Identifying Overtourism Impacts on the Informal Sector’s Livelihoods in Urban Heritage Area

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Abstract. Ever since UNESCO discussed the impact of revitalization on the urban environment and its heritage value, a new niche of urban heritage tourism has emerged. This niche of tourism was once a successful phenomenon before it reached a point where overtourism eventually produces volatility issues. The literature review has shown that research on the effect of overtourism on informal economies is inadequate. Many academics seem mostly interested in focusing on the economic aspects and the inhabitants, without addressing whether they are engaging in formal or informal sectors. Therefore, studies of overtourism on the informal sector in urban heritage areas are essential to bridge the knowledge gap. This article will identify the impact of overtourism on informal sectors’ livelihoods in the urban heritage area using the Sustainable Livelihoods Framework, with minor adjustments within the urban heritage context, as the primary tool to carefully understand the phenomenon and suggest a more suitable framework for this specific study. A qualitative data analysis software is used to conduct the necessary processes in this article. Informal markets and disadvantaged communities are seen to find ways to develop and merge the resources they already have innovatively to ensure their well-being. A modified framework to discuss the context of urban heritage is being developed by evaluating the informal sectors of urban heritage from the viewpoint of the Sustainable Livelihoods Approach during the overtourism phenomenon. The proposed framework may potentially be used to address other issues relating to urban livelihoods in different contexts.

Keywords: overtourism, urban heritage, livelihoods, informal sector, urban facility management

1. Introduction
Urban form, city-infrastructure, and density are important factors in understanding how the urban system works. The latter factor acts as one of the demographic problems related to urban spaces spread-out throughout the downtown area [1]. As one of the density-contributing factors, tourism has become increasingly prevalent towards cultural sites and urban destinations [2]. Neuts and Nijkamp [3] argued that as the heritage destinations continue to draw a considerable number of visitors, overcrowding is becoming a growing problem. Overtourism’s detrimental effects include several issues, such as traffic and parking problems, community frustration from misbehaving visitors, increasing living costs for residents, visitor’s disappointment, and significant breakage of the heritage [2]–[4]. As summarized by Butler [5] in his book, overtourism is a new word for an old issue, namely disproportionate numbers of visitors at a destination that can have detrimental impacts on the society concerned of all styles. Although the term is recent, many of the issues involved have a long history, especially in well-visited city areas. John Ruskin, an art expert, wrote about the prevalence and influence of visitors in Venice in
the mid-19th century. The revolutionary impact of high tourism on locations has been recognized very well over decades [5]. Capocchi et al. [6] summarized that the newly introduced word “Overtourism” defines specific destinations where dwellers or visitors, local people, or guests believe in the existence of a disproportionate number of travelers, which caused area’s personal-satisfaction or the standard of the experience to be inadequately decreased. However, the statistical uptrend will ultimately be affecting the members of society who currently reside in the urban heritage tourism destination. Community members can be annoyed by a growing number of visitors, especially if the tourism industry’s revenue is not fully benefited the local dwellers and businesses. If the dwellers feel that the tourist industry’s growth has superior positive effects rather than negative ones, then the local communities are expected to engage with it. It was not surprising that locals and visitors are worried that an adverse effect will occur when the site’s carrying capacity is exceeded [7].

The literature showed that work on the implications of overtourism on informal economies is minimal. Many scholars seem mainly interested in concentrating solely on economic aspects and residents without discussing whether they are doing formal or informal business in the region. Aris Anuar et al. [8], citing Seraphin’s latest research, only studied other aspects of overtourism and Venice’s fall as a destination. A couple of years earlier, Goodwin [9] has been surveying the risk of overtourism without addressing the informal sectors. Thus, studies on identifying the impact of overtourism on the informal sector in urban heritage areas are essential to bridging the knowledge gap. This article will identify the impact of overtourism on informal sectors’ livelihood in the urban heritage area. This study used the Sustainable Livelihood framework as the primary tool to carefully understand the phenomenon and suggest a more suitable framework for this specific study.

