

Abstract: This study analyzes a specific case where local government utilized legislative tools to limit excessive tourism and assesses the impact of these measures on the tourism-saturated Pálava region in the Czech Republic. The initial research, conducted in 2021, focused on residents' perceptions of tourism in the village of Dolní Věstonice, Czech Republic. A follow-up survey was carried out in 2024 to compare and evaluate the effectiveness of the implemented measures. Qualitative research primarily relied on primary data obtained through surveys, supplemented by secondary data from the Czech Statistical Office and the South Moravian Tourism Authority. Surveys revealed that tourism had negatively impacted the quality of life of local residents. The main measure proposed and subsequently implemented was a change in the zoning plan, which designated areas where further expansion of accommodation facilities would no longer be permitted. Additionally, providers of short-term accommodations were required to secure private parking spaces for their guests. Results from the 2024 survey indicate that 75% of respondents perceive an improvement in the situation, attributing this to the implemented measures. Furthermore, a survey among entrepreneurs revealed that these changes had no negative impact on businesses, with systematic improvements in parking arrangements being positively evaluated.

Keywords: excessive tourism, rural tourism, legislative conditions, sustainable tourism, conflicts caused by tourism

Abstrakt: Tato studie analyzuje konkrétní případ, kdy samospráva využila legislativních nástrojů k omezení nadměrného cestovního ruchu a hodnotí dopad těchto opatření na turisticky nasycený region Pálavy v České republice. Prvotní výzkum, provedený v roce 2021, se zaměřil na to, jak obyvatelé vnímají cestovní ruch v obci Dolní Věstonice, Česká republika. V roce 2024 byl proveden navazující průzkum za účelem porovnání a vyhodnocení účinnosti realizovaných opatření. Kvalitativní výzkum se primárně opíral o primární data získaná prostřednictvím šetření, doplněná sekundárními daty Českého statistického úřadu a Centra cestovního ruchu Jihomoravského kraje. Průzkumy ukázaly, že cestovní ruch negativně ovlivnil kvalitu života místních obyvatel. Hlavním navrženým a následně realizovaným opatřením byla změna územního plánu, která vymezila plochy, kde již nebude povoleno další rozšiřování ubytovacích zařízení. Kromě toho byli poskytovatelé krátkodobého ubytování povinni zajistit pro své hosty soukromá parkovací místa. Výsledky průzkumu z roku 2024 naznačují, že 75 % respondentů vnímá zlepšení situace a přičítají to realizovaným opatřením. Průzkum mezi podnikateli dále ukázal, že tyto změny neměly žádný negativní dopad na podniky, systematické zlepšování parkovacích systémů bylo hodnoceno kladně.

Klíčová slova: nadměrný cestovní ruch, venkovská turistika, legislativní podmínky, udržitelný cestovní ruch, konflikty způsobené cestovním ruchem

Highlights

- Overtourism in Dolní Věstonice has impacts on the environment and community.
 - The legislative changes stabilized the tourism situation in Dolní Věstonice.
 - Overtourism is a multifaceted phenomenon with local conditions.
 - Recommendation: to develop alternative tourism, i.e., agritourism or ecotourism.
-

1. Introduction

Tourism, as one of the world's largest industries, drives transformations in destinations with cultural and natural attractions, but it often puts pressure on these fragile sites. Studies show that human interaction can lead to negative transformations through overuse and degradation (Seyhan, 2023). In recent years, excessive tourism has become a key topic in tourism research, but the term remains vague and insufficiently defined (Thees, 2020). Authors such as Capocchi et al. (2019), Dredge (2017), and Perkumiene & Pranskunienė (2019) argued that it simply recycles older insights into tourism impacts.

Recent studies have focused on the negative consequences of excessive tourism in popular destinations (Butowski, 2019; Namberger et al., 2019), highlighting environmental and social problems that need local action. This study aims to present legislative tools for addressing excessive tourism in municipalities, filling a gap in current research that overlooks local government perspectives. Specifically, it examines how legislative measures in the Czech village of Dolní Věstonice addressed negative tourism impacts and their effects on residents' quality of life.

This original case study of Dolní Věstonice – the first of its kind in the Czech Republic – details a zoning plan amendment that limited accommodation growth and required private parking for guests. Although excessive tourism is widely discussed, specific legislative solutions in rural areas remain underexplored. This study bridges that gap, providing practical and legislative solutions applicable to other rural areas overwhelmed by tourism. It highlights how excessive tourism in Dolní Věstonice created conflicts, negatively impacting residents, the local economy, infrastructure, and the environment.

Using qualitative and quantitative research methods (surveys and situational analyses), this paper compares residents' perceptions of tourism in 2021 and 2024. The study reveals that 75% of residents viewed the implemented zoning measures positively. Recommendations for sustainable tourism development in similar locations are also provided. The findings offer three key contributions: (1) academic insights on zoning tools for mitigating excessive tourism, (2) practical guidance for local governments, and (3) improved resident quality of life in overtourism-affected rural communities.

2. Theoretical background

According to the UNWTO (2018), rural areas typically have a lower population density compared to urban areas. This means residents live in larger spaces with greater distances between settlements or houses. These areas often encompass vast natural landscapes such as fields, forests, meadows, and pastures. They are less urbanized and exhibit a more pronounced natural character. Agriculture and livestock farming are frequently the primary economic activities in rural areas. Many rural regions specialize in crop cultivation, animal husbandry, and other traditional agricultural practices, now often including agritourism. Compared to urban areas, rural regions usually have less developed infrastructure, including public services, transportation, healthcare, and education, and they may have limited access to some modern amenities and facilities.

Rural areas often preserve traditional cultures, customs, and lifestyles. Local inhabitants maintain old customs and traditions associated with their rural way of life. In recent years, rural areas have become increasingly popular for tourism, particularly among those seeking a quieter environment, natural beauty, and authentic experiences. Rural tourism can encompass various activities, such as hiking, cycling, farm experiences, and cultural events. These areas often have strong community bonds with close relationships among residents. Locals frequently know each other and actively participate in community activities and events. These characteristics may vary depending on the specific regional location and cultural context of the rural area.

Rural tourism, also known as agritourism (Boháč & Drápela, 2022; Daugstad, 2008), focuses on providing tourist experiences in rural areas, which include natural landscapes (e.g., hiking, cycling, fishing, visiting historical and cultural sites, traditional craft workshops, local festivals, and cultural events), agricultural activities, and traditional culture. Tourists can visit farms, participate in agricultural work, taste local products, and learn about traditional farming methods. Accommodation is often provided in family-run

guesthouses, farmhouses, or small cottages offering authentic rural experiences or on farms where tourists can engage in daily farming life.

When properly managed, rural tourism can be an enriching experience for tourists and simultaneously beneficial for local communities. Striking a balance between tourism development and preserving natural and cultural heritage is essential.

Among the most significant barriers to developing cultural tourism in rural areas are a lack of financial resources and insufficient collaboration among providers, local authorities, and other stakeholders (Štastná et al., 2020a).

