



# Featured Research:

## Overtourism: An Analysis Of Its Coverage In The Media By Using Framing Theory

From: Clark and Nyaupane



### OVERVIEW

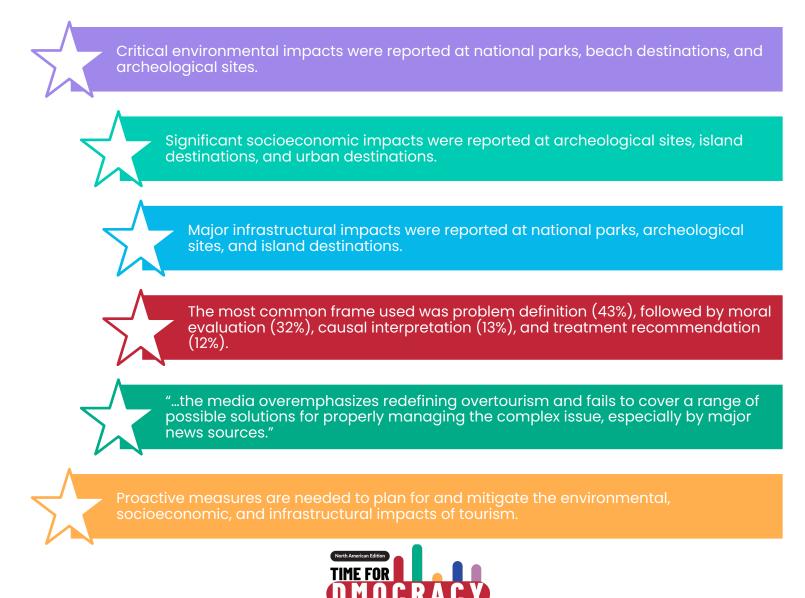
It is important to monitor how the news media are framing tourism-related issues. Analyzing media discourse about your destination can help you identify existing and emerging issues that may require your attention. In a <u>2020 study</u>, a content analysis of news and media articles related to overtourism, tourism impacts, and tourism issues was performed. There were two (2) steps to the analysis process. First, media coverage was compared between different types of destinations (national parks, beach destinations, archaelogical sites, island destinations, urban destinations). Second, media framing was analyzed based on the following four (4) news frames:

- 1. Frames that define a problem (i.e., problem definition).
- 2. Frames that interpret the causation of specific problems (i.e., causal interpretation).
- 3. Frames that make moral judgements (i.e., moral evaluation).
- 4. Frames that suggest remedies (i.e., treatment recommendation; Entman, 1993).

Additional details about data collection and analysis are provided in the article.

## **KEY FINDINGS & IMPLICATIONS**

The following are six (6) key findings and implications of this study:





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