2. Literature Review

The word “overtourism” is relatively recent, with almost all the mentioning dating back to 2017 and a growing number of publications in the form of thesis and dissertation coming out in 2018. Research articles that explored the tension of tourism on surrounding communities occurred in the 1970s [10], [11], along with conversations about the potential consequences of saturation of tourism destinations [12]. Overtourism is a dynamic trend that significantly influences a place’s livability, as well as the interactions of locals, tourists, and multiple actors (including informal sectors) who are either directly or indirectly concerned with (or influenced by) tourism [13], [14]. The successful management strategy cannot be merely a “top-down” strategy since it requires mutual responsibility between stakeholders and tailor-made behavior tailored to a destination’s features relevant to the unique situation [15].

2.1. History of Overtourism

Conservation is interdisciplinary practices involving the environment, art, architecture, and archeology, which evolved from spiritual connotations and urban glorification into scientific restoration, a modern theory of restoration, and an approach to district preservation. The World Heritage Center later declared that all heritage items worldwide were valuable globally would be regarded as world assets [16]. Since the tourist industry was among the world’s fastest-growing industries, the increasing popularity of cultural tourism has made sustainable tourism even more important. It can attract more investment and foundations by implementing organized, sustainable tourism while improving local community well-being, including the area’s formal and informal sectors. Therefore, tourism can play a vital role in sustaining these cultural assets by enhancing the numerous activities related to cultural sites [17]. However, Foo and Krishnapillai [18] suggested that heritage tourism’s attractiveness usually attracts capital (re)investments that could cause relocations, displacements, and gentrification. Some analysis has shown that the listing has caused extraordinary capital appreciation, a rise in rentals, and improved existing building transactions. They also eventually caused gentrification in the conservation sector. In several instances, the current dwellers, informal sectors, and traditional businesses were replaced by new inhabitants and companies linked to tourism.
Figure 1. Sudden overcrowding in Kota Lama Semarang after urban gentrification,
Source: https://www.liputan6.com/lifestyle/read, accessed: 02/06/2020

Adie et al. [2] argued that since urban heritage sites usually generate many tourists, overcrowding has become a severe problem in this area. Overtourism’s adverse consequences include parking and congestion problems in historical centers, inhabitant discomfort as a direct consequence of disrespecting visitors, increasing living costs for local dwellers, tourist disappointment, and crucial breakage and damage of the heritage objects. On the opposite, some formal and informal industries in smaller vacation spots often felt the positive impact of growing tourist activities they were forced to contend with. While it appears to be beneficial in the short term, overtourism throughout the medium to long term might lead to the loss of authenticity and insinuate a substantial risk to a destination’s potential attractiveness. Uncontrolled travel and tourism industry can damage cityscapes, heritage buildings, the ecosystem, and inhabitants’ living conditions, creating financial injustices and marginalization, particularly for the informal sector as the most vulnerable stakeholder [15].

2.2. Sustainable Livelihood Framework

The Sustainable Livelihoods Approach has been well associated with its political and social context in various respects. In the United Kingdom, the Department for International Development (DFID), currently been replaced by the Foreign, Commonwealth & Development Office (FCDO), accepted the new viewpoint in the 1990s as it endeavored to fundamentally change its position and imprint the 1997 government change with a unique and accurate approach to international development. Therefore, one such initiative succeeded due to a clash between two factors: a large international environment that supported people-centered methods and a need to define a new development practice phase in DFID [19]. The DFID’s livelihoods framework (figure 2.) has become an opportunity to look at the sophistication of people’s livelihoods. It intends to explain the problematic aspects of an individual’s livelihood, the strategies and goals decided to pursue, and the challenges and opportunities associated with it. DFID framework is a useful tool that can be used to examine better livelihoods, especially vulnerable groups’ livelihoods, including the informal sectors [20].

More than just a limited range of earnings and productivity measures, the Sustainable Livelihoods Approach framework offers a comprehensive vulnerability approach. Ellis [21] explained: “a livelihood includes the assets (natural, physical, human, financial, and social capital), the actions, and access to them (through institutions and social relations), all which determine the individual’s or household’s obtained living.” In specific, the Sustainable Livelihood framework includes a summary of crucial
concerns and explains how these connections connect and, at the same time, highlights critical factors and processes.