The benefits of rural tourism primarily include (Gajic et al., 2020; Saxena et al., 2007): i. Generating income for local businesses, farms, and artisans; ii. Creating new employment opportunities in remote areas; iii. Supporting the development of local infrastructure and services, positively impacting the local population; iv. Maintaining and restoring traditional crafts, cultural practices, and historical landmarks; v. Increasing awareness of cultural and natural heritage among tourists and locals; vi. Promoting sustainable practices that help protect and preserve natural areas and landscapes; vii. Offering educational programs on environmental conservation and sustainable development.

The foundations of the phenomenon of excessive tourism in earlier tourism literature were highlighted by Capocchi et al. (2020). The most commonly used models include Doxey's (1975) "Irridex" and Butler's (1980) "Tourist Area Life Cycle" model. It is necessary to uncover the foundations of this phenomenon in studies focusing on cultural heritage tourism and establish connections with specific models and approaches that emphasize the unique conditions of heritage destinations.

Tourism is not a harmless activity, as its uncontrolled and massive development significantly impacts the natural environment and contributes to landscape and environmental degradation in various areas, including urban spaces. The growing influx of visitors poses specific problems related to tourism saturation, along with all its associated negative effects (Swarbrooke, 2020). This is one of the reasons why Butler (1991) argued that tourism should align with sustainability. He stated that if equitable resource development does not occur in a destination, uncontrolled planning leads to mass tourism. A sustainable tourism model aims to satisfy the needs of both the tourism industry and host regions by making tourism an economic resource, eliminating its negative impacts, and ensuring future generations can meet their own needs.

Discrepancies exist between the concepts of tourism management from the perspectives of destination companies and experts in cultural and natural heritage conservation. According to McKercher & du Cros (2022), these discrepancies stem from the divergent development of the two disciplines. For instance, tourism professionals view heritage as a product, while heritage experts value the same elements for their intrinsic value as heritage (Moscardo, 2008; Farsari, 2023). Furthermore, the goal of cultural heritage management is to preserve and protect cultural assets as heritage for future generations within the public sector and non-profit frameworks.

Stakeholders, as per Thees (2020), Lenao (2015), and Amore (2015), include community groups or representatives of indigenous or ethnic groups. In contrast, the tourism industry is dominated by the private sector and driven by profit-oriented economic objectives. Stakeholders are primarily motivated by commercial purposes. Another difference lies in professional backgrounds. While cultural heritage experts often come from arts or social science fields, tourism professionals have backgrounds in business or marketing, frequently from the commercial world. Within this context, managers have attempted to implement various strategies in tourism areas to maintain a balance between heritage preservation and utilization (also Lenao, 2015; Amore, 2015).

The conceptual model of excessive tourism (Peeters et al., 2018) emphasizes that excessive tourism occurs when tourism impacts exceed a destination's capacity. According to Cheer (2019), it is "a phenomenon where a popular destination or attraction becomes unsustainably overcrowded with tourists" (similarly noted by Farsari, 2023; Pechlaner, 2014). Excessive tourism is linked to "a significant influx of visitors to a destination, causing various negative consequences." It also refers to "the impact of tourism on a destination or part of it that disproportionately affects residents' and/or visitors' quality of

life" (Amore, 2015). Authors agree that if excessive tourism continues unchecked, it could have severe consequences for popular destinations.

From an alternative perspective beyond the socioeconomic approach, Higgins-Desbiolles (also Gereffi et al., 2005) understands overtourism in the context of exceeding carrying capacity. They argue that overtourism describes a situation where a tourist destination surpasses its physical or psychological carrying capacity, leading to a deterioration in the travel experience for either visitors, local residents, or both. All cited authors agree that if overtourism is allowed to continue unchecked, it could have severe consequences for popular destinations.

When the density/intensity of tourism, its share in GDP, and environmental, economic, social, and psychological pressures exceed the physical, ecological, economic, political, administrative, social, and psychological capacity of a tourist destination, overtourism can be identified by its impacts. Rural tourism is particularly prone to overburdening and is often overlooked by regional policymakers, operators, and investors (Benedetto et al., 2016). Under such circumstances, frustration among locals can arise, leading to the emergence of "tourism-phobia."

The impacts of overtourism can be categorized into three groups (Cheer et al., 2019; Nonaka et al., 1996; Popadiuk, 2006): 1) **Environmental impacts** include increased use of natural resources, construction of tourism infrastructure, disruption of natural and cultural landscapes, territory overburdening, overproduction of waste, water consumption, and destruction of habitats; 2) **Economic impacts** manifest as increased demand for specific goods and tourism services and their production factors, gentrification, or rising costs for local residents. They also include a loss of access to services for locals, rising prices causing resident migration, and unemployment outside the peak season; 3) **Socio-cultural impacts** include "recreational tourism," increased crime rates, loss of cultural and local identity, overcrowding of places, staged authenticity in tourism, and a growing number of visitors who differ significantly from locals in aspects such as age, moral values, expectations, and ethnicity. An intriguing finding is that the problem often lies more in tourists' arrogant behavior than in their sheer numbers.

The spatial consequences of overtourism are often associated with social injustice between tourists and residents. According to Peeters et al. (2018), the most common measures adopted by destination management organizations to mitigate the negative effects of overtourism include promoting less-visited attractions and encouraging visits outside the peak tourist season. They also focus on discouraging inappropriate visitor behavior and increasing the capacity of infrastructure and accommodations. While these measures, based on supply, positive motivation, or appeals, are common in tourism management, they may not be suitable for specific locations.

Additionally, in some urban or rural areas, mass tourism is incompatible with residential living as it profoundly affects factors such as property prices (Garcia, 2018), the nature of businesses, the use of public spaces, and air quality. Moreover, the impacts of these processes in historic centers are often contradictory, as they can damage or even destroy parts of the intangible heritage value of cities, thereby reducing their attractiveness.

Proposals in the literature for addressing overtourism include optimizing tourist flows to alternative locations and imposing supply-side limitations, such as zoning regulations, setting limits on the number of available accommodations, and reducing demand. Other measures include tourism taxes and compensation for residents (Rydin, 2000; Bramwell, 2010; Tosun, 2000). Improving peripheral infrastructure and implementing smart tourism solutions are also recommended. Mass tourism also brings positive effects, such as significant revenue for service providers from tourist activities (Akis, 2011). Although the concept of sustainable tourism is intellectually appealing, its implementation has largely failed, as noted in studies by Gereffi (2005) and Bouchon (2019). The main reason is the disagreement among tourism stakeholders on what "sustainable tourism" truly entails.

3. Materials and methods

The research was inspired by case studies focusing on overtourism in cities, including Stakeholders' Perception on the Impacts of Tourism on Mass Destinations: The Case of Sevilla (Aragú et al., 2021), Tourism Impacts, Tourism-Phobia, and Gentrification in Historic Centers (García et al., 2021), Limiting Rural Tourism in Andalusia (Ruiz-Ballesteros & González-Portillo, 2021), and Cultural Tourism as a Driver of Rural Development in Southern Moravia (Šťastná et al., 2020a; Šťastná et al., 2020b). Although these studies were conducted in urban contexts, they provided a valuable framework for addressing micro-regional overtourism in rural areas, where the impacts can be equally disruptive.

