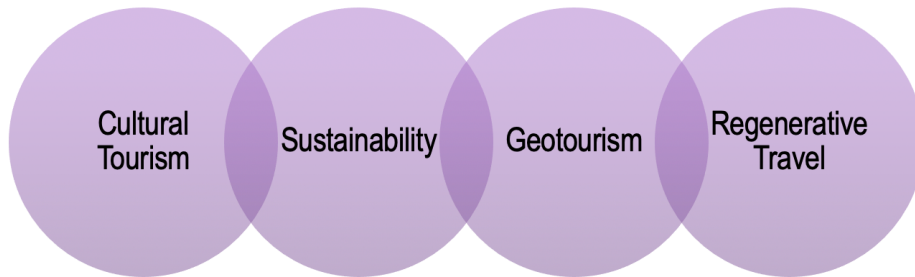


Figure 2 – Main lines of diversification in the Hawaii Islands (Erika Blazevic, 2023)

**Sustainability** is a major word for the lines of diversification explored on the islands to drift away from the typical mass tourism model that it currently has. In accordance with this sustainability, they are seeking to expand the market towards niche markets or promoting segmented markets that have direct correlations to implementing sustainability, ultimately being the diversification model that Hawaii is aiming towards. However, the type of sustainability being explored here can be identified as *social sustainability*, where the residents are being included and/or implied directly into the tourism model as opposed to being an afterthought of the mass tourism market currently in Hawaii<sup>8</sup>.

Cultural Tourism is being explored on a deeper level for tourism diversification plans, and is an ideal market for expansion, due to the existing cultural heritage available on the islands that manifests itself in various forms, both tangible and intangible. Cultural activities are a large driving factor for tourism activity. As explained by the HTA, in 2019 at least 55% of the total visitors had participated in cultural asset activities pertaining to history, culture, arts and customs amongst the collective islands (HTA Visitor Satisfaction Report, 2019). The same source states culturally relevant festivals, events, centers, and community enrichment programs are the core elements of expanding the market and the one that has the biggest potential for success in sustainability within diversification. As part of their “Community Enrichment” programs, the HTA works towards special interest tourism such as Agritourism and Voluntourism on a small scale, with rising popularity each year (HTA official website, n.d.). The importance of this line of diversification comes from the worry of violating the integrity of existing cultural assets and exploiting the environment for the sole benefit of tourism, as well as increased tourism numbers overloading established cultural and natural heritage, making special interest tourism a risk market (HTA Strategic Plan, 2016). It also attracts the new tourist that aims to seek genuine cultural experiences, as we see a growing pattern towards

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<sup>8</sup> When referring to Hawaii here, we refer to the archipelago rather than the individual island of Hawaii.

global sustainability. This idea is further proved by visitor satisfaction studies and governing status reports published by the HTA, which shows Hawaii boasts strengths in intangible, cultural elements.

In direct relation to cultural tourism, we also see a strength that is Geotourism, presenting a segment unique to archipelago destinations. Accompanying the activities are nature reserves and parks, visitor monuments and natural elements of the landscape that attract special interest tourism, from hiking to air sports and casual activity. The presence of Geotourism has always been a driving factor for Hawaii as a sun-and-beach destination, typically to visit cultural activities found in said natural parks. Activities can include a diverse selection with, for example, hikes and trekking, cycling and casual walking as well as seeing live fissures and exploring volcanic activity to varying degrees. Though many parks experience mass tourism in Hawaii, such as Hanauma Bay Preserve, which receives around 1 million visitors annually, the diversification model aims to diversify the segment by not only participating in activities that aim to include restoration and conservation efforts, agriculture and reforestation and others (David Newsome and Ross. K Dowling, 2010). We also see efforts through the use of Regenerative Travel, the new form of sustainability in the tourism industry, coined by the HTA as a way to balance the cultural integrity of local communities directly impacted by tourism (Meet Hawaii HTA, 2022).

#### 4.2.3 PROMOTIONAL CAMPAIGNS FOR DIVERSIFICATION

Following the current lines of diversification, Hawaii has implemented a community enrichment programme which boosts sustainability within tourism at a State-wide level, leveraging the resident sentiments and creating awareness and change, away from a traditional sun and beach model. This programme encompasses all of the different forms of diversification that Hawaii intends to implement, but at its core keeping everything in tune with the idea of preservation, regeneration and care. “Malama Hawai’i”, founded on the core idea of regeneration, care and sustainability, was first launched in 2021 in cooperation with the HTA and large chain resorts and companies as a recovery plan from COVID-19, entering a new market of environment-conscious segments. This, in collaboration with the Hawaii Tourism Authority Destination Management Plan (DMAP), includes various actions and steps to implement for maximum opportunity of success. This new model relies on the brand-shifting done by the authorities to gain awareness, indicating resident sentiments and visitor satisfaction are both on the same level of importance. The brand campaign has continued growing with partnership programs within the private and public sectors, with a “strong traction” for participating in this programme, which continues to gain momentum and has proactive efforts in communicating the messages to travelers. Highlights from 2021 show that proactive efforts to deliver information abroad has resulted in an engagement rate of 233%, with 56 million impressions on social media, and sponsored media coverage on major broadcasting stations. (Monthly Leisure Marketing Report, 2021) Malama Hawai’i is the State’s largest programme to date to be implemented and is set to start funding for various statewide and local programs and initiatives.

Of this, budgets have been invested with a particular interest in education and culture preservation as the main focus, with branding to reflect these measures (HTA FY22 Budget Process Overview, 2022). Of these, the branding campaign is set to include specialised activities for different market segments, paired with airline cooperation, educational cultural seminars, use of social media diffusion and traditional media, to name a few of the activities. As part of the campaign, the official social media accounts for the destination are rooted in said programme, with

content focusing on Malama Hawaii with diffusion messages, videos, and content, reaching more than 8 million views (Hawai'i Official Youtube Channel, 2022). This, fueled together with resident content posted on social media, has shifted the visitor outlook on Hawaii and the brand awareness it portrays.