![Image of DFID's Sustainable Livelihoods Framework](image)

**Figure 2.** DFID’s Sustainable Livelihoods Framework  
Source: Department for International Development [20]

The Sustainable Livelihoods Approach is intended to be an instrument that can be used to adjust planning and management. The analysis should be carried out collaboratively, with a firm commitment to eradicating poverty. People in charge who undertake this should be concerned with social and political factors that can skew responses to the wealthy’s interests rather than the informal sectors [19], [20].

### 2.3. Informal Sector

The term “informal economy” often found in works of literature, as summarized by Losby et al. [22], from several authors such as the irregular economy, the subterranean economy, the underground economy, the black economy, the shadow economy, and the informal economy.

Informal sectors generally refer to “very small units of production” trading with “low capital levels, skills, access to organized markets and technology, low and unstable incomes, and poor working conditions.” Several formal organizations, particularly the smallest of micro-enterprises, exhibit these characteristics, but their informal equivalents are not registered officially [23]. This study only discussed the livelihoods of informal sectors operated in urban heritage areas, as mentioned in section 5.1. of the article.

### 3. Methodology

This study is qualitative descriptive research aiming to retrieve information concerning the impact of overtourism towards informal sectors on urban heritage areas from the livelihoods framework point of view. The article used a qualitative data collection technique with past-observation and literature studies on series of articles, books, proceedings, and journals on tourism, informal sectors, and sustainable livelihoods approach, conducted between March 2019 until February 2020.

This study’s data and literature were analyzed by conducting coding and analytical strategy using a Qualitative Data Analysis Software (QDAS) NVivo12 Pro. The electronic literature search made use of Web of Science, SCOPUS, Research Gate, Google Scholar, and other possible electronic literature sources. Search terms were tested and narrowed down to meet the criteria. A matrix is then created as a simplified form of the result by examining vulnerability context, transforming structures & processes, and livelihood strategies from the five livelihoods assets’ perspective.

### 4. Results and Discussion

The qualitative data analysis indicated that the most suitable approach to understand the informal sector’s livelihoods phenomenon in an urban heritage context is by describing the issue using the Sustainable Livelihoods Approach framework developed by DFID.

In an urban heritage context, the natural capital was not suitable to be applied as a livelihoods asset, thus needed to be modified by adjusting the term “natural assets” into “built-environmental capital.” On the same exploitation of the water bodies (i.e., sea, river, or lake) for the livelihood of fishermen village, and the fertile soil and humid climate for farmers community living on the valley of mountains
across Java island in Indonesia (as a natural asset category), the urban heritage precinct as a built environment in urban areas were exploited as an existing capital which generates a unique urban ecosystem by bringing in tourists and visitors that creates a higher economic cash flow compared to other urban, suburban, and rural part of the city. Further studies need to be conducted with field observational and in-depth interviews with the informal sectors and policymakers on a specific urban heritage area to understand livelihood strategies’ effectiveness to achieve the desired outcomes towards the vulnerable groups.

The livelihoods approach helps to establish a precise and adequate understanding of the informal sector (in the form of limited assets) and how they are trying to convert them into positive livelihood outcomes. Informal and vulnerable groups are seen finding ways to nurture and combine what capitals they already have created to ensure their survival.

**Human capital** includes the ability to set goals for financial prospects, health and well-being, education and skills, employment opportunities, the opportunity to keep learning, and the development of skills that make it easier for informal sectors to pursue different livelihoods strategies and achieve their livelihoods goals. The only way to accomplish it is by inducing informal sector skills through providing formal and informal education in government-level policies implemented by government bodies, non-governmental organizations, and legal enterprises.

**Physical capital** provides the essential services and resources required to sustain the survival of the informal sector. These physical assets help informal sectors fulfill the basic needs (water, housing, communication, and health services essential for the informal sector’s sustainable livelihoods. Access to housing, food, safety, transportation, child/ old care, recreation, information, and computers for vulnerable groups is one way to achieve this. (note that debt can sometimes be contra-productive for vulnerable groups since they must pay back the debts along with the interests).

