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Mykonos residents' perceptions on the impact of tourism on the landscape

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Danai Maria Spei

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Examining Committee

Theano Terkenli(Supervisor)

Professor ,Department of Geography, University of the Aegean

Maria Gravari-Barbas (Examiner)

**Professor, Institute for the Research and High Studies on Tourism, Université
Paris 1, Pantheon Sorbonne**

Evangelia Georgitsoyanni(Examiner)

**Professor and Vice Rector of Academic Affairs and Personnel, Home Economics
and Ecology Department, Harokopio University of Athens**

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To my island

“How can you care about the image of a landscape, when you show by your deeds that you don't care for the landscape itself?”

— William Morris, *The Beauty of Life: William Morris the Art of Design*

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Abstract in Greek

Ο σκοπός αυτής της διπλωματικής εργασίας είναι να μελετήσει τις αντιλήψεις των κατοικών της Μυκόνου σχετικά με τις επιπτώσεις του τουρισμού στο τοπίο του νησιού καθ'όλη τη διάρκεια των χρόνων. Υποστηρίζεται ότι η Μύκονος αποτελεί χαρακτηριστικό παράδειγμα τουριστικού προορισμού, όπου η ανεξέλεγκτη τουριστική ανάπτυξη έχει πολλές επιπτώσεις στο φυσικό και δομημένο περιβάλλον, την οικονομία και την κοινωνία. Για την επίτευξη αυτού του ερευνητικού στόχου, πραγματοποιήθηκε συλλογή πρωτογενών και δευτερογενών στοιχείων, και συγκεκριμένα ανασκόπηση της διαθέσιμης σχετικής βιβλιογραφίας, ακολουθούμενη από εθνογραφική μελέτη και τη συλλογή πρωτογενών πηγών, με τη βοήθεια της μεθόδου του διαδικτυακού ερωτηματολογίου και των ποιοτικών συνεντεύξεων.

Τα αποτελέσματα της έρευνας επισημαίνουν ότι το τοπίο του νησιού είναι κορεσμένο και οι κάτοικοι αισθάνονται δυσανασχέτηση εξαιτίας του υπερτουρισμού. Από την έρευνα προκύπτει ότι σύμφωνα με τις αντιλήψεις των κατοικών της Μυκόνου, το τοπίο έχει αλλοιωθεί και καταστραφεί κατά τόπους. Βάσει των αποτελεσμάτων του ερωτηματολογίου, δεν αντέδρασαν ως επί το πλείστον στις επιπτώσεις αυτές. Τέλος, θεωρούν ότι οι πιο δυσμενείς επιπτώσεις του τουρισμού στο τοπίο είναι η άναρχη υπερδόμηση και η "κακομεταχείριση" του παραθαλάσσιου τοπίου, ενώ στο μέλλον θα ήθελαν να βάλουν τέλος στην υπερδόμηση και την απληστία, που επικρατεί.

Key words: τοπίο, επιπτώσεις του τουρισμού, υπερτουρισμός, υπερδόμηση, Μύκονος

Abstract in English

The objective of this postgraduate thesis is to study the perceptions of the residents of Mykonos concerning the impact of tourism on the landscape of the island throughout the years. It is argued that Mykonos constitutes a characteristic example of a tourism destination, where the uncontrolled tourism development has a lot of impacts on the natural and built-up environment, the economy and the society. For the achievement of this research goal, collection of primary and secondary data was undertaken, and specifically a review of the available relevant bibliography followed by ethnographic research and the collection of primary data, with the aid of the online questionnaire method and qualitative interviewing method. The results of the research point out that the landscape of the island is saturated and that the residents feel discomfort due to the overtourism. From the survey, it emerges that according to the perceptions of the residents of Mykonos, the landscape has been corrupted and destroyed in some places. Based on the results of the questionnaire, they did not react in the main to these impacts. Finally, they consider that the most adverse impact of tourism on their landscape is the unruly overconstruction and the “misuse” of the coastal landscape, while in the future they would like to put an end to the overbuilding and the greediness, that dominates

Keywords: landscape; tourism impacts; overtourism; overbuilding; Mykonos

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INTRODUCTION

It is undeniable the fact that tourism is a combination of activities, which affects in a decisive way the environment, the local society and the economy. It is also estimated that it is the most important economic activity of the 21st century. In countries such as Greece, whose prime industry is tourism, the insensitive usage of space and land is something common. The rebuilding, the overconstruction, the expansion of the infrastructure along the seashore, the uncontrolled urbanization and homogenization of the landscape elements number unfortunately among the list of the impacts of tourism on the Greek landscape and particularly the Greek islands.

Mykonos constitutes one of those small Greek islands, whose landscape has been changed to a large extent by the tourism activities. The initial profitability of tourism development caused a rise of the standard of living, nevertheless nowadays it is obvious that the island suffers from the phenomenon of overtourism.

The aim of this postgraduate thesis is to present the perceptions of the residents of Mykonos on the impacts of tourism on the landscape, as well as to provide useful information to the academic community and to the local authorities, contributing in a way to the awareness of the Mykonian community.

The assignment is divided into two parts, the theoretical and the empirical. In the first part, there is the review of the available bibliography and the second part includes the presentation of the survey.

The first chapter begins with the conceptual definition of tourism and of tourism development. It follows a brief reference to the evolution of tourism and its contemporary trends, namely the alternative and special forms of tourism. Overtourism is also being mentioned and particularly in regard to the case of the small islands, where tourism is an intensively seasonal activity, taking place almost exclusively, in the summer. In general islands have limited space and host more fragile ecosystems. At the end of the first chapter, the tourism impacts on the economy, on the society and the environment are being presented.

In the second chapter, the concept of the landscape and its principles are being described. The researcher is referred to the significant role of European Landscape Convention regarding the protection of the landscapes and emphasis is given also to the processes of the new cultural economy of space, which affect to a large extent the landscapes. Landscapes are dynamic, they are the product of interactions between the natural environment and continuously changing societies.

The third chapter focuses on the tourism impacts on the landscape generally all over the world. It's mentioned that tourism can change both in a positive and in a negative way a landscape. The case of developing countries, which attract flows of tourists, was worth to be mentioned.