The core of this research was conducted in Dolní Věstonice, a village in the Pálava region, Czech Republic. The research combined general scientific methods (analysis-synthesis, induction-deduction, abstraction-concretization) (Pstružina, 2002; Disman, 2000) with empirical methods like observation, measurement, experimentation, description, explanation, and comparison. The primary methods were description – detailing the phenomena in both quantitative and qualitative terms – and comparison – assessing changes over time.

The research project aimed to evaluate the current state of short-term accommodation in the village of Dolní Věstonice and, based on this analysis, suggest possible solutions. This assessment focused on key indicators of sustainable development within regional policy, land-use planning, housing, and tourism for the short-term accommodation sector, including:

- The number of visitors and tourists to the destination.
- The number of accommodation facilities in the area.
- Residents' perceptions of tourism which are crucial for finding effective solutions and preventing negative impacts.
- In 2024, the research also evaluated how these measures affected residents' perceptions of the situation.

The research questions addressed:

1. Whether the transport infrastructure (roads and parking) was sufficient.
2. How residents perceived tourism impacts.
3. How did these perceptions change after implementing local regulations.

The key empirical tools were situational analysis and questionnaires. The situational analysis provided an in-depth view of tourism and parking issues in the village, drawing on various data sources (Clarke & Flaherty, 2005; Cassel & Symon, 1994). The questionnaire, blending closed and open-ended questions (Giddens, 2003; Reichel, 2009), was used to gather perceptions from a large sample of residents. Conducted in 2021 and repeated in 2024, the questionnaire surveys focused on residents and property owners. The 2021 survey included six questions inspired by Doxey's Irritation Index, while the 2024 survey had seven questions (six identical to 2021, plus one about the zoning plan change).

Both surveys were published on the village's Facebook page, with written informed consent from participants and anonymous processing of responses. The 2021 sample had a 46% response rate (137 respondents out of 240 eligible), while the 2024 sample had 94 respondents.

The zoning plan amendment in 2021, which restricted accommodation expansion and required private parking for guests, was evaluated by comparing residents' perceptions in 2021 and 2024. This study thus combined a practical assessment of regulatory measures with a comparison of local perceptions, offering insights into effective approaches for mitigating excessive tourism in rural areas.

All respondents agreed in the written form with participation in this research survey. Their participation was anonymized. The informed consent for participation in the study has been obtained with their participation in the online survey.

Dolní Věstonice (see Picture 1) is situated in the South Moravian Region of the Czech Republic, approximately 10 km north of Mikulov town and 33 km south of Brno. The village lies on the southern

shore of the Nové Mlýny reservoirs and at the foot of the Pálava Hills, a protected landscape area known for its unique biodiversity and wine production. The region is also renowned for its archaeological significance, notably the discovery of the Venus of Dolní Věstonice, one of the oldest known ceramic figurines.

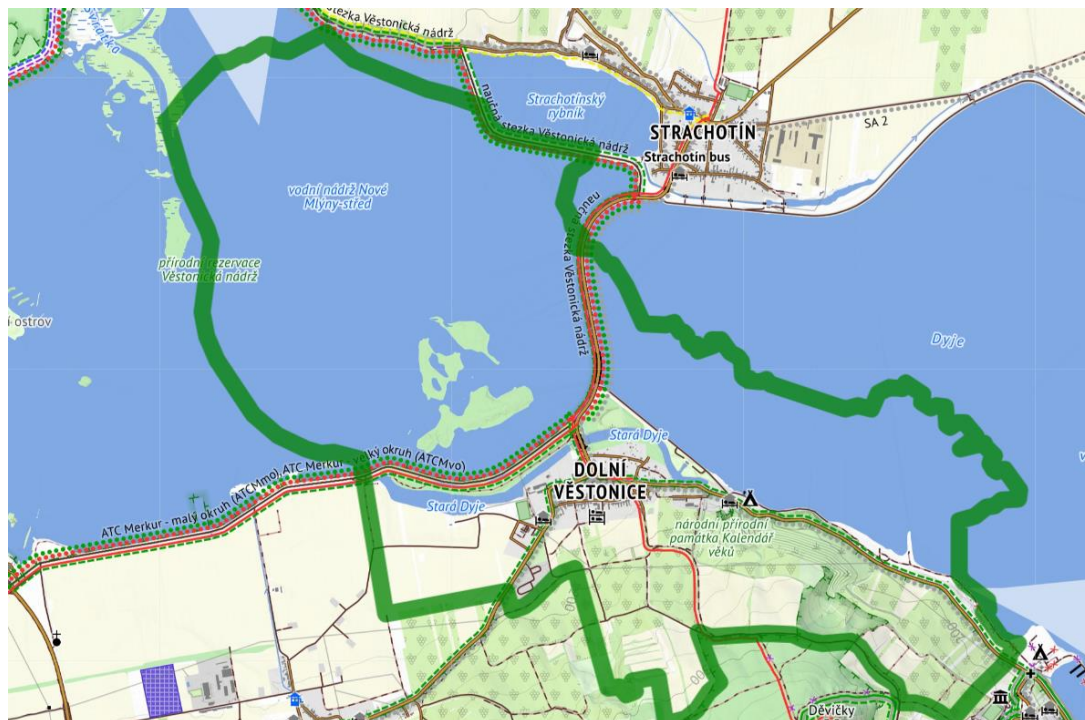


Fig 1. Map of Dolní Věstonice. Source: Touristic map: Dolní Věstonice (2025)

4. Results

Dolní Věstonice, located in the South Moravian Region and part of the Pálava tourist area (14 municipalities), had 307 permanent residents in 2021 and 319 by 2024. As the main gateway to the Pálava Protected Landscape Area (CHKO Pálava), it sees around 200,000 visitors pass through each year out of the 1.4 million annual visitors to the Pálava region (<https://www.ccrjm.cz/>).

In 2021, the village had 30 registered accommodation businesses with a combined capacity of 413 beds. While official records show 21,000 visitors stayed that year, this number likely underestimates actual visitors due to tax exemptions for minors and incomplete reporting by providers. Experts estimate the real figure to be closer to 25,000. The village also hosts three restaurants and seven wine cellars with daily service.

Rising resident complaints about noise and parking issues, along with the noticeable conversion of properties for tourist accommodation, prompted the local government (including the mayor, one of this paper's authors) to act. From 2015 to 2021, the number of accommodation facilities rose by 10 businesses (adding 100 beds), and nearly all properties for sale were turned into short-term rentals. Real estate prices surged from CZK 19,000/m² in 2010 to CZK 60,000/m² in 2020, making housing unaffordable for families and contributing to depopulation: from 340 residents in 2010 down to 303 in 2022 – the village's lowest since 1946.