**Social capital** could be recognized when individuals have been bound by the widely accepted value, norms, and penalties. Numerous formal and informal businesses have successfully implemented business relationships related to family ties. The DFID framework identifies some examples of social capital such as family support, friends, community support, peer support (network building), work-life balance, leadership skills, and political literacy and action. In most cases, poor households would motivate their family and friends to reduce costs and increase earnings. In the case of arts and antique street vendors in Kota Lama Semarang in Indonesia, for example, a community or vendor association

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![Figure 3. Modified Sustainable Livelihoods Framework](image)

*Source: framework modification by the author*
had been proven to be more effective in communicating their needs and opinions on the area’s gentrification, rather than bargaining with government institution as an individual.

In terms of financial capital, most informal sectors depend on their cash-reserves and financial assistance from their families, friends, relatives, and neighbors. Such street vendors are not aware of any microcredit facilitation by the government. They are not involved in a structured banking loan due to a lack of information, poor accounting, and complicated banking policies. Whenever informal businesses require fast money to resolve shocks or predict patterns and seasonality, disadvantaged groups continue to pursue a fast-money solution by high-interest-rate loans. These practices will lead to further poverty and lower quality of well-being.

The fifth asset/capital of the DFID’s livelihoods assets interestingly differs between some other sustainable livelihoods frameworks [19]. It opens possibilities to modify or contextualized the original Sustainable Livelihoods Framework by DFID into a new framework on urban heritage context. The DFID’s fifth livelihoods asset is “natural assets,” such as lake, sea, fertile soil, river, etc., while the “personal assets” can be identified as follows: identity, self-esteem, motivation, spirituality, and independence. This article suggested modifying the fifth asset into “built-environment asset” to replace the term “natural/personal assets” to meet the urban heritage context (figure 3).

Since 2003, the World Heritage Committee has discussed the effect of contemporary revitalization on the local urban environment and its heritage value. The Vienna Memorandum is an integrative method that links architecture, urban design, and cityscape based on historical correlations, building inventory, and existing context. The interest in developing a more appropriate location for visitors, international challenges, and urbanization practices directly affects local authenticity, visual integrity, geographic area, and citizens residing in urban heritage areas [24]. UNESCO’s status as a World Heritage Site draws attention to the development of cultural-heritage tourism worldwide. The increasing number of global travelers is searching for various vacation styles that are not packed as a hurried shopping/sight-seeing trip. Not unexpectedly, many nations that rely on the tourism industry are progressively focusing their tourism strategy to accommodate these “culture-vulture” visitors, who are considered a more beneficiary and sustainable market [25]. As the most vulnerable category, the informal sector has become one of the historic town’s stakeholders, which needs to be considered wisely in the context of livelihoods.

The significance of tourism’s harmful effects, as the term of overtourism implies, was being related to a few well-established factors. Overtourism affects the local community’s lives (including informal sectors) on economic gain, financial, cultural, and environmental degradation. As Goodwin [9] indicated, a radical change in local tourism stakeholders’ views, mass tourism has turned into a local political debate. Overtourism has given very controversial beliefs and specific implications for the informal sectors. Some suggest that this is a chance for the region to provide sustainable economic development and social well-being growth. Conversely, several other experts have noted that overtourism can disincentivize local cultures [8].

Changing the feedback mechanism characterizes the connection between the historical area and environmental quality. Historic buildings and landmarks may be used as a catalyst for tourism growth, which acts as a conduit for showcasing the site in terms of efficiency and facilities. Visitors’ uncontrolled behavior and density also undermine the environment’s nature, damaging the historic location, natural assets, and properties (in some territories, only plants and animals may be permanently damaged) [26]. In this situation, the informal industries will only profit from the tourism industry in a very brief period with no long-term insight into how the impact will affect their potential well-being. This would undoubtedly not be a simple job because the creation or redevelopment of Urban Heritage from its initial origins has gradually been displaced [27]. Furthermore, the problems found are also correlated with informal sectors, despite being banned, with their buying and selling activities around urban heritage areas and the misconduct of tourists around the neighborhood [28].