In the fourth chapter, the tourism impacts on the landscape of Greece are being analysed. Emphasis is given to the case of the Greek islands and especially the Aegean Islands, which attract the biggest number of visitors.

In the fifth chapter "Tourism impacts on the Mykonian landscape" is being explained how Mykonos became a tourism destination and how tourism has altered the landscape of the island throughout the last years. This is the end of the first part.

The second part of the assignment begins with the sixth chapter. The sixth chapter contains the description of the research design and the methodology. The research questions and hypotheses are being stated. In the seventh chapter, the topic is the development of the survey tool, the online questionnaire. The eighth chapter is brief and the implementation of the online questionnaire is being presented.

The presentation and analysis of the results of the online survey constitute the ninth chapter. In the tenth chapter, the intensive interviews with the key informants are being presented in detail and the thesis is finally completed with the eleventh chapter, which contains the conclusions of the survey and the personal experience of the researcher during the writing of the thesis.

PART A

THE THEORITICAL PART

CHAPTER 1

PRINCIPLES OF TOURISM AND TOURISM IMPACTS

1.1 PRINCIPLES OF TOURISM

The word “tourism” derives from the French word “tour” and the English word “touring”. Both of these words derive from the Latin word “tornus” (Varvaresos 1998,p26). Since the beginning of the 20th century, many world organizations and tourism sector specialists attempted to define the concept of the tourist and tourism. The fact that tourism is globally a fast-growing sector and is also closely related to the social and cultural changes in the contemporary societies, explains the difficulties that arise in trying to delimit and classify the basic elements of the concept of “tourism”. (Tsartas 1996).In comparison with other sectors of the economy, given that the character of tourism industry is intangible, it is not easy to be defined .Murphy(1985)supports that tourism industry does not exist, given that a distinct product is not being produced. A convenient definition that overcomes this difficulty is the one proposed by the World Tourism Organization(1991),which was next supported by the UN Statistical Commission in 1993:’Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.’”

According to the International Academy of Tourism (AIT-Monte Carlo),tourism is defined as the number of the human transportation/shifts and the activities that arise from them. Also, J.Medecin (Revue de Deux Mondes) refers that: “Tourism is an activity of opportunity ,which is consisted of remaining someone far away from his permanent place of residence for reasons of recreation, relaxation, enrichment of his experience ,rise of his educational level ,coming from the presence of new forms of human action and images of an unknown nature”. Two basic concepts delimit mainly the scientific definition of tourism ,the motivation(the purpose of the journey) and the transportation(duration of the stay).A scientific approach of tourism, where the

tourist production tends to satisfy the tourist needs, was given by Hunziker and Krapf in 1942. According to them, tourists have no motivation of any speculative activity. Burkat and Medlik (1981) added that the phenomenon of tourism arises from the movement of people to, and their stay in, various destinations. The movement is of a short-term character, for a few days, weeks or months. The journey and the stay take place outside the usual place of work and residence, while destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited (Burkart and Medik 1981, p.42).

In addition, the World Federation of Journalists and Travel Writers (FIJET) defines that “Tourist is a person who moves for whichever reason, beyond his usual environment and who makes use of his free time for the satisfaction of his curiosity and his need for relaxation and entertainment.”.

Furthermore, there is a distinction between the terms “excursionist” and “tourist”. Concerning the tourists and the excursionists, the first ones are the temporary visitors, whose stay overcomes the 24 hours, in contrast with the second ones, whose stay is less than 24 hours (e.g. cruise ship tourism). In addition, tourism is divided into two categories, the organised, where the trip is planned by a tourist business and the necessary tourist services are provided, and the unorganized, where the schedule of the trip is planned by the tourist himself.

Tourism is an international socioeconomic phenomenon, synonymous of the consumption and the leisure time, while since 1950 represents one of the sectors of the global economy with the fastest development. It is based on the human need for entertainment and meeting foreign cultures. Tourism is also a complicated amalgam of various dimensions, such as economic, social, psychological, political, ecological, technological and legislative. It is consisted of diverse parts, such as human feelings, emotions and desires, natural and cultural attractions, suppliers of transport, accommodation and other services, and government policy and regulatory frameworks (Holden, 2008, pp 2-3).

Nowadays, according to World Travel and Tourism Council (WTTC) is the biggest industry in the world. Since the mid-1990s, tourism industry employed the 10% of the labour force directly or indirectly all over the world (204 million job positions) (Terkenli, Konstantoglou, 2007, p.328). Today, it represents the 10-12% of Gross International Product and maybe the most significant economic sector, having multilevel impacts on the society, the natural and cultural environment (Varvaresos, 1998).

1.2 THE EVOLUTION OF TOURISM AND CONTEMPORARY TRENDS

Tourism has crossed four stages. The first of the four stages of tourism development corresponds to the long period, which can be characterised as prehistoric tourism: the medieval ages until the beginning of 17th century. The gradual increase of wealth, the expansion of the merchants' class, of professions, the consequences of the Reformation and the vulgarisation of the education raised the interest for the foreign countries and led to the acceptance of the journey as an educative medium. The period of the railway constitutes the second stage, where the steam engines and the steam ships provided more opportunities for journeys. The rapid growth of population and wealth created a new market. It was the period, when the massive trips were invented and the tourist poles of recreation were developed. Meanwhile, the travel trade was inaugurated by travel agencies and tourist offices. The third stage refers to the period of the interwar, from 1918 to 1939. The war gave rise to some technological advances, which proved to be significantly useful in the long-term, such as the evolution of road and air transports. Moreover, during those years the evolution of cars took place along with many innovations, particularly regarding the sector of social tourism. The spread of the hostels for the young people, the campings, the excursions with caravans and pullman cars and low-cost transports belong to the third stage. Nevertheless, the expansion of tourism sector and all the expectations were reduced due to the World War II, from 1939 to 1945. So, it is obvious that tourism has a long history, but it has been developed as a significant world industry especially after 1945. So the year 1945 until today is considered to be the fourth stage and landmark for tourism development as well. It was a period of a technological revolution, massive industrial development and increase of clear disposable income. According to World Tourism Organization, the international tourist flow was increased with annual growth rate of 7,32% from 1950 to 1991 (Lickorish & Jenkins, 2004, p.26). The decade of 1950 was a period of democratisation of tourism, especially for travelling abroad. This phenomenon of "democratisation" often is being referred as "the development of mass tourism". Before 1950, tourism constituted rather a fragmented activity, taking into consideration that the hotels, the transport operators, the travel agencies and the tourist offices were working usually independently. It was especially in Great Britain, where the increase of the tour operators started to modify the nature of tourism as an industry, joining together the independent business activities until then.