This population decline had financial implications, as Czech municipalities receive funds through the Budgetary Determination of Taxes, which is based largely on resident numbers. In response, a situational analysis was conducted, focusing on transport infrastructure and residents' perspectives. It showed that in peak summer months, accommodation capacity is 98% occupied – meaning 413 visitors daily in a village with just 303 residents – exacerbating parking shortages and community pressures.

4.1 Situational Analysis of the Village: Traffic Infrastructure and Parking

Dolní Věstonice has parking spaces on several streets (Školní, Hlavní, Na Návsí, U Hřiště, U Povodí, Husí plácek, Sklepní, V Zahradách, and Pálavská), though they are not specifically designated. In total, the village has 143 parking spaces, 58 of which are for private use at family homes and not accessible to the public. This leaves 85 spaces for public use.

With 172 residential buildings (108 registered for permanent residence) and 139 registered vehicles, the existing parking capacity is sufficient for residents. Most homes also have their yards for parking, except for apartments on U Hřiště Street.

However, parking problems arise due to tourists and short-term accommodation guests. When all 413 beds are occupied, and assuming 2.5 people per car, about 166 vehicles need parking, more than double the available spaces. The zoning plan does not currently require accommodation providers or businesses like restaurants and wine cellars to offer guest parking. Consequently, cars overflow into public spaces, particularly during peak tourist seasons (July–August and long weekends from May to November).

This leads to cars parked on lawns, sidewalks, and road intersections, blocking traffic and creating safety hazards for vehicles, pedestrians, and cyclists. Between 2017 and 2021, the village spent CZK 3.9 million on sidewalk repairs, reconstructions, and new parking spaces – about 30% of this sum (CZK 1.15 million) was allocated solely to new parking spaces. Given that the annual village budget ranged from CZK 4.5 million to CZK 6 million in these years, these costs were significant.

4.2 Tourism Load – Survey in 2021

A survey conducted from September 6 to 13, 2021, involved 137 respondents – 46% of the eligible 240 residents aged over 18 (excluding those in care facilities or living elsewhere). This high response rate provides a reliable snapshot of local perceptions and the tourism burden in Dolní Věstonice.

The survey involved 137 respondents, 80% of whom were permanent residents – enough for reliable data. It revealed that parking is a major problem, with 90% of respondents finding the spaces insufficient. About 60% suggested that accommodation providers should ensure parking for their guests on their properties.

When asked about short-term accommodation (413 beds in 30 facilities), 41.2% expressed negative feelings, citing disturbances like noise or a general dislike of tourists. Using Doxey's Irritation Index, the results ranged from apathy to disgust: 34% heard noise that didn't bother them much (apathy), but 75% overall expressed discomfort or stronger negativity. The most common opinion (54.7%) was that the situation was acceptable but shouldn't expand further; 21% wanted to reduce or ban short-term accommodation entirely.

Using Doxey's Irritation Index as inspiration, which categorizes local attitudes into the following stages: euphoria, apathy, disgust, antagonism, the questions were divided as follows:

- **Euphoria:** "I have had no bad experiences with guests in the village" (Q1), "I have no experience with guests in the village" (Q2)
- **Apathy:** "I occasionally hear noise from accommodation facilities, but it doesn't bother me" (Q3)
- **Disgust:** "I occasionally hear noise from accommodation facilities, and it bothers me (e.g., I can't sleep, it's disruptive during the day)" (Q4), "I am often disturbed by guests from accommodation facilities" (Q5)
- **Antagonism:** "When the tourist season begins, I get nervous about what will happen again" (Q6), "I don't want any tourists in the village" (Q7)

Residents frequently complained about noise and disruptions, both day and night, mainly on Školní and Hlavní streets. Many noted these problems had driven them to consider moving elsewhere, highlighting a clear decline in quality of life.

Table 1 shows that accommodation fees made up only 3.5% of the 2020 village budget (CZK 6.08 million), with just 13 of 30 businesses registered (180 beds total). While the fees are important, they are not decisive for village development.

Tab 1. Overview of the residence fee collection. Source: own processing

Year	Collection of the fee for the stay, in CZK
2015	91 956
2016	174 675
2017	140 338
2018	169 741
2019	193 317
2020	211 232
2021	219 204
2022	273 003
2023	327 210
2024	380 520

The analysis confirmed that parking, tourist numbers, and accommodation facilities were overburdened. The parking situation is particularly poor, with infrastructure not meeting current needs. Accommodation capacity surpasses the permanent population by 136%, creating tension and hostility – between apathy and disgust per Doxey’s Index.

Residents view tourism negatively, consistent with studies by Amore (2016) and Butowski (2019), which note that excessive tourism degrades quality of life. This aligns with Koens’ (2018) idea of overtourism as a complex issue and Namberger et al. (2019) finding that social impacts must be addressed.

To tackle these issues, the village used zoning regulations, inspired by the work of Rydin (2000), Bramwell (2010), and Tosun (2000). In 2021, the village enacted a zoning plan change to limit accommodation growth in residential areas. From 2024, property tax changes and enforcement of parking requirements also became options.

The leadership prioritized residents’ well-being, proposing “quiet zones” for family housing only. Streets like Školní, Hlavní, U Hřiště, Pálavská, and U Povodí saw these restrictions. On V Zahradách, only four-person accommodations are allowed; Sklepní and Husí Plácek remain unchanged for possible accommodation use. Private parking is required throughout the village – the first such move in the Czech Republic. While one property owner contested the zoning change, the Brno Regional Court upheld it on June 27, 2022.

This careful balance addresses both residents’ need for peace and tourism’s economic benefits. Limiting new accommodation in residential areas seems a fair solution, helping protect community life while supporting local businesses and tourism in Dolní Věstonice.

4.3 Tourism Load – Survey in 2024

The 2024 survey conducted in Dolní Věstonice aimed to evaluate the impact of the 2021 zoning changes, which were implemented to mitigate overtourism and its adverse effects on residents' quality of life. The survey, conducted via the Survio platform from September 4 to 13, 2024, replicated the 2021 questionnaire to allow for direct comparison, with an additional question regarding perceptions of the zoning plan change. A total of 94 individuals participated: 74.5% were permanent residents, 21.3% were recreational visitors, and 4.3% were tourists. The survey revealed the following findings:

- **Parking Issues:** In 2024, 44.7% of respondents still perceived parking as insufficient, suggesting that accommodation providers should address parking on their properties. Conversely, 36.2% believed parking was sufficient, indicating an improvement from 2021 when only 10.9% held this view. This shift may be attributed to the municipality's efforts, including the establishment of

a new parking area for approximately 50–60 vehicles on the village outskirts and the requirement for accommodation providers to ensure guest parking on their premises.