Similarly, the impact of the development of tourism may also be defined as the stress level of overtourism. Some of them may be related to the frustration of the dwellers who lived in an urban heritage tourism destination that might be caused by (1) increased traffic and crowd congestion, (2) overwhelmed infrastructure development, (3) increased demand for energy, thus creating more carbon-prints, (4) water, air, noise, and soil pollution, (5) unexpected visitors behavior, (6) environment
deprivation, (7) damage to public properties, infrastructures, historic sites and monuments, and (8) loss of identity and authenticity [29].

Table 1. Matrix of analysis, adopted from DFID’s framework

| Human capital | Physical capital | Social capital | Financial capital | Built Environment capital |
|---------------|------------------|----------------|-------------------|---------------------------|
| **VULNERABILITY CONTEXT** | | | | |
| Trends (Overtourism) | Skill/ education to harness the benefit of Overtourism [30] [31] | Proper tools & infrastructure to win the competition [32] | Empowering family and relatives to maximize profit, Adopting the theory of planned behavior [33] | Savings, Loan/ microcredit, Fast money [23], [34] | Urban precinct, park, landscape, street, and pedestrian way [32] |
| Shocks (natural disaster, law enforcement) | Skill, education, health, language, survival instinct [30] | Standardized tools & infrastructure, Hygiene issues, Lack of access to clean water and sanitation [32] | Good practice, community/ association, family, Ensuring the experience quality for visitors and long-term sustainability for the locals [15] | Savings, Government financial aid, NGO aid [23], [34] | Restoration, Cleaning, etc. [35] |
| Seasonality (peak/ low season) | Skill, creativity, alternative business | Flexible and mobile stall, proper tools, variation | Family, relatives, community | Savings, loan, microcredit, fast money [23], [34] | Urban environment, urban heritage |

| STRUCTURES | | | | |
| Levels of government | Local, regional, national | Local, regional, national | Local, regional, national | Financial Local, regional, national | Local, regional, national, international |
| Private sectors | CSR, NGO | CSR, NGO | CSR, NGO | Bank, cooperation | CSR, NGO |

| PROCESSES | | | | |
| Laws | Education act [30] | Municipality regulation [22] | Pro-poor law, law enforcement [22] | Microbusiness act [34] | Conservation act [35] |
| Policy | Pro-poor policy [22] | Pro-poor policy [22] | Pro-poor policy [22] | Pro-poor policy [22] | Urban FM Tourism forecasts, city image and branding [35] |
| Cultures | Local wisdom, traditional crafting/ manufacturing skill | Local value, indigenous tool, | Local tradition, local custom, caste system, social system | Person to person (personal help), community fund | Pride, confidence [35] |
| STRATEGIES                                      | Human capital                                                                 | Physical capital                                                                 | Social capital                                                                 | Financial capital                                                                 | Built Environment capital                                                                 |
|------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Induce new skill in sustainable services       | Members of the association took part in a food handling course provided by the government and have current food hygiene certificates | Less hostile to informal vendors during regulation making and law enforcement, [23] | Application of Stricter law enforcement against criminal [32]                  | Allocation of micro business and individual loans. [23], [34]                       | Urban Heritage Facility Management [32], [35]                                           |
| The governmental approach in educational and skill acquiring policy and law | Cooperation between formal and informal sectors                              |                                                                                  |                                                                                  |                                                                                  |                                                                                         |
| CSR and NGO involvement in the education of informal sectors, health, etc. [30] | Enforce the labor code accordingly [22]                                      |                                                                                  |                                                                                  |                                                                                  |                                                                                         |
|                                                 | Regulate commercial activities through licensing and outright prohibitions [36], [37] |                                                                                  |                                                                                  |                                                                                  |                                                                                         |

*Source: author’s analysis*

To reduce the impact of such shocks, Urban Facility Management fields, as suggested by Salaj in 2018 [39], propose an innovative model that is proven to be especially beneficial and implementable to create shared values in an urban context, i.e.: (1) transparency in governmental level to make available higher standards of facilities well-being, (2) generating new ways of the ecosystem for citizen engagement on co-design and co-creation of processes and services, (3) the usage of technology to deliver directness of processes and services, (4) safeguarding effect with the leadership as a service tool, (6) structuring a people-centered approach, and (6) empower the people to be the part of the urban-problem solution. An “urban” facility manager, through the integration of multiple disciplines in a human-center approach, can become the enabler and implementer of a sustainable urban ecosystem, i.e., balancing social, economic, and environmental pillars [40].