To summarise, as part of these goals, reducing the brand awareness for tourist hotspots has been implemented to reduce overcrowding amongst the typical consequences of congestion in the area. To this extent, we see shifts in marketing, as marketing has been halted to reduce visitor numbers in particular areas of interest or areas that have been closed entirely (HTA Maui Summer 2022 Progress Report, 2022) Some of these actions are displayed in the table below retrieved from plans instigated by Maui, as an example.

AREA/SITE	ACTION TAKEN
Kaihalulu Bay (Red Sand Beach)	This site is not promoted to visitors.
Puka Maui Trail	This site is not promoted to visitors.
Honolua Bay	This site is not promoted to visitors.
Nakalele Blowhole	This site is not promoted to visitors.
Seven Sacred Pools	This site is closed. Not promoted to visitors.

Table 1 – Addressing Hotspots, retrieved from HTA Maui Summer 2022 Progress Report (2022)

Following the 2022 resident sentiment survey conducted on the feelings towards contributions that arise from the implication of recreative activity on the territory, results have proven to be on a slow increase of positive comments in comparison to previous years. On average, opinions towards the destination management and cooperation at a State level have positively affected residents, with more favourable views of the effects on families, management of tourism on each island and as a whole of the State, as well as a general feeling of control (Resident Sentiment Survey Fall 2022 highlights, 2022). This could be attributed to the programme, which intends to further educate visitors on tourism impacts, and cooperate on a public-private level with tourism companies and policymakers.

This is also further highlighted with the findings from de DBEDT 2022 visitor satisfaction results, which show that roughly 80% of visitors are aware of safe and responsible travel before, during and after visiting Hawaii, and understand the importance of giving back. Aside from this, when factoring in the Malama Hawaii programme, there has been a steady increase in awareness of the promotional campaign, with more than half of East-Asian visitors aware of the campaign, and with a smaller increase in the US West and East, growing from 13.7% to 14.2% in 3 quarters, showing an increase in brand awareness, though at a slower gain than with eastern Asian participants. When we look at the figures for the Korean and Japanese holidaymakers, brand awareness is closer to and reaching 50%, seeing more growth potential for those segments. (DBEDT, 2022<sup>9</sup>).

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<sup>9</sup> This section refers to the part of the document that accounts for Alternative Messaging relayed by the country – in this case we refer to “Safe and Responsible Travel, Caring for the Culture, Volunteer and Give-Back and Malama Hawaii””, Section 4 of the document.

It is important to note that despite the success of the programs, there has not been sufficient time to fully assess any in-depth studies on environmental, cultural, and economic impacts that the campaign may or may not have on the State of Hawaii and the archipelago as a tourist-dominated sector. To this extent, though information may not be detailed, there are indications of positive change through the use of this campaign to highlight potential future success. It is also important to mention the importance of resident participation in the diffusion of educational information of overtourism in Hawaii, using social media video platforms, like YouTube and Tiktok, to promote responsible tourism practices, with some platform users even warning tourists against visiting the islands as a means of preservation. With popular video hashtags such as, “why is tourism bad in Hawaii” and “bad tourism Hawaii” garnering more than 40 million views, residents have taken their own stance in bringing forth the message of ethical travel through a local perspective, which in turn has seemed to create buzz on-line and creates trending tension across platforms.

When looking for other promotional campaigns that deal with diversification and sustainability, following these lines of diversification researched, we notice that any accompanying plans follow suit with Malama Hawai'i, and were launched after its success. Another great example is the promotional campaign “Sea the Future”, which did not aim to increase tourism numbers, but rather connect with the current tourists on sustainability within the waters of this archipelago. This campaign proved successful, collaborating with their key segments in Japan, Australia and New Zealand, accumulating over 500,000 interactions on social media, with a combined reach of over 5 million people viewing the campaign, and over 1.9 million ad impressions, aiming to encourage the established tourism group to help out during their stay (The Walshe Group, 2020).

Similarly, we also see other campaigns aimed at the same groups in tune with sustainability, offering unique experiences to participate within the community and exchange experiences with locals and artisanal produce, much like with the campaign “Hawaii Tourism Oceania”, in collaboration with Expedia, that garnered impressive results, including a 0.10% CTR across social media and platforms (Gaskin, 2022). Most recently, in April, we also see efforts in shutting down even more commercial parks, valleys and monuments to reduce overcrowding and implement reservations and fees, much like in the case of I'ao Valley State Monument, as well as other similar-scale tourist attractions (HTA, 2023).

#### 4.2.4 LEGISLATION FOR OVERTOURISM AND DIVERSIFICATION IN HAWAII

As an appendix, as recent talks about overtourism in Hawaii boil over, we can also experience new legislation and actions towards overtourism on a national level starting to form in 2023. The legislation states and evidences the case for the capacity on the islands, stating that maximum capacity has been reached and that tourism has affected the residents' quality of living, which affects visitors' satisfaction (House of Representatives, 2023). As a result, actions and plans are set in motion to aid with private cooperation on diversification. The office of Tourism and Destination Management for the destination proposes lawmakers to strongly consider regenerative tourism in their legislation, restructuring the hospitality sector as a means to combat current problems (Travel Weekly, 2023). Part of these measures include a tourist tax and licensing to visit state parks and hiking trails, which are currently plagued with overcrowding (Euronews Travel, 2023).