- **Short-Term Accommodation:** Regarding the perception of short-term accommodation, 31.9% reported occasional disturbances from guests, while 25.5% heard noise that did not bother them. Notably, no respondents in 2024 reported being often disturbed by guests, a decrease from 12.5% in 2021. This suggests a reduction in severe disturbances, although minor issues persist.
- **Development of Accommodation Capacity:** The majority (53.2%) felt that the current accommodation capacity was acceptable but should not increase. This sentiment remained consistent with 2021 responses (54.7%), indicating stable public opinion on this matter.
- **Opinion on Zoning Plan Change:** The zoning plan change received positive feedback, with 76.6% acknowledging its benefits. Specifically, 36.2% felt the situation had calmed down, and 40.4% noted improvements despite occasional tourist-related issues. However, 19.1% believed the change had no effect, and 4.3% preferred the absence of tourists altogether.
- **Open-Ended Responses:** Respondents highlighted concerns about cyclists' behavior, fireworks disturbing wildlife, and the need for better signage, public toilets, and an ATM. Some appreciated the changes, noting a calmer environment and praising the mayor's efforts.
- **Evaluation of the Impact of Implemented Changes:** Comparing the 2021 and 2024 surveys, there was a 32% decrease in participation (from 137 to 94 respondents). However, the proportion of permanent residents remained high (approximately 75% in both surveys), ensuring the reliability of the data. The reduction in responses may indicate a decreased urgency or concern among residents.

4.4 Evaluation of the Impact of Implemented Changes

The 2021 survey involved 137 participants, while the 2024 survey included 94 participants. This represents a 32% decrease in the number of respondents. However, in both cases, a sufficient percentage of residents (80% in 2021 and approximately 75% in 2024) participated. The reduced number of respondents in 2024 could also be attributed to the current irrelevance of the topic for the residents. The results from both surveys are presented in Table 2.

Tab 2. Comparison of Survey Results from 2021 and 2024. Source: own processing

Question	Percentage of Responses 2021	Percentage of Responses 2024
Relationship to residence in the village		
I am a permanent resident in the village, registered for permanent residence	79.6%	74.5%
I am not a permanent resident in the village – not registered for permanent residence, but stay here for recreation	19%	21.3%
I am a visitor/tourist	1.5%	4.3%
Do you consider the parking situation in the village during the tourist season to be: (multiple answers possible)		
Sufficient, no need to build more parking spaces	10.9%	36.2%
Insufficient, need for the municipality to build more parking spaces	19%	14.9%
Insufficient, each accommodation provider should solve parking for their clients on their property	59.9%	44.7%
Insufficient, the South Moravian region should contribute to parking expenses, the municipality cannot cover these costs from its budget (for passing tourists)	46.7%	21.3%
Currently, there are 413 beds in the village, 30 accommodation providers. How do you perceive the situation related to short-term accommodation?		
I have no bad experiences with the guests in the village	16.9%	21.3%
I have no experience with guests in the village	8.1%	4.3%
I occasionally hear noise from accommodation facilities, but it doesn't bother me	33.8%	25.5%
I occasionally hear noise from accommodation facilities and it bothers me (e.g., I can't sleep, it's disturbing during the day)	18.4%	31.9%
Guests often disturb me	12.5%	0%
When the tourist season starts, I get nervous about what will happen again	7.4%	12.8%
I don't want any tourists in the village	2.9%	4.3%
Development of accommodation capacity in the village		
New guesthouses and apartments can be built, I don't mind	25.5%	25.5%
The current situation is bearable, but no further increase in accommodation capacity	54.7%	53.2%
Accommodation is fine, but not to such an extent, there are already too many	14.6%	12.8%
If it were up to me, I wouldn't want any guesthouses or apartments in the village	5.1%	8.5%
In 2022, the change of the spatial plan for tourism in the village took place. What is your opinion on the current situation?		
I think it was beneficial. The situation calmed down	-	36.2%
The situation calmed down, but there are still occasional excesses with tourists	-	40.4%
I don't think the change in the spatial plan influenced tourism in the village. It's still the same problem	-	19.1%
I don't want any tourists in the village	-	4.3%

Comparative analysis in surveys from 2021 and 2024 indicated following:

- **Parking:** Perceptions of parking improved from 2021 to 2024. In 2021, 60% felt accommodation providers should handle parking on their properties, and only 10% said parking was sufficient. By 2024, 36.2% believed parking was sufficient, though 44.7% still wanted providers to take responsibility. In 2022, the village added a new parking area for 50–60 vehicles, designated in the zoning plan, and required accommodation providers to ensure guests park themselves – successfully implemented by all.
- **Short-Term Accommodation:** Negative experiences with tourists decreased slightly. In 2021, 75% of respondents noted some disturbance, with 41% describing tourists as disruptive. By 2024, 49% still found tourists disruptive, but no one reported frequent disturbances anymore. The situation appears to have improved, though noise issues remain occasional.
- **Development of Accommodation Capacity:** Opinions remained consistent: over half (about 53–55%) believe current accommodation capacity is acceptable but should not expand further. Around 25% are open to more accommodations, while about 20% think it's already too much or oppose it entirely.
- **Zoning Plan Change:** A new question asked about the 2022 zoning plan change. 76.6% of respondents viewed it positively, with 36.2% saying it calmed the situation and 40.4% noting occasional excesses remain. Only 19.1% thought it didn't help, and 4.3% didn't want tourists at all.
- **Impact on Entrepreneurs:** Interviews with local entrepreneurs showed they didn't notice significant revenue changes, as no guesthouses closed and no maximum accommodation limits were set. The accommodation fee increased from CZK 15 to CZK 20 in 2023, reflected in higher 2024 revenues. However, earlier increases (e.g., 2015–2016) came from better fee collection, not more visitors. Some accommodation providers misunderstood their obligations. Most guesthouses cater to adults rather than families, confirmed by only two having play areas. Entrepreneurs appreciated the new parking rules, even if they had to rent spaces from the village. They didn't mind limits on new development, as existing businesses were unaffected. Many focused on extending the tourist season, which, along with the addition of 100 beds from 2015–2021, also boosted revenues. Entrepreneurs noted shifting tourist behavior: stays shortened from a week in 2018 to three nights by 2024, and spending decreased. Instead of wine tastings, tourists often now buy wine to enjoy at their accommodation. This shift means revenue remains steady, but costs have risen due to cleaning and laundry. While weekday occupancy is lower, longer seasons (long weekends, not just summer holidays) balance it out.

The changes, including improved parking management and limiting new accommodation in residential areas, appear to have stabilized the situation. Dialogues with accommodation providers were productive, and complaints about nighttime noise (10 PM–6 AM) have notably declined. Residents generally view the changes as positive, with the situation now considered stable.

Local government measures, especially zoning changes and parking improvements, have not harmed local businesses. Entrepreneurs appreciate the systematic approach to parking and acknowledge that changes mainly brought higher operational costs and shifting tourist preferences.

The 2024 survey indicates that the measures implemented since 2021, particularly the zoning plan change and parking regulations, have positively impacted residents' perceptions of tourism in Dolní Věstonice. While some issues persist, such as occasional disturbances and parking concerns, the overall sentiment suggests a stabilization of the situation. The majority of residents support the current state of accommodation capacity and appreciate the efforts made to address overtourism.