4.1. Typical Informal Sectors on Urban Heritage Area

From the literature review, the informal sectors found in the urban heritage area can be categorized as mobile, semi-mobile, and immobile (static sellers) mode. Furthermore, although the informal activities mostly happen in the local bazaars and night markets, other informal sectors that could be identified from the works of literature are listed as follows: food vendors, beverage vendors, traditional cuisine, the traditional mode of transport service (trishaw, gondola/ small boat, rickshaw, tricycle, horse cart, etc.), traditional art performance, contemporary performance (dance, magic trick), music performance (street musicians), the street entertainers (dancing dolls, face painters, art tattoos, jugglers, etc.), fruit/ juice pressers, fruit vendors, unofficial taxi (both car and motorcycles) drivers, guides, street traders, local and traditional crafts maker and seller, photo-spot/object service (man-like statues; heroes, cartoon, ghosts, etc.), merchandise traders, personal money changer, and informal parking service. Although mentioned in the literature, other services are not considered relevant enough to be regarded as urban
heritage’s informal sectors, such as small/ personal vehicle reparations, cleaning service, catering, baby daycare, and underpaid workers for formal sectors.

4.2. Vulnerability Context

In general, informal sectors’ living conditions are easily influenced by radical changes such as trends, shocks, and seasonality. Overtourism is certainly a considerable phenomenon occurring in many well-known urban heritage areas. Informal sectors are often left behind by a lack of knowledge, skills, and financial support in anticipating the nourishing tourism activities. Even as they transition to the overtourism, they will be directly influenced by changes in patterns, surprises, and seasonality with such high effects. Competition with structured industries, less participation in decision-making, and unsustainable overtourism would theoretically generate vulnerability. According to the study conducted by Mat Radzuan and Ahmad in 2016 [41], most stakeholders, including informal sectors, will profit from the tourist flood to the area at the beginning of overtourism. But the good trends will soon be losing their momentum when both the residents and the tourists realized the uncomfortable atmosphere of overtourism.

Shocks in the form of natural disasters such as the Indonesian Tsunami and the CoVID-19 pandemic do have a substantial impact on the tourism industry. While larger formal economies can survive somewhat longer, the informal sectors seek government support to reduce the impact. Thailand (and Indonesia) could be an example of how local authorities, formal tourism industries, and humanitarian organizations work together to create a new solution that can be seen as an opportunity for positive change and a reversal of the environmental damage blighting parts of the affected area [23]. The proposal planned landscaping, security steps against flooding, and a decline in the volume of the beach and street stalls. There were rumors that 1000 vendors would be relocated, provoking fierce opposition from many hawkers and small businesses who were stressed and worried that their former workplace would be precluded. Smith and Henderson [23] also explained that the ability to survive and expand indicates the informal sectors’ persistence after the shock. In effect, such values are extracted from basic conditions, which means that there are sometimes few, if any, options for people working in the sector to earn money.

Besides the trend and shocks, there are many other vulnerability issues related to overtourism in an urban heritage area, such as:

- **Discomfort, conflict, and traumatic experience of tourists**
  Overtourism has grown increasingly across the world, and protests have taken place in a few locations, and some of them have included incidents of low rates of abuse. It is important to consider an urban heritage tourism destination’s existing condition regarding its capacity to attract tourists and how problematic it is for a tourism object to restore its image once it is damaged [8]. The traumatic experience will be an unfavorable promotion for the urban heritage area, leading to a significant reduction in tourist visits and (or) hesitation in buying from informal sectors.