The development of the international airlines, the progress of information technology and the increasing flexibility at the organization and prosecution of the organized excursions contributed

to the modern structure and the characteristics of the tourism industry(Lickorish & Jenkins ,2004,p.19-20).According to Lickorish & Jenkins,some of the fundamental features of the tourism industry are the following:

- 1.The increase of the volume of the international tourism
- 2.The democratisation of vacation ,where more socio-economic groups have become able to participate
- 3.The increasing importance of air transport at the globalisation of tourism
- 4.The constantly growing flexibility of the organized tours ,which encourages the tourism demand and facilitates the journey to distant destinations.
- 5.The promotion of specialized travel services e.g through the tour operators and tourist offices,concerning the provision of information to the tourists .
- 6.The constant development of information technology for the handling of the “boom of information”,related to the tourism industry.
- 7.The tendency of increase of recognition by many government of the significance of tourism for the national and local economy.

Tourism was characterized basically by the homogeneity and the massiveness at the tourism demand,which was mainly oriented by the seaside tourism and coastal space(Georgoula,2018).The so called mass tourism and the industry, which supports it,dates from after the Second World War. The Organized mass tourism constitutes the dominant type of tourism and usually it refers to the organized trips for seaside vacation.The dominance of such form of tourism is due to the low cost of transportation and accommodation per visitor.

Nevertheless, it is observed that people have started searching for something different,authentic experiences and more independent special forms of tourism ,adapted to their own interests.Cooper et al(2000)refer that during the last decades it is observed an increase of the interest to the alternative tourism.The reasons why this happens,is that the modern tourist gives more emphasis to the environment and to the quality of the experience.The modern tourist is more educated than the previous generations and prefers the independent journey.Moreover,he /she is searching for new destinations and experiences.The special forms of tourism are

characterised by a dominant and special incentive of travel(e.g conferences,ecology,culture) and by the development of an equivalent special infrastructure in the tourist districts which aims at the service of these type of tourists without putting at risk the sustainability of the areas(Coccossis &Tsartas,2001).

The alternative forms of tourism constitute part of the special tourism forms and the alternative tourists have also a special motivation,which is linked to specific themes such as the nature worship,adventure trips,environment,touring,athletics.Regarding the alternative types,the tourists usually select a way of planning of the trip,which is mostly autonomous and the touring is little based on organized travel services.Furthermore,the special infrastructure is also an essential requirement for the service of those visitors,who opt for the alternative tourism.

Finally, another reason why people tend to wish to discover even more the other sides of tourism is because they are more sensitive regarding the protection and promotion of the local cultural identity.The alternative tourism has to be of higher quality,limited and controlled ,in order to attract tourists of a higher educative and economic level ,which tend to spend more money and stay less days than the common tourists.In that way,there will be less impacts on the society and the environment,maintaining the economic benefits still high.So,the respect to the local ,social and environmental structure constitutes a common denominator both to the demand and the offer of the alternative forms of tourism(Coccossis &Tsartas, 2001).The principal characteristics of the alternative and special forms of tourism are the pursuit for authenticity and contact with the nature,the denial of the impersonal tourism packages,the avoidance of the overcrowded beaches and of places ,where the number of people is excessive.

To conclude,it is obvious that these forms of tourism can not replace the mass tourism concerning the concept of seaside mass tourism ,nevertheless they are act supplementally ,contributing to the economic and social development of the peripheral regions(Griba ,2005).

TABLE 1: Special and alternative forms of tourism

Social tourism	Marine tourism
Social tourism of professional associations	Sightseeing tourism
Agrotourism	Ecotourim, Ecological tourism
Complexes of Agrotourism at modern settlements	Health tourism
Countryside tourism,	Thermal tourism
Tourism of the third age	Cultural Tourism
Sports tourism(different types)	Educative Tourism
Time-share tourism	Religious Tourism
Adventure Tourism	Professional Tourism
Tourism at organized tourist villages of special type (club)	Conference Tourism
Tourism at thematic parks and thematic museums	Exhibition Tourism
Urban Tourism	Tourism of incentives
Nudist Tourism	Montane Tourism
	Winter Tourism

(Source:Coccosis & Tsartas,2001)

1.3 OVERTOURISM AND THE NEED FOR SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF THE SMALL PLACES AND THE ISLANDS

The islands constitute a special case of tourist destinations ,especially the small ones,with limited natural resources and few opportunities or development.Worldwidely,the tourism development on the islands took place with intensity at the beginning of the 1960s and afterwards.The air transportation and the improvement of marine transportation increased the accessibility for many islands,which were previously isolated.The tourism impacts on the islands are intensified often due to factors such the geographical isolation,the limited natural resources and chances of development(Coccosis,Tsartas,2001,pp.215-216).As it seems,tourism can be both an opportunity and a challenge for destinations such as the small islands.On that note,regarding the phenomenon of overtourism,it is certainly not new.Sarantakou and Terkenli (2019) explain that: “What is new, however, is the degree to which it is rapidly spreading and irrevocably changing tourism destinations, as well as the rate to which the realization of this transformation has been growing”.

The World Tourism Organization(WTO) predicts that there will be 1.6 billion international tourists in 2020(WTO,1999),while based on Weaver and Lawton(2002)domestic tourism will be 10 times greater in volume.Overtourism develops in places ,where the carrying capacity is surpassed and as a result the impacts on the landscape are getting more intense.The overloaded infrastructure and the damage to nature number among the repercussions.