5. Discussion

The research focused on addressing the issue of overtourism in Dolní Věstonice provides not only a deeper understanding of the impacts of tourism on residents' quality of life but also highlights the role of legislation in managing these phenomena. This paper presented key changes in the zoning plan that helped stabilize the situation, and these results are significantly compared with findings from the literature. The discussion focuses on three main areas: the impacts of overtourism on the environment and community, legislative measures as a solution tool, and the importance of citizen participation.

5.1 Impacts of Overtourism on the Environment and Community

Overtourism is frequently mentioned in the literature as a factor that deteriorates residents' quality of life and harms the natural environment (Cheer et al., 2019; Namberger et al., 2019). The study shows that Dolní Věstonice faced similar issues: noisy nighttime activities from tourists, a lack of parking spaces, and a significant increase in property prices. These phenomena led to social frustration, as confirmed by Doxey's (1975) Irritation Index, which was adapted for the Czech context. It can be concluded that similar impacts are common in many tourist-heavy areas (Amore, 2015; Peeters et al., 2018). Garcia et al. (2021) analyzed gentrification problems and the deterioration of housing quality in historic centers, where cultural monuments were exploited. A similar situation was identified in Dolní Věstonice, where tourism led to the conversion of family homes into accommodation facilities. Garcia et al. (2021) emphasized that without appropriate regulations, original residents may be driven out. Our findings suggest that this process can be mitigated by legislative measures that limit the expansion of accommodation capacities. Our research also complements studies by Moscardo (2008) and Farsari (2023), which discuss the conflict between the economic interests of the tourism industry and the quality of life of residents. A key conclusion is that limiting tourism does not necessarily result in the loss of economic benefits, provided that proper destination management is implemented alongside support for local businesses.

5.2 Legislative Measures as a Solution Tool

Legislative measures are considered a key tool in addressing the problems of overtourism (Rydin & Pennington, 2000; Bramwell, 2010). The study from Dolní Věstonice confirms that the change in the zoning plan was an effective approach to stabilizing the situation. The limitation on increasing accommodation capacities and the introduction of a requirement for parking spaces on private properties led to a 20% reduction in the negative impacts of tourism. Similar legislative approaches were applied in studies by Aragú et al. (2021), who analyzed the conscious limitation of tourist flows in Seville through regulatory changes and the moderate redistribution of tourism to less congested areas. Ballesteros and Portillo (2024) in their analysis of tourism in Andalusia reached similar conclusions: prioritizing the quality of life for residents over maximizing economic benefits from tourism can have long-term positive effects for the community and the destination. Dolní Věstonice represents a unique example, where the municipality implemented quiet zones and enforced a zoning plan change despite legal challenges. This aligns with the approaches described by Rydin and Pennington (2000), who emphasized the need for cooperation between local governments and legal institutions to ensure sustainable development.

5.3 The Importance of Citizen Participation

Involving residents in decision-making processes is essential for the success of measures aimed at regulating tourism (Koens et al., 2018; Amore, 2015). The surveys from 2021 and 2024 in Dolní Věstonice demonstrated that citizen participation led to the adoption of the zoning plan changes with positive results. The zoning change was supported by 76.6% of respondents, who appreciated the stabilization of the situation. Similarly, Garcia et al. (2021) emphasized the importance of participation in minimizing conflicts between tourists and residents. The study shows that residents who feel involved in the decision-making process are more willing to accept changes and cooperate in their implementation.

5.4 Further Perspectives and Recommendations

Although legislative measures have proven effective, it is important to consider other factors that can contribute to the sustainable development of tourism. One of these is the implementation of modern technologies, such as smart parking systems or digital visitor management, which can help better control tourist flows. Cheer et al. (2019) emphasized the importance of innovations in tourism management, particularly in locations that face seasonal visitor pressure.

Another possibility is educating tourists about responsible behavior, as suggested by Farsari (2023) and Swarbrooke (2000). Providing information on how to minimize the impacts of their behavior on the local community and the environment can help reduce conflicts between tourists and residents.

In the context of Dolní Věstonice, it might be worthwhile to develop alternative forms of tourism, such as agritourism or ecotourism, which are less demanding on infrastructure and can generate income for residents without the negative impacts associated with mass tourism. The study by Šťastná et al. (2020), which showed the potential of wine tourism in Southern Moravia, can serve as an inspiration.

The comparative table 3 presents the results from surveys conducted in 2021 and 2024 in Dolní Věstonice and compares them to findings in the relevant literature. The results demonstrate a positive shift in the perception of tourism and related challenges following the implementation of legislative changes, specifically the zoning plan changes.

Tab 3. Comparative Table of Research Results from 2021 and 2024. Source: own processing

Criterion	2021 Results	2024 Results	Comparison with Literature
Parking	59.9% of respondents wanted accommodation providers to manage parking on their own property, 19% believed the municipality should address the issue.	44.7% of respondents think the number of parking spaces is sufficient, and no more should be built. 36.2% still believe accommodation providers should manage parking on their own properties.	Studies by Aragú et al. (2021) and Ballesteros & Portillo (2024) emphasized that regulating parking and ensuring parking for tourists is key to sustainable tourism management.
Perception of Tourism	75% of respondents had negative experiences with tourists, 41% felt disturbed by noise and 10% feared the upcoming season.	49% of respondents consider tourists to be disruptive, while 51% no longer do. Noise issues remain but occur less frequently.	According to Amore (2015) and Peeters et al. (2018), persistent negative perceptions of tourism, if not regulated, can lead to increased social conflict between residents and tourists.
Development of Accommodation Capacity	54.7% of respondents felt the current situation was acceptable, but no more accommodation capacity should be added. 25% agreed to increased capacity.	53.2% of respondents feel the current accommodation situation is acceptable, but no further expansion should occur. 25.5% agreed to increased capacity.	Garcia et al. (2021) and Koens et al. (2018) suggested that regulations should focus on controlling the growth of accommodation capacity in tourist areas to prevent overloading of infrastructure.
Zoning Plan Change	76.6% of respondents saw the zoning plan change as positive, and the situation calmed down.	76.6% of respondents still see the zoning plan change as positive, and the situation has calmed down, although occasional issues with tourists remain.	According to Rydin and Pennington (2000) and Moscardo (2008), changes in zoning plans are a key tool for regulating tourism when implemented effectively.

- **Parking:** In 2024, the majority of respondents were more positive about the availability of parking spaces, with a significant portion still believing that accommodation providers should manage

parking. This is in line with studies emphasizing the importance of ensuring adequate parking spaces for both residents and tourists (Aragú et al., 2021; Ballesteros & Portillo, 2024).

