

## **The Societal Impacts of Anti-Tourism Sentiment: A Theoretical Exploration of Neoliberal Urban Policies and Community Dynamics**

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### **Introdução**

The impact of anti-tourism on society is complex, affecting both residents and tourists. This research explores how neoliberal policies, gentrification, and touristification influence social implications for local communities, leading to commodification and social exclusion. While mass tourism offers economic benefits, it also brings socio-economic and environmental challenges, fostering anti-tourism sentiment. Cultural differences and norms shape these attitudes, highlighting the tension between economic gains and social costs.

### **Problema de Pesquisa e Objetivo**

Research Question: How do neoliberal urban policies and the rise of anti-tourism sentiment influence community dynamics, local culture, and socio-economic conditions in tourist areas? Aim: The aim of this theoretical article is to review, and discuss theories surrounding the impacts of anti-tourism sentiment on society, particularly focusing on the task of neoliberal urban policies.

### **Fundamentação Teórica**

The research highlights how the commodification of spaces for tourism, driven by economic and sociopolitical forces, leads to social exclusion and disadvantage for residents, thereby shaping anti-tourism attitudes. By examining cultural differences, norms, and perceptions, the study offers a nuanced understanding of how these factors influence anti-tourism sentiment, comparing economic benefits and social costs in various destinations.

### **Discussão**

Effective management and infrastructure development are necessary to mitigating overtourism's negative impacts, promoting sustainable relationships between tourists and residents. Preserving and promoting local heritage and cultural diversity enhance the tourism experience, fostering mutual respect. Integrating green technology and advanced algorithms in tourism contributes to sustainability, benefiting society and the environment.

### **Conclusão**

This research examines influences of anti-tourism, examining how neoliberal policies, gentrification, and touristification contribute to social implications for local communities. The commodification of spaces for tourism, driven by economic and sociopolitical forces, shapes the authenticity of sites and leads to social exclusion and disadvantage for residents.

### **Referências Bibliográficas**

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