Milano et al.(2018)define overtourism “as the excessive growth of visitors leading to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks,which have enforced permanent changes to their lifestyles,access to amenities and general well-being”(Sarantakou,Terkenli ,2019).

Tourism has expanded at a rapid rate to become one of the world’s leading industries,but movement on such a pace have had economic,socio-cultural and environmental impacts.

1.4 TOURISM IMPACTS

The study of the tourism impacts constitutes one of the dominant parameters regarding the analysis of the characteristics of the tourism development. Tourism can be approached also as a system ,incorporating not only businesses and tourists, but also societies and environments (Holden 2008, p.7). Tourism involves some element of interaction with a different type of environment to the one found at home. The consequences of this interaction are commonly referred to as the “impacts of tourism “, and can be categorised into three main types :economic, socio-cultural and environmental/physical (Mathieson and Wall, 1982). Depending on their ability to be measured, impacts are further characterized as direct or indirect and as qualitative or quantitative (Dogan, 1989). The term “impacts” is used to describe all these changes ,which arise in the economy, the society, the culture and the environment of the districts or countries ,where tourism is being developed.

1.4.1 Economic impacts

The principal of the tourism impacts on the economy pertain to the following matters:

1. The employment: It is widely known that the tourism sector provides a lot of opportunities for employment . Nevertheless, its seasonal character has an effect on the characteristics of this occupation, which usually tends to be to a large extent unskilled and temporary. The tourism development creates two types of employment, the direct and the indirect. As direct occupation can be defined those job positions , which are created as a result of the need for offering goods and services to the tourists. The proper functioning of a hotel demands specific job positions, which are a typical example of a direct occupation. As an indirect tourist employees could be considered the labourers , who work for the construction of a hotel.
2. The peripheral development: In general, tourism has contributed to the reinforcement of the development of the peripheries , which are deindustrialized, geographically isolated or with degraded agricultural sector. The positive impacts of the tourism development on the periphery of every country constitute often one of the most important motives of its promotion by the policy makers .
3. The multiplicative effects on the local economy: It is widely known, that the expenditure , realized by the tourists , increase the necessity for imports in order that the

needs of tourists can be fulfilled. It is estimated that there is a series of positive impacts on many sectors, whose activities are related to tourism, such as industry, services, transports, trade, construction, craftsmanship etc.

4. The balance of payments: The balance of payments of a country is the amount of accounts, which depict its economic transactions with other countries at a given time. In particular, on the one hand, the balance of payments of the tourist countries is burdened because of the need to import goods and products essential for the operation of the tourism sector. On the other hand, the exchange influx coming from tourism affects usually in a positive way the balance of payments, depending on the planning of each country (Lickorish & Jenkins, 2004, pp. 103-104).
5. Tax revenue for the state: The contribution of tourism to the state revenue can be direct or indirect. The first one derives from the imposition of taxes on the income of the individuals or companies, which comes out of tourist employment or tourist businesses. The indirect contribution of tourism to the economy emerges from the taxes and customs, which are being imposed on the goods and the services, aimed at the tourist flow. It is essential for the government, in order to have revenue from the tourism sector, to invest on it. Both the developed and the developing countries offer incentives for investments on tourism.
6. Inflation and rise of the price of land at local level: It has been observed that tourism often produces inflation, so as a result the cost of living at a local level tends to increase, especially at areas, where the development is massive and organized. Therefore, the rise of the land price along with the real estate speculation number among the negative tourism impacts on the economy.

Undeniably there are numerous financial and employment benefits as a result of tourism development. Until the middle of the 1970s, the majority of the researches concerning tourism was centering on the measurement of the economic impact, without giving emphasis to one of the basic characteristics- mainly of international -tourism, which is the interaction between the tourist and the host community. However since the late 1970s a number of studies have emerged about the socio-cultural impacts, which will be presented further down and enlighten about the negative dimensions of tourism on host communities (Mathieson and Wall 1982).

1.4.2.Social and cultural impacts

The analyses of the social and cultural impacts of tourism at the host countries seem to be more or less underrated in comparison with the analyses of the economic impacts, while unfortunately many of the analysts of this category of impacts adopt a negative stance towards tourism development. The social impact of tourism refers to the manner in which tourism and travel effects changes in collective and individual value systems, behaviour, patterns, community structures and the quality of life (Hall 1995). It refers mostly to the effects from the direct contact of hosts with tourists.

Despite the fact that the tourists stay for a brief period of time at the host countries, it is not surprising at all that international tourism has the power to occur changes. The tourist carries with him his traditions, his values and expectations, travelling inside an “environmental bubble”, a term invented by Eric Cohen. According to E. Cohen: “Even in the poorest host countries of tourists, the construction of tourism infrastructure or facilities based on the western models is required. In those places, the protective “environmental bubble” of their usual milieu will be provided to the tourists of mass tourism”.

The main of the tourism impacts on the society and culture refer to the following matters:

1. Social/community structure: Both the characteristics and the functions of the local society are changing. The changes are more obvious in the regions of the countryside, in geographically isolated areas (e.g islands), in agricultural regions.
2. Professional and social mobility: The high incomes and the even more social acceptance of the tourism jobs lead to intense professional and social mobility. The ultimate goal is the employment at the tourism sector or professions related to it (such as construction, trade). This mobility tends gradually to become an intrinsic feature of the social structure of the tourist areas. As a result of this tendency, the tourism income is diffused to broader strata of the population, while employment sectors such as livestock farming, industry or services are being abandoned.
3. The framework and the results of the communication of the locals with the tourists: The meeting between the local and the tourist is temporary, spatially determined, while the relations, which are being formed, are unequal. Namely, the communicative framework is differentiated, affected by the type of the tourism development and the dimensions of these

relations ,which are “commercial”.In cases ,in which the stage of tourism development is massive and organized ,it is observed a commercialisation of communication .