- Perception of Tourism: The perception of tourism remained negative for some respondents in 2024, though the frequency of disturbances decreased. This suggests that the changes in the zoning plan may have alleviated some of the issues, but not entirely. This mirrors findings in literature (Amore, 2015; Peeters et al., 2018), which highlight the negative consequences of unmanaged tourism.
- Development of Accommodation Capacity: The situation remained similar between the two surveys, with most respondents agreeing that no further increase in accommodation capacity was desired. This corresponds with the recommendations from Garcia et al. (2021) and Koens et al. (2018) to regulate the growth of accommodation to prevent overcrowding.
- Zoning Plan Change: The positive reception of the zoning plan change in both surveys (76.6%) reflects successful implementation and supports findings from Rydin and Pennington (2000) and Moscardo (2008), who argued that zoning changes are effective in managing tourism and preserving local quality of life.

In conclusion, the research findings from Dolní Věstonice indicate that the implemented legislative changes have helped to stabilize the tourism situation. The results also align with findings from international studies, supporting the effectiveness of zoning regulations, parking management, and the importance of balancing tourism with residents' quality of life.

The study from Dolní Věstonice provides valuable insights into the effectiveness of legislative measures and citizen participation in addressing overtourism. The conclusions are in line with findings from international authors, who emphasize a comprehensive approach to regulating tourism, including legislative measures, redistributing tourism, and the importance of community involvement. Overtourism is a multifaceted phenomenon that requires an individual approach, taking into account local conditions.

6. Conclusion

The findings of this research confirm that overtourism in rural areas, such as the Pálava region and the village of Dolní Věstonice, brings significant negative impacts on both the environment and the quality of life of local residents. Between 2018 and 2019, local authorities noted growing complaints about nighttime noise from tourists, parking problems, rapidly rising property prices, and a decline in the local population.

To address these concerns, the municipal leadership, represented by one of the authors of this paper, used a questionnaire to assess the actual situation in the village. The 2021 survey and accompanying situational analysis revealed that all critical areas – parking spaces, the number of tourists, and accommodation facilities – were severely overstretched. The number of parking spaces was inadequate for both passing tourists and overnight guests. Building more spaces was not economically feasible, as they would only serve visitors, not permanent residents. Short-term accommodation capacity exceeded the number of permanent residents by 136%, leading to tensions within the community. Using Doxey's Irritation Index as a framework, the situation in Dolní Věstonice was found to range between apathy and disgust, indicating a notable decline in the quality of life.

To tackle these issues, a set of measures was introduced, the most important being the change in the zoning plan in 2021. This created "quiet zones" designated solely for residential use, prohibiting any further increase in accommodation capacity or facilities. The municipality also required all accommodation providers to offer parking on their own properties. Additionally, dialogues were held with owners of "problematic" accommodation facilities to address noise disturbances from their guests.

A follow-up survey in 2024 revealed that while some noise issues persist, they are less frequent. Most residents reported that the situation was manageable and felt that no further increase in accommodation facilities was needed. The dominant response was that the situation had calmed down, suggesting that the measures taken were effective in reducing the negative effects of overtourism. Importantly, a survey

of local tourism entrepreneurs indicated that these changes did not negatively impact their businesses. In fact, they welcomed the systematic approach to parking.

This study enriches our understanding of rural overtourism both theoretically – by presenting findings from various studies – and practically, by offering actionable insights for local governments. These insights can help other municipalities implement measures to mitigate the negative impacts of overtourism in their rural communities.

We acknowledge that this research has some limitations. It did not cover other potential impacts of overtourism, such as environmental degradation, waste management challenges, or increased infrastructure costs that primarily benefit tourists. Nevertheless, the main objective of this study was to address the declining quality of life of local residents and stabilize the situation, an essential priority for municipal governance.

Academic references

- [1] Akis, A. (2011). The effects of mass tourism: A case study from Manavgat (Antalya-Turkey). *Procedia – Social and Behavioral Sciences*, 19, 289–296. DOI: 10.1016/j.sbspro.2011.05.134.
- [2] Almeida-García, F., Cortés-Macías, R. & Parzych, K. (2021). Tourism impacts, tourism-phobia, and gentrification in historic centers: The cases of Málaga (Spain) and Gdańsk (Poland). *Sustainability*, 13(1), 408. DOI: 10.3390/su13010408.
- [3] Amore, A. & Hall, C. M. (2016). From governance to meta-governance in tourism? Re-incorporating politics, interests and values in the analysis of tourism governance. *Tourism Recreation Research*, 41(2), 109–122. DOI: 10.1080/02508281.2016.1151162.
- [4] Benedetto, G., Carboni, D. & Corinto, G. L. (2016). Governance of sustainable tourism in a vast area surrounding a national park. *Procedia Environmental Sciences*, 32, 38–48. DOI: 10.1016/j.proenv.2016.03.010.
- [5] Beritelli, P. & Bieger, T. (2014). From destination governance to destination leadership – Defining and exploring the significance with the help of a systemic perspective. *Tourism Review*, 69(1), 25–46. DOI: 10.1108/TR-07-2013-0043.
- [6] Boháč, A. & Drápela, E. (2022). Overtourism hotspots: Both a threat and opportunity for rural tourism. *European Countryside*, 14(1), 157–179. DOI: 10.2478/euco-2022-0009.
- [7] Bouchon, F. & Rauscher, M. (2019). Cities and tourism, a love and hate story: Towards a conceptual framework for urban overtourism management. *International Journal of Tourism Cities*, 5(4), 598–619. DOI: 10.1108/IJTC-06-2019-0080.
- [8] Bramwell, B. (2010). Participative planning and governance for sustainable tourism. *Tourism Recreation Research*, 35(3), 239–249. DOI: 10.1080/02508281.2010.11081640.
- [9] Butler, R. W. (1980). The concept of a tourism area cycle of evolution: Implications for the management of resources. *The Canadian Geographer / Le Géographe canadien*, 24(1), 5–12. DOI: 10.1111/j.1541-0064.1980.tb00970.x.
- [10] Butler, R. W. (1991). Tourism, environment, and sustainable development. *Environmental Conservation*, 18(3), 201–209. DOI: 10.1017/S0376892900022104.
- [11] Butler, R. W. (2019). Overtourism in rural settings: The Scottish Highlands and Islands. In Dodds, R. & Butler, R.W., eds., *Overtourism: Issues, realities and solutions* (pp. 199–213). Oldenbourg: DeGruyter. DOI: 10.1515/9783110607369-014.
- [12] Butowski, L. (2019). Tourist sustainability of destination as a measure of its development. *Current Issues in Tourism*, 22(9), 1043–1061. DOI: 10.1080/13683500.2017.1351926.