Paired along with this is the consideration of tourist capacity but not at the expense of occupants, meaning that residents' perceptions of the capacity will dictate the volume of tourist arrivals (House of Representatives, 2023). Furthermore, the bill directly relates the problem of tourism, officially coining the word overtourism in the legislation.

These first steps towards a model orientated to the necessities and sentiments of residents could lead the way to an archipelago that garners more positive sentiments about tourism activity in comparison to its historical context towards North American and Asian tourists.

## 4.3 CANARY ISLANDS

### 4.3.1 OVERTOURISM IN THE CANARY ISLANDS

The main conversation towards overtourism for the Canary Islands differ from the narrative presented by the Hawaiian Islands in the United States of America, opposing environmental damage and leaning towards green tourism and sustainability and diversifying the market through new products as a way to sustain the mass-tourism market. In general, resident sentiments have been positive towards the evolution of tourism, with 80% of the population garnering positive sentiments towards tourism for the economy (ISTAC, 2019). That said, there are still problems that are being addressed by government officials, reports, and residents alike on how overtourism affects the islands negatively, and on ways to reduce numbers to subside impacts whilst still benefitting the current tourism cycle. The Islands that feel more pressure from tourism development, much like the case of Lanzarote, Gran Canaria and Tenerife-South, have fewer positive sentiments towards tourism development, especially in the number of beds available at destinations (Observatorio Turístico de Canarias, 2022).

In 2015, then Canarian president Fernando Clavijo aired his concerns on overtourism numbers, highlighting the importance in bringing tourists that travel responsibly and have a concern for the local environment (Canarias Ahora, 2015). These concerns align with notions that the current all-inclusive package does not distribute wealth across the board, nor benefits the local environment, and strains draining resources on islands with limited resources. However, the conversation of reducing tourism numbers and concerns over the massification of destinations has always been a conversation in particular islands, much like the case of Lanzarote and Gran Canaria, where pressure meets a boiling point. Lanzarote has also been publicly voicing their immediate concern for overtourism, stating that they want fewer British tourists, as there are too many rental accommodations on the islands, accumulating to overcrowding in micro destinations (Noticias Fuerteventura, 2023)

The degradation of the natural resources found in the Canary Islands is the main line of conversation with the massification of the destination, with resident concerns that segments of tourism can provoke contamination and accelerate deterioration of the land use, as well as consume water already being a scarce resource on the islands. However, it is also important to note that the same studies show positive reflections from the general Canarian public as well in favor of developing ecotourism, including activities such as hiking and cycling as opposed to mass water sports or sun and beach tourism (González-García, R., et al 2020).

Many of the same issues that we saw in the case of Hawaii are presented in the Canary Islands as well; particularly, overcrowding in natural spaces and congestion is a rising issue for the



Canary Islands, with many negative effects from carbon emissions to difficult accessibility affecting tourism experiences, resident mobility, and the deterioration of these spaces. As outlined by the journal *Ecounion* (2021), the top 3 visited National Parks by visitor intensity are all located in the Canary Islands, despite having some of the smallest area land coverage for the intensity of visitors that arrive. Timanfaya Park has the largest concentration of tourists per hectare of land, despite being one of the smallest in land mass, leading to the degradation of the landscape and having poor infrastructure that fails to pass sustainability checks and assessments (González, Fosse, & Costa Salavedra, 2021). We also see the same trend of congestion in unsupported, low-impact roads with the increase in visitor arrivals and car rentals, which leads resident sentiments towards wanting to find better solutions towards tourism mobility (Marrero Martín, 2021).

As seen by a multitude of cases, the context for Tenerife is positive, with needs to diversify in particular hot spots where perhaps it is not meeting a sustainable model. What this information implies is that overtourism is a problem in densely populated micro destinations within the islands, as opposed to being a problem as a whole, in contrast to the Hawaiian Islands, causing destination-specific problems that occur and influence resident sentiments on overtourism. To an extent, non-mixed resident areas are seen to be in the worst condition, and not every municipality is affected (Sánchez Coronado, M.E., & Valeriano Delgado, A.C., 2019). Along with this we once again see how the housing market affects the quality of living for residents, with Tenerife's discussion with overtourism expressing concern over rentals, pricing and market property values rising (Ringel, J., & Hubscher, M., 2020). The article explores the living crisis in Santa Cruz de Tenerife as a result of the cruise tourism and destination tourism to the island as a whole, with rentals increasing by 45% with unattainable market prices and a rapid increase in holiday rentals failing to integrate into the market effectively, leaving residents unable to own property. Similarly, in Gran Canaria in 2019 tensions intensified with mass protests and marches against the domination of vacation properties on the island, wanting tighter laws and regulations against building misuse and property rentals in the country (Canarias 7, 2020).

We also see more defined cases of overtourism outcry, much like in the case of Gran Canaria, where resident sentiments cause backlash against social inequality caused by the tourism market despite positive sentiments towards tourism development (Garcia, A. A., & Battino, S., n.d.). To this extent, when surveyed, residents stressed key indicators such as overcrowding, inflation and inequality, but with a willingness to participate in tourism management due to the perceived benefits (Moreira Gregori, P.E., 2019). In addition to this, despite general positive sentiments to the perceived benefits of tourism, we can refer to protests on the main streets of Gran Canaria over the construction of new tourism infrastructure that would potentially harm the environment, leading to public backlash back in 2022 (Canarian Weekly, 2022).