4. Changes at the social relations,ethics and customs:When the societies ,where tourism is being developed,tend to adopt a way of life ,close to the characteristics of urbanisation and modernisation,the changes at the social relations.ethics and customs are not suprising.These changes can be occurred directly or indirectly regarding the relations of the two genders,of those who belong to the same community as well and generally to the traditional way of life.Internal conflicts can arise concerning the position of the woman and the way of life of the young people.Specifically,tourism has contributed a lot throughout the years to the economic independency of the women,which is a pleasant fact.As for the young people,there are not few those ,who tend to abandon the agricultural sector ,at the same time tourism introduces the element of mimetism,so they often turn to adopt western models of behaviour and consumption.
5. Commercialisation of the activities and of the products of the local culture and tradition:The development of organized infrastructure and tourism services leads to the promotion of the commercial features of the sector .In particular ,the primary goal becomes the service of the tourist-consumer and for that reason, forms of the local culture ,such as cultural events, handmade products etc are being transformed into tourist products and are sold to the tourists like a sample of the local cultural tradition or like a souvenir of their journey.Unfortunately, there are often products of poor quality and they do not respresent faithfully the local tradition(creation of pseudo-culture).

To conclude with the socio-cultural impacts,tourism can affect the society and culture positively as well,when they upgrade vital attributes.Among positive consequences,are the efforts of international peace-keeping associated with tourism,women’s emancipation(de Kadt 979:64,Boissevain ,1977),

1.4.3.Environmental Impacts

The environment represents the most important factor for the tourism and its preservation constitutes nowadays the principal variable for the tourism development. The broader definition of the “environment” refers both to the physical and the artificial built environment. The physical environment includes everything that nature offers, like the climate, the weather, the aquatic zones, the flora and fauna etc. The built environment is what the human has added to the nature, such as the buildings and the rest of the construction. As Mathieson and Wall (1982:97) commented: “In the absence of an attractive environment, there would be little tourism. Ranging from the basic attractions of sun, sea and sand to the undoubted appeal of historic sites and structures, the environment is the foundation of the tourist industry.” It was in the early 1970s, when the researchers started paying more attention to the impacts that tourism and recreation may have on the environmental and physical characteristics of a host community (Walter 1975, Organisation for Economic Co-operation and Development 1980, Murphy 1985, Smith 1995).

Tourism affects the environment both in a positive and in a negative way. However, the impact of some types of tourism on the environment occurs increasing anxiety, especially to the countries, in which tourism development has been recognised as the basic reason for the degradation of the environment. The most significant tourism impacts on the environment refer to the following matters:

1. Physical environment: The tourism development ends up affecting the balance of the physical environment. The impacts are more severe in regions, such as coastal or mountainous areas and generally in places more ecologically “vulnerable”. The contamination of water, the air pollution, the noise pollution, the visual pollution, the changed feeding and breeding habits of wildlife number among the negative consequences. Therefore, the environmental damage belongs to the negative dimensions of the impacts of tourism on the host communities.
2. Conflicts for the land use: According to the principles of proper tourism planning, pieces of land, appropriate for other uses, such as agriculture, construction of residence or recreational areas should not be used for tourism development. The “architectural pollution” (a term described by D.G Pearce, 1978:152) is the result of the misuse of the landscape and refers to the construction of facilities aesthetically unsympathetic to the landscape.

3. Transformation of the built-up /residential complex into tourism resources:This issue is mainly linked to the traditional settlements and areas of outstanding natural beauty(spatial units with rivers,lakes etc).The built-up and natural environment shape a particular tourism resource ,which becomes a pole of attraction for the tourists.
4. The carrying capacity of the tourist districts:Carrying capacity is one of the most complex concepts and refers to the ability of the socioeconomic structure and of the environment of the district to support a certain level of usage and number of tourists. The congestion and the overcrowding ,especially in the popular tourist sites ,contribute to the negative environmental impacts of tourism(e.g destruction of heritage) and can cause frustration to the permanent residents(Coccosis&Parpairis ,2000,WTO,1983)
5. Problems of development ,operation and management of the tourist districts:The increase of the number and type of tourist resorts in the post-war era addressed issues of operation and management in relation to the environment,spatial planning and urban planning.

Finally, tourism- as almost every human activity- affect in a negative way the environment,the natural resources and the ecosystems.Nevertheless,if tourism development is under control and well planned,it can have a positive impact on the environment,contributing to its conservation and improvement.Namely,tourism can play a determinant role to the promotion and protection of historical and archaeological sites.Furthermore,it can lead to the development of new facilities and the improvement of local infrastructure.To sum up,it is obvious that tourism has mainly negative effects besides the economy..All these impacts concern also the landscapes of tourism destinations ,due to the synthetic character of the landscape.

CHAPTER 2

PRINCIPLES OF THE LANDSCAPE

Our life is full of landscapes. Although, the concept of landscape means often something different from person to person (Terkenli, 1996). "Landscape" has also come to be closely associated in English with the concept of "environment". In contrast, the Greek word to translate "landscape" is *τοπίο* (topio), a word which underlies the place (*τόπος*, topos) rather than "vista". There is also a semantic difference between topio and the Greek word environment: *περιβάλλον* (perivallon), a concept referring to the natural space which surrounds us (Papayannis, Howard 2012, p. 150).

The cultural geographer Donald W. Meinig (1979) supported that we do not see the same landscape, because a whichever landscape is not consisted only of what is in front of our eyes, but also of what is on our mind. The landscape of the mountain biker will be very different from that of the artist for example. He also suggested ten different versions of the same landscape: as nature, as place of life, as human construction, as system, as problem, as source of wealth, as ideology, as history, as place and as aesthetic. On that note, it is important to mention that a landscape exists as a piece of territory, but it is not the same as land. Land refers to territory and soil, in our civilisation, land belongs to someone, whether this be a private landowner or a public authority. In contrast, landscape is a common good which no one possesses. Landscapes are created by human action and experience, inscribed in place through time. Furthermore it can be both tangible and intangible.

