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**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 2020 study, 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, archaeological 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:



Critical environmental impacts were reported at national parks, beach destinations, and archeological sites.



Significant socioeconomic impacts were reported at archeological sites, island destinations, and urban destinations.



Major infrastructural impacts were reported at national parks, archeological sites, and island destinations.



The most common frame used was problem definition (43%), followed by moral evaluation (32%), causal interpretation (13%), and treatment recommendation (12%).



"...the media overemphasizes redefining overtourism and fails to cover a range of possible solutions for properly managing the complex issue, especially by major news sources."



Proactive measures are needed to plan for and mitigate the environmental, socioeconomic, and infrastructural impacts of tourism.

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