We can also observe the importance of Lanzarote in the conversation around overtourism, as the island and the council that governs have been pushing back against massification for decades, under the political influence of Cesar Manrique, to counteract negative environmental impacts on the island. Due to Manrique's strong implication in policy and territorial planning, the conversation of massification on the island has been a relevant topic of concern since the 1970s, promoting public opinion against the over-development of tourism on the island, due to overtourism concerns, and residents are in favor of restrictions in the growth of the sector, under the influence of the artistic movement on the island (Jiménez, Villoria & Madrid, 2015, as cited in Carballo, Leon, Sánchez, 2019). Actions were made to reduce the accommodation capacity, in favour of

sustainable development, and the constitution of tourism infrastructure as a means to combat overtourism, in recognition of the data showing that the capacity of Lanzarote has been exceeded, with more than 72,000 accommodation beds as opposed to the recommended 61,300 in 2016 (Consejería de Turismo, Cultura y Deportes, 2019). The evidence of overtourism is also presented in the public outcry away from package holidays, with Lanzarote wanting to stray away from the traditional British market, towards a new business model (Euroweekly News, 2023). However, we can still observe consequences in Lanzarote from mass-tourism, with tourist arrivals exceeding 17 times the population of the residents on the island, imposing the formation of a new model of tourism on the islands to start to reduce the number of visitors and arrivals (Mail Online, 2023).

In general, we also see the concerning increase in resource consumption, with 54 times the amount of cars found on the islands, 7 times the energy consumed, with agriculture shrinking to just 6%, cutting the land usage by more than half for tourism implication, all within the last few decades (Martín Martín, V.O., N/D).

#### 4.3.2 LINES OF DIVERSIFICATION IN THE CANARY ISLANDS

A key difference between the lines of diversification between the two archipelagos is that, in the case of the Canary Islands, action plans tend to differ depending on the individual goals of each island, and though there are promotional campaigns for the islands as a group, they are not necessarily towards the goal of diversification, but rather maintaining the current audience and branching outward. As a general line, a key indicator that the Canary Islands are opting towards environmental sustainability. In Hawaii, whilst the sustainability factor focuses more on social and cultural sustainability through cooperation with locals, in the Canary Islands we see a shift towards ecological and green tourism as a way to market nature, Agro and Geotourism, to which we can ascertain that the lines of diversification are the following:

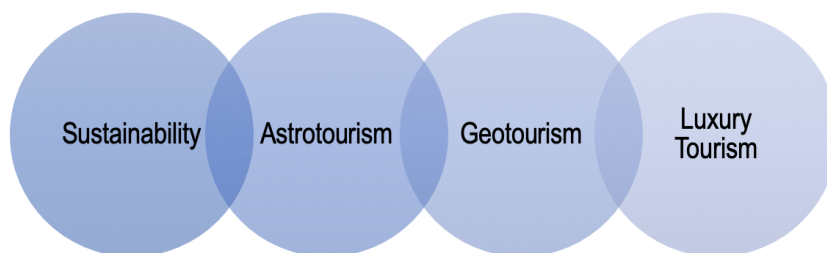


Figure 3 – Main lines of diversification in the Canary Islands (Erika Blazevic, 2023)

As highlighted in the 2017 Strategic plan, Tenerife is opting for environmental sustainability through their tourism activity development, making sure natural resources and assets are being used adequately, with appropriate planning and management of natural spaces, parks, and resource usage. As part of this plan, the archipelago has dedicated to making coordinated efforts of protecting specific micro destinations and resources, as well as creating sustainable practices and promotion of Ecotourism and the creation of RETURNAT as a means to diversify the recreational supply within the community as a way to diversify the market and create new products in line with



the current goals (Tenerife Tourism Strategy Plan, 2017)<sup>10</sup>. This also includes tourism-specific legislation which affects tourism development and activity, from tighter regulations on current tourist activity and the modernisation of existing infrastructure, such as improving sustainable mobility throughout the island and making attempts at reducing carbon emission output from congestion. Furthermore, creating outlines for product promotion and development to align with economic, social, and sustainable cohesion, highlighting the cultural and intrinsically unique values of Tenerife as a priority.

This strategic plan heavily encourages the promotion of Inclusive Tourism, defined by the WTO as a sector of tourism that allows equal opportunities for both the tourist and the resident, allowing for sustainability and creation of profit through tourism activity (WTO, as cited in the Tenerife Tourism Plan, 2017). To this extent, we can mention the promotion of Astrotourism and Geotourism not only in Tenerife, but also in other islands in the archipelago. With Astrotourism, we can see an upwards trend in exploring the universe and a growing interest in this niche market, with more than 300 companies in La Palma alone that operate and collaborate with the *Astrotourism Board* to create responsible, inclusive products that educate and enthrall (Hello Canary Islands, n.d.). With legislation that protects the archipelago's night sky in place, this niche of tourism is a highly popular segment of niche tourism developed in the Canary Islands due to the protection and responsible attitude towards light pollution and educational conservation. Astrotourism brought more than 200,000 tourists to the Canary Islands in 2016, with that number on a steady rise as more infrastructure and developed activities and astro-products have emerged with the intensity of popularity (The New York Times, 2016).

Then, we also have the promotion of Geotourism amongst the islands, with a special interest in Volcanic Activity, Geoheritage and Nature Activities. Mainly, Geotourism is being highlighted in the Island of La Palma, both as a recovery plan for the economy and to diversify the current sun and beach supply on the island after the Tajogaite volcanic eruption that effected the economic situation in 2021, but also as a way to diversify away from the mass-populated destinations, much like the cases of Tenerife and Gran Canaria. La Palma particularly has always used its volcanic origins as a base for its agrotourism and geological findings, bringing special interest tourism at the forefront of its' activity.