Undeniably, the very definition of the concept of the landscape constituted a challenge. According to the European Landscape Convention (Florence, 2000), the first international treaty devoted to all aspects of landscape, "landscape" means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors. Landscape is an important part of the quality of life for people everywhere, a key element of individual and social well-being. It constitutes a resource favourable to economic activity, particularly tourism and has an important public interest role in the cultural, ecological, environmental and social fields. The Convention's purpose is to promote landscape protection, management and planning of European landscapes and to organise European co-operation on landscape issues. The landscape is recognised irrespective of whether it is of exceptional beauty (it concerns everyday landscapes and degraded areas as well), since all forms of landscape have a bearing on

citizens' quality of life and should be taken into account in landscape policies. It belongs to everybody, is us and we are the landscape. It forms a whole, whose natural and cultural components are taken together and not separately. According to the Berkeley School, all landscapes are cultural or more specifically all the anthropogenic landscapes are cultural.

The dimensions of a landscape are considered to be the following three: sensory/visual (forms), cognitive/emotional (meanings) and performative/experiential (landscape functions, uses and behaviors). These three interlocking facets or aspects of the landscape the visual/material, experiential/functional and symbolic/cognitive may alternatively be theorized as form, function and meaning, highly interrelated and interactive (Terkenli 2002). Landscape has usually been conceived as a primarily visual phenomenon, due to its significance in painting and photography. However, the European Convention underlines the importance of all the five senses in our appreciation of places. Memory functions like a sixth sense. Namely, sounds or smells can remind someone of a place or experience. Furthermore, intangible elements are much more important, given that people are also emotionally connected with a landscape. Besides services and values, landscapes can be attributed with functions (Papayannis, 2005). A key element of many landscapes is their multifunctionality.

In addition, the Convention accepts that all landscapes carry real meaning for some people. Beyond argument, there are many different ways in which landscapes can be viewed. For example, the views of local insiders may also differ from the visitors. People on holiday perceive differently and as it has been argued the tourist gaze is different (Urry, 1990).

Landscapes change and have always changed throughout history, by natural forces and human beings. The same place will be different depending on the four seasons: seaside resorts are full of people during the summer but empty during the winter. Moreover, the "owners" or users of a place may alter during the day. For example, the same urban park can belong to dog walkers at 07:00 and school children at 15:00. The infrastructure can also change. Old buildings fall apart, new ones are built and so on. Therefore, landscape is a dynamic phenomenon, while especially the advances in production techniques in agriculture, forestry, industry and mining, together with the practices followed in planning, transport networks, tourism, combined with a series of changes in the global economy have in many cases led to its degradation, debasement or transformation.

Forces of globalization, postmodernism and homogenizing ways of life have been transforming spatial organization, through processes of "a new cultural economy of space" (Terkenli and d'Hauterres, 2006). These processes affect all of the world and the changes are evident in the landscape. They are the

following:enworldment,unworldment,deworldment,transworldment and reworldment.Its basic characteristics include :a) the breakdown of geographical barriers of distance and of place and of distinctions among (public-private)spheres of life, b)the de-segregation of the realm of leisure from the realms of home and work life and c) the rapid exchange/communication of symbolic goods (flows of money,ideas,trends,information,images,etc)through variable global processes of networking where visual media predominate over textual media.

Concerning the process of enworldment,geographically distinct versions of the world are concentrated into single landscapes.A typical example is the case of Las Vegas.The processes of unworldment lead to the loss of pre-existing place and landscape identity,uniqueness.The most significant impact of unworldment processes is unfortunately the loss of the sense of home and landscape as home for its inhabitants.Regarding the process of deworldment ,it is about the creation of “inauthentic” landscapes, commercialized ,staged worlds(e.g Disneyland,Casinolands).The transworldment takes over the reproduction and the promotion of the such type of landscapes ,mostly through visual media.Finally,with regard to the process of reworldment,the landscape is being reconstructed and becomes a product for consumption in all of its dimensions(e,g Dancing House in Prague).

CHAPTER 3

TOURISM IMPACTS ON THE LANDSCAPE

Tourism is a highly effective factor of change in the landscape. The landscape is undoubtedly the most significant medium of contact between tourist and place visited. Thus the relationship of tourism and landscape is arguably irrevocable, uncontested, even essential (Terkenli 2004, 2014, Roberts 2009). Through its relationship with the viewer, the landscape becomes a stage for purposes of tourist consumption, play and recreation (Carmichael, 1998). When tourism predominates in an area, then transforms it into a landscape of tourism. A tourist landscape includes tourist attractions and activities (Inskip, 1991, Pearce 1995), all natural and human-made features of destination (Jafari, 1982), infrastructures, specifically developed for tourism (accommodation etc), environmental elements of the tourist destination (air, water, soil), basic infrastructures of the tourist place, such as transportation networks and finally the landscape as a whole (Briassoulis, 2002). Nowadays, the advent of new forms of tourism leads to the development of new types of landscapes as well, with higher emphasis on ephemeral landscapes, detail landscapes or landscape of characteristics forms.

Unfortunately, many unpleasant tourism impacts on landscape have appeared in context of tourism development throughout the years, so the time has come, where sustainable tourism should be taken into account. For the sake of tourism growth, the landscape is being used insensitively. The uncontrolled urbanisation in combination with the multifunctional land uses, the extensive rebuilding and expansion of tourist infrastructures along the seashore are the factors, which lead to the homogenization of the landscape elements, hence to the gradual loss of its unique identity (Green & Hunter in Johnston and Thomas, 1995, Antrop, 1998, Terkenli, 2002).

According to H. Coccossis, the impact of tourism on landscapes should be seen in the context of a complex interaction between economy-society-environment. Tourism affects natural and cultural landscapes.

In particular, it was in 1928, when the first study dealing with a negative impact on landscape was published by Meinecke (A. Ruda 2010, p62). By the late 1930s and 1940s, an analysis of landscapes of tourism focused on the geography of seaside resorts, resort development and coastal landscapes. During the 1950s and the 1960s, the first epistemological approach of

tourism landscape analysis took place and was mainly apolitical ,centered on the economic concerns for landscape development.Regarding the second period of scientific study,the attention was given to the historical and material processes of space and landscape production,reproduction and consumption.Taking into consideration the fact that tourism was increasing during the 70s,a new term “recreational ecology”was published more frequently than ever.Later,during the late 1990s to early 2000s ,the researchers expressed their interest in sustainable development ,extending to forms,functions, and symbolisms of landscapes of tourism.Furthermore,in the context of the new cultural economy of space,the imprint of enworldment,unworldment,deworldment and transworldment processes on tourist landscapes was explored.Almost all lanscapes tend to adopt characteristics of landscapes of leisure and tourism,while it is really difficult to distinguish leisure and tourism.