- **Disneyfication – Over-exploitation of tourism destination**
  The physical and natural surroundings in which tourism is built are made up entirely of historical places. More importantly, it consists of those populations that inhabit the zones in question. Their economic and social living conditions and, above all, their customs and habits may be severely affected by the unplanned growth of tourism, with the repercussions perhaps much more severe than the impact of tourism on the physical environment itself [26]. The phenomenon of Overtourism may cause a loss of credibility and create a significant hazard to a destination’s potential attractiveness. The unrestrained growth of tourism will destroy dwellers’ living situations, causing wealth disparity and social segregation. Tourism can generate social costs, often hard to estimate but are no less severe [42]. While tourism can ensure that some original rituals and informal sectors attract tourists are preserved, it can also pose a challenge to traditional practices and local knowledge practiced by informal sectors.

Numbers of travelers are continually rising in urban heritage area all over the world. As The town continues to reinvent its own and rebuild itself, the overcrowding of tourists in the historical sites and the seasonality issue demand more significant initiatives to improve tourist’s quality experiences and long-term sustainability for the dwellers. There is a higher chance of the urban heritage Disneyfication, further strengthening the historic center’s tourism, causing the loss of authenticity and local identity [15]. An urban heritage area may take the inspiration from the retail marketing
methodology, where the value of identity is transplanted via urban marketing, into a tourism image where destination identity has a substantial impact on the buying process.

- **Carrying capacity issues**
  Aris [8] summarized the fact that carrying capacity tends to vary based on the form of the visitor, the social status, and the society they originated. The congestion issue is explained in terms of capacity conveyance, subject to interpretation to the tourism industry. Some apparent problems have a direct effect on the number of tourists that can be supported: (1) social carrying capacity; the density that tourists and the residents are willing to tolerate; (2) physical carrying capacity; the number of accommodation options, airplane seats, technical infrastructure; and (3) Environmental carrying capacity; the ability of natural or historical sites to accommodate visitors; Strategic error in capacity management will result in dissatisfaction for both tourists and the informal local sectors. The distribution of basic needs (such as homes, safe drinking water supplies, modern sanitation, drainage systems, and mass transit) was planned and built not only for local residents and informal sectors but also to support foreign companies and investors. Most dwellers and informal sectors accepted that different activities are easily accessible (in the case of George Town world heritage site), which created opportunities to improve urban communities’ quality of life, including the informal sectors [32].

- **Anti-tourism movements**
  Numerous anti-tourism actions express their anxiety at the ever-increasing quantity of visitors coming to Europe. Anti-tourism demonstrators were especially virulent in several countries on the continent to a lesser degree. The motives for this intensification in anti-tourism are diverse and comprise: (1) the vast number of tourists put some UNESCO World Heritage sites in jeopardy, (2) visitors have undesirable effects on the quality of life of the dwellers, (3) the ecological protection of the environment is at risk, and (4) the beneficial role of visitors to the local commercial activity is limited [43], [44].

![Figure 4](https://www.spottedbylocals.com/wp-content/uploads/tYSrwxA.jpeg)  
**Figure 4.** Anti-tourism movement all over the world, source: (1) https://www.spottedbylocals.com/wp-content/uploads/tYSrwxA.jpeg, (2) https://www.citymetric.com/sites/default/files/styles/node_image/public, accessed: 02/06/2020

Furthermore, summarizing multiple sources, Seraphin [44] explained the growth of anti-tourism worldwide, which indicates that it can cause more harm and destruction where tourism is not handled correctly. This movement can be considered as a paradigm shift as well. Local communities now have a greater interest in improving their quality of life than expecting the tourism industry’s revenue. Sometimes, these anti-tourism protests created mixed feelings within the household and were often carried out in informal sectors. Besides the visitors themselves, the informal businesses in the urban heritage area struggle the most as the second focus in anti-tourism protests.