#### 4.3.3 PROMOTIONAL CAMPAIGNS FOR DIVERSIFICATION

As far as an archipelago-wide promotional campaign is concerned, the Canary Islands do not have a cohesive national promotional campaign for diversification in the long term that promotes a specific goal in mind for diversification across all of the islands, despite strong strategic planning creating lines for actions. As mentioned previously, each governing body of each island has their own individual goals in mind, to which they interact with diversifying their markets in different ways. To this extent, we see some more recent campaigns that are adjusting their presence in new markets for means for diversification. As mentioned in the 2018 Canary Islands marketing strategy plan, the intent is to consolidate diversification in markets and in the type of tourist that visits the Canary Islands, not only to foment sustainability but also to become a more competitive destination.

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<sup>10</sup> RETURNAT refers to Transversal Project for Sustainable Recreation and Tourism in Nature.

For this, in general terms, the operative objectives are to increment spending per tourist and create new alternative products (Plan de Marketing Estratégico, 2018).

A great effort recently made as a way to promote specific good practice and sustainable tourism is with a recent campaign called “Proyectos de Sostenibilidad”, or “Sustainable Projects”, in 2022, which highlight a key practice of sustainability on each of the islands with 8 videos published in social media, as well as related information about each activity. These include community activities, theme parks that make attempts to be eco-conscious, astrotourism, sustainable mobility, green energy practices and more. Though not a long-term campaign like in the case of Hawaii, these videos help sensitise the public towards the steps made in sustainability on the islands (Gobierno de Canarias, 2023). As a result, more than 4 million views have accumulated online through efforts of diffusing the message that the Canary Islands are a competitive destination for the development of long-term sustainability (Gobierno de Canarias, 2023). As mentioned in the article, their primary function is to educate the public about the availability of these activities, but also allow a sense of credibility towards sustainable development to be aired.

This pairs greatly with a segment diversification plan in Tenerife and Lanzarote, which we will explore in continuation of this research. Tenerife has started to diversify towards an audience not reliant on package holiday segments, with Hungarian tourists as a priority (Gobierno de Canarias, 2023). The campaign explains that this particular segment enjoys being independent travelers, implicated into the host communities; they prefer hiking trails, nature assimilation, are high spenders, and have longer extended stays on the island (Gobierno de Canarias, 2023).

Lanzarote has recently started making efforts in shifting towards low-impact, high-spending Luxury Tourism as a means of diversification, to cut down the reliance on British mass tourism. Named “Lanzarote Premium”, this publicity campaign aims to cut down on cheaper tourism supply, by introducing new developed sustainable products and aiming to diversify towards a high-profile consumer, slowly shifting the model away from package holidays. This allows Lanzarote to promote good practice activities and development, whilst focusing on less tourists that spend more. This campaign is envisioning Cesar Manrique’s tourism model and incorporating the projects of Lanzarote Inart as a way to reposition the Spain as a whole in the Premium segment along with SPEL<sup>11</sup> (Martínez Abolafio, 2021).

Studying the unique case of Lanzarote’s battle with overtourism, through marketing campaigns towards developing newer products concentrated in the natural aspects and resources, much like the national park, is a great way to decrease the concentration of tourists in hotel resorts along the coastline and make alternative tourism for the destination grow (Eckert, Christian & Pechlander, Harald, 2019). As part of this focus on decreasing mass tourism, the number of beds available have been cut down to recommended levels, decreasing from 72,000 in 2016 to 62,000 in 2022, which impacts the congestion in hot spot micro destinations on the island (Centro de Datos Lanzarote, 2022). Part of the line of products created under this campaign can be attributed to Wine and Gastronomy, Inart, Sport and Nature as ways to connect with the luxury client, trying to attain

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<sup>11</sup> SPEL refers to the “La Sociedad de Promoción Exterior de Lanzarote” or The Lanzarote Foreign Promotion Society, which is responsible for overseeing promotion and strategies for the conservation and diffusion of natural and cultural heritage on the island of Lanzarote (Cabildo de Lanzarote, 2018).

more Nordic, German and French clientele as opposed to the current British market that Lanzarote heavily depends on (ICF, 2020).

Results show that in 2023 the German market has increased by 69.3% following subsequent years (Turismo Lanzarote, 2023), with an uprising trend in tourist spending overall (ISTAC EGT, 2022). We can also observe a 40% decrease in visitor arrivals in Lanzarote in comparison to 2019, despite tourism stabilising post COVID, leading to believe a certain level of success in diversifying the market (Frontur.; ISTAC, 2022). It is also curious to note that in the past Lanzarote has had smaller campaigns, like the “Lanzarote Effect”, which also had lines of diversifying the market for sustainability promoted through their social media and garnered more than 80,000 views back in 2013, and is still an active campaign held by the official Lanzarote Tourism website, although it doesn’t seem to be the main focus of campaigns at the moment (La Voz de Lanzarote, 2014).

Another great example of diversification in La Palma is with the impulse of Astrotourism on a national and international level, taking advantage of its new label of being the first Starlight Reserve in the world and named as a Starlight Tourist Destination, joined with the slogan #CuandoEstoPase. Plans to diversify the tourism market in the island started in 2020 with the Tourism Sustainability Plan proposed by the Island Council, with further incentives to drive towards niche markets after the effects of the 2021 volcanic eruption. This plan only focuses on approving ecotourism, with branches for astrotourism, agritourism and ecotourism as main industries of interest (Ecotourism, 2020). This plan, approved and promoted by the official council of the Canary Islands and other sustainability affiliated groups, aims to project various actions to guide public-private cooperation and become leaders in sustainability at a global scale. This, supplied with the various observatories and astro-activites available on the island, create a demand for pollution-free, sustainable astro-activites that include cultural sensibility and integrity. As part of this campaign, new products and activites have been created to intensify the competitiveness of the destination, for example with observatories, better infrastructure, and promotional material online. A recent study conducted within the segment showed that in la Palma this growing trend of stargazing was attributed to information relayed on the internet, which shows an active effort in promoting the segment to tourists and capturing their attention. As well as this, we also see from the same data clusters that the average spending habits of this sustainable tourism segment leans towards Luxury, which shows a willingness to project luxury product creation and development in the future of this segment (Fernández Hernández, C., Araña Padilla, J., & León, C. J, 2017).