- [13] Capocchi, A., Vallone, C., Amaduzzi, A. & Pierotti, M. (2020). Is 'overtourism' a new issue in tourism development or just a new term for an already known phenomenon? *Current Issues in Tourism*, 23(18), 2235–2239. DOI: 10.1080/13683500.2019.1638353.
- [14] Cassel, C. & Symon, G., eds. (1994). *Qualitative methods in organizational research. A Practical Guide*. London: Sage.
- [15] Cheer, J. M., Milano, C. & Novelli, M. (2019). Afterword: Over overtourism or just the beginning? In Milano, C., Cheer, J. M. & Novelli, M., eds., *Overtourism: Excesses, discontents and measures in travel and tourism* (pp. 227–232). Wallingford, UK; Boston, MA, USA: CABI.
- [16] Clarke, I. & Flaherty, T. (2005). *Advances in electronic marketing*. Hershey, PA: Idea Group Pub. DOI: 10.4018/978-1-59140-321-0.
- [17] Daugstad, K. (2008). Negotiating landscape in rural tourism. *Annals of Tourism Research*, 35(2), 402–426. DOI: 10.1016/j.annals.2007.10.001.
- [18] Disman, M. (2000). *Jak se vyrábí sociologická znalost* (3rd ed.). Praha: Karolinum.
- [19] Doxey, G. V. (1975). A causation theory of visitor-residents irritants: Methodology and research inferences. In *The impact of tourism: The Travel Research Association, sixth annual conference proceedings, San Diego, California, September 8–11* (pp. 195–198). Salt Lake City: Travel Research Association.
- [20] Farsari, I. (2023). Exploring the nexus between sustainable tourism governance, resilience and complexity research. *Tourism Recreation Research*, 48(3), 352–367. DOI: 10.1080/02508281.2021.1922828.
- [21] Gajić, T., Petrović, M. D., Radovanović, M. M., Tretiakova, T. N. & Syromiatnikova, J. A. (2020). Possibilities of turning passive rural areas into tourist attractions through attained service quality. *European Countryside*, 12(2), 179–192. DOI: 10.2478/euco-2020-0010.
- [22] Garcia-Ayllon, S. (2018). Urban transformations as an indicator of unsustainability in the P2P mass tourism phenomenon: The Airbnb case in Spain through three case studies. *Sustainability*, 10(8), 2933. DOI: 10.3390/su10082933.
- [23] Gereffi, G., Humphrey, J. & Sturgeon, T. (2005). The governance of global value chains. *Review of International Political Economy*, 12(1), 78–104. DOI: 10.1080/09692290500049805.
- [24] Giddens, A. (2003). *Sociologie*. Praha: Argo.
- [25] Haro Aragú, M., García-Mestanza, J. & Caballero-Galeote, L. (2021). Stakeholders' perception on the impacts of tourism on mass destinations: The case of Seville. *Sustainability*, 13(16), 8768. DOI: 10.3390/su13168768.
- [26] Koens, K., Postma, A. & Papp, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, 10(12), 4384. DOI: 10.3390/su10124384.
- [27] Lenao, M. & Saarinen, J. (2015). Integrated rural tourism as a tool for community tourism development: Exploring culture and heritage projects in the North-East District of Botswana. *South African Geographical Journal*, 97(3), 203–216. DOI: 10.1080/03736245.2015.1028985.
- [28] McKercher, B. & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. London: Routledge.
- [29] Moscardo, G., ed. (2008). *Building community capacity for tourism development*. Wallingford, UK; Cambridge, MA, USA: CABI. DOI: 10.1079/9781845934477.0000.
- [30] Namberger, P., Jackisch, S., Schmude, J. & Karl, M. (2019). Overcrowding, over-tourism and local level disturbance: How much can Munich handle? *Tourism Planning & Development*, 16(4), 452–472. DOI: 10.1080/21568316.2019.1595706.

- [31] Nonaka, I., Takeuchi, H. & Umemoto, K. (1996). A theory of organizational knowledge creation. *International Journal of Technology Management*, 11(6), 833–845. DOI: 10.1080/IJTM.1996.025472.
- [32] Pechlaner, H., Kozak, M. & Volgger, M. (2014). Destination leadership: A new paradigm for tourist destinations? *Tourism Review*, 69(1), 1–9. DOI: 10.1108/TR-09-2013-0053.
- [33] Peeters, P. M., Gössling, S., Klijs, J., Milano, C., Novelli, M., Dijkmans, C. H. S., Eijgelaar, E., Hartman, S., Heslinga, J., Isaac, R., Mitas, O., Moretti, S., Nawijn, J., Papp, B. & Postma, A. (2018). Research for TRAN Committee – Overtourism: Impact and possible policy responses. Brussel: European Parliament, Directorate General for Internal Policies, Policy Department B: Structural and Cohesion Policies, Transport and Tourism.
- [34] Perkumienė, D. & Pranskūnienė, R. (2019). Overtourism: Between the right to travel and residents' rights. *Sustainability*, 11(7), 2138. DOI: 10.3390/su11072138.
- [35] Popadiuk, S. & Choo, C. W. (2006). Innovation and knowledge creation: How are these concepts related? *International Journal of Information Management*, 26(5), 302–312. DOI: 10.1016/j.ijinfomgt.2006.03.011.
- [36] Reichel, J. (2009). *Kapitoly metodologie sociálních výzkumů*. Praha: Grada Publishing.
- [37] Ruiz-Ballesteros, E. & González-Portillo, A. (2024). Limiting rural tourism: Local agency and community-based tourism in Andalusia (Spain). *Tourism Management*, 104. DOI: 10.1016/j.tourman.2024.104938.
- [38] Rydin, Y. & Pennington, M. (2000). Public participation and local environmental planning: The collective action problem and the potential of social capital. *Local Environment*, 5(2), 153–169. DOI: 10.1080/13549830050009328.
- [39] Saxena, G., Clark, G., Oliver, T. & Ilbery, B. (2007). Conceptualising integrated rural tourism. *Tourism Geographies*, 9(4), 347–370. DOI: 10.1080/14616680701647527.
- [40] Seyhan, B. (2023). The conceptual grounding of overtourism and overtourism-driven change: Olympos case. *Advances in Hospitality and Tourism Research* 11(3), 417–442. DOI: 10.30519/ahtr.1120409.
- [41] Šťastná, M., Vaishar, A., Ryglová, K., Rašovská, I. & Zámečník, S. (2020). Cultural tourism as a possible driver of rural development in Czechia: Wine tourism in Moravia as a case study. *European Countryside*, 12(3), 292–311. DOI: 10.2478/euco-2020-0017.
- [42] Swarbrooke, J. (2000). *Sustainable tourism management*. Wallingford: CAB International.
- [43] Thees, H., Pechlaner, H., Olbrich, N. & Schuhbert, A. (2020). The living lab as a tool to promote residents' participation in destination governance. *Sustainability*, 12(3), 1120. DOI: 10.3390/su12031120.
- [44] Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management*, 21, 613–633. DOI: 10.1016/S0261-5177(00)00009-1.

Other sources

- [45] Dredge, D. (2017). Overtourism: Old wine in new bottles. LinkedIn. Retrieved on 19 February 2018 from <https://www.linkedin.com/pulse/overtourism-old-wine-new-bottles-dianne-dredge>.
- [46] Touristic Map: Dolní Věstonice (2025). Dolní Věstonice – Map. Retrieved from: <https://dolni-vestonice.oma.sk/turisticky-atlas>.
- [47] UNWTO (2018). 'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions. Executive Summary. Madrid: UNWTO.