According to Urry(1995),the decade of 1990 was characterized by an image economy,which means that items and images are becoming objects of sighting,as souvenirs,photographs,sites.It is about the so called spread of the colonized “tourist gaze”(transformation of all space into an object of the tourist gaze),which promoted new ways of seeing.As a result the environments are being transformed and rebuilt for visual consumption.The touristification ,the visual assimilation,the dominance of the temporary and the diffusion of the image as a medium of communication,which copies the reality number among the outcomes.The superficiality ,the homogeneity and the staging of culture as a tourist spectacle dominate.Reality becomes a spectacle and the sight-seer loses gradually the ability to appreciate anything more ordinary or common(Terkenli 2000).

So unfortunately,the authenticity of the landscape is being lost gradually,considering that the distinction between “authentic” and “staged” , “ familiar “and “exotic” is blurred . It is not surprising the fact that many countries, and particularly the developing ones, lack often the incentive or the economic means to undertake large-scale projects for the conservation of beautiful scenery or rare and interesting natural environments, or for the preservation of historically or aesthetically important sites, buildings or neighborhoods. According to Cohen (1972): “In many developing countries or backward regions of developed nations the population may crave the benefits of progress, industrialization and urban life, and have little use for "unspoilt nature" or the remnants of a past which only reminds it of its backwardness”.

For example,about the third world countries,it is widely known that the majority of tourism is mass.The tourists do not experience the authentic landscapes,but they remain within the “environmental bubble”of their home country(Cohen 1972).In countries like India the visitors are “relegated to urban places and city spaces which maintain their state of

outsideness”(Weightman 1987,p235).Third world tour landscapes are being created in order to attract the mass tourism,while usually they are western oriented and designed to provide all the comforts of home.Also,in non-Western cultures,raw nature does not constitute always an object of appreciation .For instance, in some underdeveloped countries spectacular technological engineering works, rather than unspoilt nature, may become objects of internal tourism .

In addition,landscapes of tourism are vulnerable to overuse,problems of pollution and resource damage.Tourist crowds reduce the quality of the landscape and the whole experience,while they can degrade natural ecosystems (Healy 1994,p.599).Regrettably,when tourism becomes more commercialized,the damage to the resources is frequently inevitable.The spread of tourist buliding and new facilities usually have a negative impact on previously unspoiled landscapes .Furthermore,the government plays a dominant role and sometimes does not protect adequately the recreational landscapes.On the other hand,there are cases where the tourism development has a positive impact on the landscapes.Tourism has the power to change a place positively too,considering that in order to attract visitors,it encourages the restoration of ancient monuments and archaeological treasures. It provides reason for the preservation of historical buildings and the creation of museums" (Waters, 1966, p. 116).

Another interesting example ,where the tourism development has led to character changes of the landscape,is the case of the world largest Buddhist temple ,Borobudur Temple in Indonesia.The temple is surrounded by vast cultural landscapes ,in particular 20 villages.According to a study conducted by Titin Fatimah(2015) about the 7 villages ,there were observed five types of changes on landscape elements:addition,continue,customize,transform and repair.Rural tourism activities in Borobudur have brought these changes ,which can both improve and increase the value of landscape elements(T.Fatimah,2015,p576).However,rural tourism ,if it is not under control,can also be transformed into a threat for the surrounding villages.

Concerning the rural landscape,it is clearly highlighted as an asset for tourism (Daugstad 2007,p.415).However,unfortunately the urbanisation of many rural landscapes ,due to uncontrolled tourism development,through overconstruction and loss of naturalness creates optical disharmony and spatial confusion to the visitors(Gkoltsiou,Terkenli 2012,p.158).Concluding,landscape elements inevitably are changing due to tourism activities.Those changes applied in a number of forms,such as architecture,infrastructure,living environment,farming system,heritage etc.

At the end ,the tourism destinations -mainly those ones which welcome mass tourism-tend to become homogenous.Certainly, the incredible concentration of people into particular places along with the construction of tourist attractions could not let the landscape untouched.The phenomenon of tourism and the construction,reconstruction,and consumption of landscape are being interrelated in a complex way.

CHAPTER 4

TOURISM IMPACTS ON THE GREEK LANDSCAPE

Tourism is Greece's second largest industry, and the largest in terms of employment. In a country with a developed tourism sector, such as Greece, the landscape is contributing in a determinant way to the attractiveness of visitor destinations. Landscape is generally an economic resource, an asset, which if cared for in a sustainable manner will ensure sustained revenue from tourism-related industries (Amy Strecker, 2012, p85,89). The Greek Parliament ratified the European Landscape Convention on 16 February 2010. However, the relationship of Greek society with its landscapes could be characterized as problematic. Regrettably, landscape education is still lacking at all levels of educational system along with the institutional support in terms of landscape planning, policy and management.

In the case of Greece, the country emerged in ruins from World War II and after the Civil War. The American Marshall Plan provided economic and technical assistance for the reconstruction of the country. Later on, the uncontrolled urbanisation of the 1950s and 1960s (specifically the appearance of "polykatoikia", a multi-programmatic building type) and the unplanned growth of tourism constituted the main causes of the degradation and the destruction of the country's landscape (Aesopos, 2015). Especially, the wide-spread second home construction—mostly illegal—in the Greek countryside and the transformation of landscapes into urban, peri-urban or semi-urban consumption spaces hosting recreation activities (water parks, golf courses, shopping malls etc) caused a series of problems. Therefore, Greek landscapes have been plagued by much neglect, misuse and irreparable destruction.