As an addendum, it is also important to note the importance of the film industry on the Canary Islands briefly as a method for diversifying the economy, and in turn, allowing the archipelago to become less dependent on tourism and being able to diversify more effectively in the future. With production rebates and lowered tax returns on filing on the islands, both the film and animation industry has secured their confidence in the islands, with record number production times, bringing more money and economic stability into the islands. This allows for experimentation in diverging the markets and supply, as the over reliance on tourism can be shifted more easily with less assumed risk (Canary News, 2023).

#### 4.3.4 LEGISLATION FOR OVERTOURISM AND DIVERSIFICATION IN THE CANARY ISLANDS

Compared to the tourism model in Hawaii, from its start the Canary Islands have implemented sustainable legislation and protection for the environment and social inequity at a large scale against tourism. We can refer to the following legislation that reflects some of the actions taken by authorities to bridge the gap between mass tourism development and large-scale tourism impact. These include laws on urgent measures for urban planning and nature protection (Ley 3/1985, June 29), or prevention of ecological impact (Ley 11/1990, March 13) and the suspension of the validity of tourism planification as a means of prevention of loss of environmental efforts due to tourism impacts (Decreto 126/2001, May 28).

As cited by Martín Martín (n.d.), there are mechanisms in place with a series of protection laws on the environmental impacts of tourism on existing elements, both natural and cultural, which allow for responsible urbanisation planning and measures to carry out plans in favour of sustainability. These plans form the base of the structural conditioning of tourism on the Canary Islands, leading us to conclude that the archipelago has various action plans and policies in place to lead sustainable tourism, though there is always an assumption for better growth and more aggressive policies.

#### 4.4 DISCUSSION

Diversification for overtourism is a relevant topic affecting both destinations, and though both make attempts to diversify, the basis for the diversification and the public sentiment over the discussion is fundamentally different. This also brings to the conversation how public opinion affects the diversification plans and importance of implementing specific campaigns to appease the public. The following section will discuss the main similarities and differences to compare each case and their approach to the overtourism problem that is present in both instances. This section will then also base a conclusion of based research, touch upon the hypotheses laid out at the beginning of the section, limitations found during the research and potential recommendations or study basis questions for further research in the future.

Both the Canary and Hawaiian Islands are known for their export in sun and beach tourism, as highlighted by their mass-tourism destination status, and similar holiday experiences for tourists. Whilst the Canary and Hawaii islands do not belong in the same cluster of archipelagos, and are geographically far from each other, they share close similarities in tourist experiences, cultural and geographical assets, and intrinsic value through volcanic and natural landscapes, as well as a rich culture and background. Not only this, but they also face similar concentrations of tourism each year, with the islands being a popular get-a-way destination for those looking for the sun. Where tourism shares a similar experience is on a package-holiday level, with a concentrated influence of tourism in particular destinations more developed for the exploitation of said activity, leaving other activities at the back end of visitor interests. To this extent, we can expect that resorts and well-developed tourist areas are suffering from overtourism and secondary effects that affect residents on a social and cultural level.

Whilst the concern for overtourism has been a relevant topic in both cases, it is evident that the approach towards the eradication or minimisation of the effects through policies,

diversification and promotional campaigns have followed different methods, support and ultimately have different goals in mind. When we compare the conversation on overtourism between the two archipelagos, it becomes evident that the importance of the discussion is coming from different perspectives, which affect the general perceptions of tourism from residents in these destinations. We see that, most recently, Hawaii is taking aggressive measures towards actively reducing the number of tourists arriving at the islands and sensitising the public at an international level to change the perspective of the archipelago from the outside looking in, due to a heightened social pressure from residents. This is supported with the State-wide campaign, which further incentivises the tourist to look for alternative tourism bookings and get rewarded for the intention. Meanwhile, in the Canary Islands, changes seem to be moving at a slower pace, and diversification is going hand in hand with sustainability goals proposed by government officials, as a way to transition towards a newer model without facing economic backlash, making the transition in the Hawaii islands seem more abrupt.

From what we can discern from the investigation, it is also apparent that the sociocultural impact is heightened by the cultural traditions and ethnic diversity away from the rest of the US, making the development of negative sentiments feel much more intense as a way to preserve their identity as a community, with tourism diluting their authenticity. Despite both archipelagos sharing cultural resources and points of interest, the main difference between the two sets of islands is the importance and integration of tradition and culture on the destination. In the Canary Islands, due to the acculturation process from the presence of Spanish colonisation, the intensity is lower due to the vast history of assimilation and eventual loss of cultural identity. On top of this, the cultural aggression is at a lower intensity on the Canary Islands, as the tourism is concentrated in micro destinations across the islands, creating a parallel world where residents and tourists have limited contact – avoiding the current tensions found much like in the case of Hawaii. In Hawaii, we see an island deeply integrated into their cultural heritage and the tourism is built off the difference to neighboring cultures in Northern America. To this extent, the presence of tourism risks the integrity of cultures being practiced, respected and being authentic, leading to cultural loss and resident outrage.