- **Criminal activities and vandalism**
  Because of human occupation (vandalism and over industrialization), temples and heritage sites have also become sensitive areas regarding their fragility against the environment (climate and natural disasters). That vulnerability is emphasized by the tourist explosion [26]. Additionally, commercial activities on the grey area of (or outside) the law could result in corruption, extortion, bribery, and other criminal manifestations. Such situations are unsettling, harming the environment and ambiance, and worsen the destinations’ images, so most local authorities attempt to regulate commercial activities through licensing and outright prohibitions [36], [37]. While the emergence of criminal
activity has always preferred types of informality in certain urban heritage areas, such as protection/security, illegal parking, or the handling of restricted resources, most informal sectors do not benefit from these operations.

A primary concern over rising crime rates, with 32.5 percent of respondents, indicated the local authorities’ need to enforce the legislation strictly [26]. Significantly concerning raising and monitoring the number of crimes that occur, further compliance is required. A healthy climate for urban heritage would ensure the survival of informal sector businesses.

- The marginalization of informal sectors
The condition tends to be based on benefit and speculation in the urban sense, while those with financial control decide and determine the urban heritage environment [45]. Local authorities who might also be unfairly seen as representatives of formal businesses are unfriendly to informal sectors they notice to be a nuisance and openly violate regulations. For pitches and customers, there may be fierce rivalry with resulting congestion, pollution, waste, health hazards, and intimidation (or harassment) of visitors [23]. In Indonesia, and supposedly many other developing countries, the informal communities are frequently left behind in the urban heritage redevelopment planning system, owing to the lack of coordination and policy funding from the local authority. And due to the intense rivalry between formal and informal industries, many street vendors and other forms of informalities are eventually forced away from the urban heritage core area. These are related to the notion, specifically suggesting ways of helping the informal sector and vulnerable groups transition from informal to formal status [22].

After being in a period of confrontation and misunderstanding between informal sectors and the Semarang Municipality in Central Java Province, Indonesia, a specific group of informal sectors that sell arts and antiques finally established an association called PERDANI (Paguyuban Pedagang Barang Seni/ Association of Art Vendors). Through this initiative (and the support of local pro-poor NGOs), they could create good communication with the municipality, followed by extensive coordination and targeted funding from the government to the street vendors. Some of them are placed in a new indoor market inside a renovated building owned by the municipality. In contrast, others receive a mobile uniformed stall located in one of the heavily visited streets in the Kota Lama Semarang heritage area. This model will then be a prototype model to handle other informal sector types in Kota Lama Semarang, both with and without any association involved.

![Figure 5](http://dinasperdagangan.semarangkota.go.id/wp-content)

- Education and Skill
The connection between educational background and involvement in the informal sector is apparent in urban environments. Marcelli [30] shows an association between higher education and jobs where the formal sector accounts for a higher employment percentage. Informal sectors would supposedly gain an advantage by testing their goods and services in a small market in an informal environment and could obtain expertise in manufacturing, distribution, client relationships, and other business fields without engaging in registration and other standardization components. But testing skills are not easily accessible to the informal-sectors and vulnerable-groups, even within the informal economy [22].
The vulnerable groups need access to the training (skill) and education (knowledge) provided by the government, NGO, and formal private sector to be effectively retained and increasing their asset, competitiveness, and livability. It is necessary to absorb shocks’ impact and harvest positive trends and peak season in urban heritage tourism destinations.

5. Conclusion
By addressing and analyzing the informal sectors in the urban heritage area from the perspective of the Sustainable Livelihoods Approach during the overtourism trend, a modified framework is being developed to address the urban heritage environment’s context. Identifying the various impacts of overtourism on the informal sector has shown that the Sustainable Livelihoods Approach has become a useful evaluation tool for understanding the phenomena.

The modified Sustainable Livelihoods Approach to explain these results makes it easier to identify the impact of informal sectors’ livelihoods through a different form of capital, structures, and processes that influence informal sectors’ livelihoods through livelihoods strategies to obtain specific livelihoods outcomes. Moreover, the lifestyle itself’s outcome needs to be discussed since this article does not contain the effects of the livelihoods attributable to other situations.

Further research by conducting a quantitative survey of individuals involved in informality in an urban heritage area would be useful. However, the present study has shown that a simple modification of the DFID SLA framework can represent better understanding and learning purposes.

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