The effects of overtourism at a social level fundamentally present themselves in a similar way, being that social inequity a prevalent issue in both destinations, due to inflation and cost rises, and housing prices becoming unbearably elevated leading to economic inequity. Where the conversation deviates is from the intensity of the conversation, which in the case of Hawaii has led to extensive homelessness in the State across the archipelago, whereas the Canary Islands has problems primarily in the micro destinations and problems with holiday rentals. On top of this, Hawaii resident sentiments tend to believe that the current tourism model does not benefit the local communities in line with questions of degradation of cultural integrity, whereas the resident sentiments in the Canary Islands are favourable, with beliefs that tourism contributes to good employment, exports and stability, though this conversation could be attributed to the lack of seasonality in the Canary Islands. The conversation has been more intense in the case of Hawaii with residents State-wide developing a distaste for the tourism activity on the islands, which causes complicated tensions between public and private sectors alike, and consequently let out tensions through the use of social media due to a lack of governing support. In the Canary Islands, however, we still observe an ever-present public display of positivity towards tourism in general, where the outcomes economically outweigh the social negatives. What we can also further observe is a

fundamental reliance on tourism from both destinations, to which eradicating the activity is a risky move. In the case of Hawaii, it seems that the residents are ok with the idea of reducing tourism, and delving into economic diversity through different sectors, whereas in the Canary Islands there isn't an intensified result – leading to more lenience towards economic sustainability through tourism. What we can see that this allows to bring is long-term changes in the model over a long period of time and planning, slowly shifting with the preferences of consumers.

Perhaps part of the intensity of the conversation also derives from the fundamental differences in tourism management and planning for both cases. Much of the anger that has come from the Hawaiian archipelago has been due to the authorities following the evolution of tourism but not putting in any legislation to fully protect, prevent and preserve the past and current model, leading to inflating problems over a period of several decades, intensified problems and sentiments. As researched, it seems that Hawaii has only started to recently explore legislation to aid in tourism management, giving the residents more confidence in the government<sup>12</sup>. To this extent, we can say that the reaction from authorities in Hawaii happens from the local population first, with reactions garnering change – an American model that functions from the bottom up, with movements influencing political decisions. On the other hand, with the case of the Canary Islands, we see a “preventable” model, much like in the case of Lanzarote, where governments organise and work top-down, leading to less conflictive thoughts and opinions on the tourism management at a heightened intensity, and we see this with complicit and extensive legislation, planification and mentions of sustainability and diversification plans by the Canarian Government. Whilst in Hawaii resident sentiments have been left ignored until public outcry became intense enough to evoke diversification, in the case of the Canary Islands, systems were already put into place to carry tourism activity at a responsible level, to the extent that residents comply with the development of mass tourism with legislation carefully regulating the tourism activity<sup>13</sup>.

Where Hawaii seems to be more successful in their diversification plans is the holistic approach towards marketing the islands, which makes for a cohesive and easily structured marketing plan. They have a set goal in mind in cohesion with all relevant islands and aim to raise awareness for a particular line of diversification, and put all their energy into one campaign. In the Canary Islands, we see various differentiated plans adapted to each island, which causes less of a cohesion and more independence for each island. Whilst this is a good idea as it caters to the strength of each individual brand on the Canary Islands, it fails to create an impactful campaign at a larger scale as the concentration of the brand isn't there, making it harder to follow or measure the success. Following that is the shortage of key action plan control and follow-up, leading to unquantifiable data on the success of the actions put into place by each campaign for each line of diversification.

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<sup>12</sup> There has been a presence that manages tourism in Hawaii, not only with the creation of the HTA (Hawaii Tourism Authority) but also in legislation, but the management towards sustainable tourism and direct reference to the phrasing over tourism has been a recent implementation.

<sup>13</sup> It is also important to point out here that, despite a generally more structured political ordinance is in place for the case of the Canary Islands, there are a lot of policies and sustainable tourism planning that could be improved for the implementation of a sustainable model.



When we further delve into diversification attempts by both archipelagos, it is evident that the campaigns promote the general sentiments of residents on both sides, with the Hawaii islands wanting tourists to give back, and the Canarian population wanting to reduce environmental risks from tourism activity. This then is also paired with the individual goals set by each archipelago, where the primary goal of diversification in the Hawaii islands is to reduce tourist arrivals through education and tourism offer, whereas in the Canary Islands they want to create alternative products to divert the public and organically lower tourism arrivals over a period of time. These markets and products similarly both majorly rely on the existing natural resources of these archipelagos, trying to steer away from package mass tourism segments and branching out to niche markets. We can also see key similarities on wanting to promote geotourism and sustainable tourism products, as both islands have well established volcanic landscapes and nature, though in the case of Hawaii they seem to shut down sites popular to tourists as a means of preservation and reducing tourism numbers.

We can also see that, when observing the timeline of the intensity of these projects, plans for diversification and studies of overtourism, the conversation has become more prevalent post COVID-19, influenced potentially by visitor sentiments as well as resident sentiments for both cases. This shift post COVID-19 allows us to identify the importance of resident sentiments during times of economic struggle, and the potential necessity for diversification of markets during times of instability – in this case, where applicable, the Hawaii and Canary Islands have started to shift their tourism models at different intensities as a means to adhere to this new trend. It also allows us to understand how niche markets and demand for sustainable tourism is perhaps influencing politics in both archipelagos towards appeasing resident sentiments and working towards newer models, following global trends and the current market interests as a base for decisions that drive structural changes in diversification for both cases. This also makes for an interesting conversation for future studies of long-term effects of consumer behaviors on niche market tourism and tourism model planning and shifting.

#### 4.4.1 RECOMMENDATIONS

At a transparency level, it has been clear that Hawaii has recorded environmental and social impacts on the territory from tourism for many years and have a portal of research and findings which aids in the creation and control of projects and campaigns. The Canary Islands do not have the same abundance of specific data, which makes the transparency of their goals with campaigns and results from these actions difficult to research. For the Canary Islands to fund research projects and create portals of accessible data on resident sentiments, action plan results and control as well as visitor perceptions on sustainability plans would be an asset relevant to the changing model of the islands. Where Hawaii excels is in the abundance of statistical data spanning back decades, which the Canary Islands do not have.

However, with the case of legislation, though the HTA has actively been measuring and tracking tourism impact, the Hawaiian Government does not have any relevant and specific legislation protecting or minimising the impact of tourism as well established as the legislation in the Canary Islands. The HTA, being Hawaii's main governing body of tourism development in the state, does not push or advocate for aggressive change in the tourism model, as they do not have

authority to pass legislation or bills. Finding ways to integrate a similar model of prevention, control and planification at a State-wide level, much like in the case of Spain as a whole, directed towards the Canary Islands, would be a useful measure to ensure sustainability and regenerative tourism in the future.

Cohesive Marketing is also a topic for recommendation, with the Canary Islands creating an island wide campaign of cultural sustainability much like in the case of Hawaii with Malama Hawaii. At present, the collective campaigns put in place by the archipelago have individual goals in mind, so to create a regional campaign for diversification that directly implies all 8 islands in the same degree would be a great way to measure medium- and long-term effects, opening a portal of transparency to researchers and investigators.

Finally, an interesting appendix to study from this research is a detailed account for resident sentiments, of those opposing the tourism currently on the islands. Interesting to research would be the cause of an “imitation effect”, parroting other Spanish destinations, much like the case of Barcelona, as chain reactions for ‘tourism phobia’ in other destinations like the Canary Islands, as a way to measure real signs of overtourism vs the perceived outcomes by residents.

## **CHAPTER 5 – LIMITATIONS AND CONCLUSIONS**

### **5.1 LIMITATIONS AND CONSTRAINTS**

Due to the nature of the study, it is a very broad topic with many outlines for possible study directions. In this sense, this study did not delve into primary data collection of both destinations where not possible, due to the nature of this undergraduate study, the limited time frame and limited resources. It refers to the existing data, information and theories to scope a coherent body of work. Whilst collecting relevant information, there were also instances of being denied access to materials due to the location of residence, with some data distributed by Hawaii not open to be shared with other nations.

Where other limitations have occurred, it was through the different abundance of information depending on island intervention and accessibility to data – though there were drawbacks to finding results for the case of Hawaii, it proved to be more difficult finding relevant statistics and short-term results from the Canary Islands in their campaigns, follow-up action plans and developmental strategies. Hawaii as a whole has a more transparent portal of information and data collection for their promotional campaigns and resident sentiment reports as a means of studying and collecting relevant information for public viewing, something that at present the Canary Islands are lacking in, which impeded particular aspects of the investigation.

Finally, due to the nature of this study being under-researched, there were difficulties in obtaining specific resources, so at this time the study did not delve into the details of specific findings for lack of information on the topic, and lack of supporting research in the long term. The aim is to start the comparison and highlight the key aspects of each case.

Something to take into consideration at this time is the availability of long-term results obtained from scientific research methods, which are scarce due to the nature of the research. The implementation of diversification campaigns has been in set in motion, as outlined in this research, but the long-term effects of these changes in the tourism models have not yet been investigated on a large scale, which is something to consider for future investigative projects.



## 5.2 CONCLUSIONS

In this investigative piece, we have explored the impact that overtourism has on two sun and beach archipelago destinations through a social, cultural, economic and environmental lens, whilst engaging in exploring the current mentions and actions planned out by the host destinations as a means to divert the current market, due to the results and tensions that have accumulated from the current mass tourism models in the destinations.

Whilst the Canary and Hawaii Islands are similar in their mass-tourism destination model, highlighting their key similarities and differences shows us the way that overtourism has affected both destinations in their own ways, leading to their effectiveness in public and private intervention as a means for diversification. The case of overtourism has been explored as a result of having an overreliance on particular segments of tourists in the destination, like in the case of Lanzarote being dependent on British tourists, and Hawaii being dependent on Northern America. In turn, having tourism as the main export assures that the diversification methods used would not eradicate the current mass of tourism, but rather divert it towards a more sustainable path, without reducing the impact on the host economy or environment – this done through capturing a more responsible, conscious, high-spending tourist on both sides.

Whilst it is clear that both destinations are making efforts in diversifying their efforts through the use of natural and cultural elements as the basis for their competitive strategy, we can also conclude that additional political measures need to be taken to ensure control over the natural resources on both archipelagos, to avoid potential mass crowding with the shifting of trends post COVID-19. The current main lines of diversification seem to be on the rise towards exploring nature, something intrinsic and competitive for island destinations that have higher visitor satisfaction due to their unique compositions, and we see this through the use of regenerative and sustainable tourism, with niche markets gaining popularity such as Astro, Cultural and Geotourism.

Key points of interest highlighted in the work is that whilst the conversation on overtourism has been a relevant topic for these archipelagos, with concentrations leading towards more tension in the case of Hawaii, it has only been a recent decision to take strides towards a sustainable tourism model to ensure the future sustainability of the islands on a State-wide level, which shows potential to link the cause and effects of crises and niche tourism on a grand scale. This topic is a very broad and relevant case to be explored, as revisiting results with a larger timeframe can provide interesting statistics and analyses about the impacts that these sustainable campaigns have made or avoided as a result of cooperation with resident sentiments and concerns.

To conclude, both destinations have put into motion action plans for the future diversification of these holiday resort islands, through public and private cooperation, working from resident sentiments and creating plans that use existing resources and strengths, to build a more diversified and competitive offer for the new, responsible tourist. However, to see the impact that this will have long-term, on the key indicators signaled by residents in reports, will be an interesting point of review and reference for future research and developers about the impact on post-mass tourism destinations align with as a means to see how sustainability preserves the tourism activities and resident sentiments whilst retaining visitor satisfaction.

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