Before the post-war era of rapid Greek urbanization, Greek people of rural, mountain, or island pre-industrialized communities used to relate to their landscapes through ideological, political etc bonds and also protected and paid homage to them. Examining though the Greek history of the past 150 years, the deeper roots of a Greek landscape conscience deficiency can be easily understood. First of all, due to the Ottoman occupation, Greece never experienced the era of Renaissance, an urban rebirth or even a visual revolution. It was always trailing behind the rest of the developed European societies, which underwent the stages of modern landscape formation. At the same time, Greece also never went through a fully-developed industrial revolution, which affected significantly the development of a landscape conscience in

modern Europe(Terkenli &Pavlis,2012). In addition,it is important to mention that the country's imaginary concept of the landscape was influenced by the representations of the Greek Orthodox art(Ecclesiastical iconography).The lack of a sense of commons concerning enviromental resources numbers among the causes as well.

In a few words,it is obvious that Greeks,upon becoming “urban”, do not have been taught to perceive the landscape as a common good.The first and the following generations of rural migrants did not establish a connection with the land,the nature and the landscape tracing back to the initial phases of post-war urbanisation.Moreover,concerning the tourism industry, it was essential to build infrastrucures(ports,airports,highways etc) ,so tourism became synonymous to modernization and consequently tourism landscapes were modernization landscapes . The post-war Greek governments promoted the image of a country,where the sun is always shining, the people are cheerful all the time,while the visitors were mostly mass seaside tourists.This false image of the past four decades costed to the country,because when Greece has lived long enough with falsehood ingrained in its psychic self image,it becomes increasingly difficult to distinguish truth from fiction(Stathatos 2008) and hence develop an authentic relationship with the landscapes.More specifically, during the period of the Greek tourism boom (1975–1990), significant transformation of the Greek tourist destination landscape was effectuated without the implementation of any urban and regional planning .

Nowadays,there are not few those who feel nostalgic for the countryside and desire to rediscover the rural landscape in their own country.Domestic tourism gained ground the last years,giving an opportunity to those who wish to rediscover their roots and the “authentic”Greece and nature.As a result,the demand for alternative and special forms of tourism ,such as ecotourism,cultural tourism or agro-tourism,is being increased .

Like every human activity,tourism has impacts on the landscape ,as it was above-mentioned.Unfortunately.with regards to the case of Greece,the majority of the tourism landscapes have adjusted to new commoditised uses and tend to become homogenous.The unplanned recreational use of the countryside,the proliferation of second-home construction throughout the country,the wide spread rural -urban migration,rampant land- use change and subdivision,the lack of protection measures from illegal interventions,desertion of mountain and remote rural landscapes through abandonment of traditional rural activities,the deficient restoration of historic landscapes ,the loss or degradation of natural,aesthetic ,and cultural landscape character affect strongly the contemporary Greek landscape.

So concerning the impacts of tourism on the landscape of Greece, it led to a rediscovery of the country one way or another. In particular, internal domestic tourism played a dominant role, encouraging people to return to the Greek nature. The islands constitute a special case of tourist destinations, especially the small ones, with limited natural resources and few opportunities for development. In Greece, the landscape of the islands is the one which has been affected the most by the tourism activities.

The four S's (Sun, sea, sand and sex) were a powerful pole of tourism attraction for the country from its onset in the 1960s. The Greek islands have been one of the most important tourist poles of the country in the post-war period, hence the impacts of tourism on the landscape of the islands are more intense in comparison with other districts in Greece, which usually do not attract mass tourism and tend to develop sustainable forms of tourism. The majority of the Greek islands depend on the tourism sector, as it is widely known.

For instance, the Aegean landscape has been much romanticised in recent decades through tourism promotional interests as an idyllic insular paradise. It has the capacity to cater to an organized package of tourist demand. It allows the visitor to consume at once all aspects of local and global life, tradition. Visual Aegean landscape characteristics have also been exploited for supposed development purposes, often gradually with negative impacts on their appearance. At the beginning, the Aegean islands used to attract the so-called cultural tourists, but during the 1970s and 1980s they were transformed into the conventional summer tourism destinations. Tourism gave a boost to the economy of the Aegean islands and it is responsible both for the new construction and the environmental pressures. The unequal development of the contemporary tourism and its impacts on the Aegean islands constitute a controversial issue. In many of the Aegean islands, the sense of place identity that develops from everyday home life, the varied landscape where people meet and associate is in danger of being sacrificed for tourism. Many Greek landscapes are prone to tourism pressures, but the effects are more profound on the islands due to their small size, limited resources and their isolation (Royle, 2001). Over the past 50 years, the majority of the Greek islands have experienced significant tourism growth and have changed from a productivity to a consumption countryside, given that primary sectors like agriculture have been abandoned. With regards to the Mediterranean island landscapes, Cartagena and Galante (2002) remarked that the rapid growth of urban and tourism development has led to the homogenization of island landscapes and to the loss of biodiversity. In particular, the island of Sifnos, where tourism is a main land-use the last 10-20 years, has been urbanized and new roads have been constructed (Tzanopoulos, 2002). Coccosis and Konstantoglou (2005) presented that the tourism development in Sifnos between 1991-2001 resulted in the increase of second, or

holiday homes and other tourist establishments. The Greek tourist destination has as a characteristic the repeating periodically fragmentation of land property. Second homes with tourist facilities also characterize the Greek tourist landscape and raise the competition of the land use.

Data on the new houses built on the islands reveal that, with the exception of one Prefecture (Lesvos), over the last 20 years all the others have experienced a period of rapid house building, at an even greater rate than Athens (Kizos, Spilanis & Koulouri 2008). The local economy has benefited greatly from building works, and the consequent rise in land prices (e.g., property taxes for houses on Mykonos and Santorini are the highest in Greece), but such kind of development is not sustainable and permanent.

According to the study conducted by Tzanopoulos and Vogiatzakis (2010), a loss of landscape heterogeneity is observable in Sifnos, mainly due to tourism activities and to the homogenization of the “non-urban zones”. In the landscape of Serifos, based on two surveys that took place in the summers of 1985 and 1995, it was observed that the landscape of Chora was preserved more traditional (stone-paved streets, non-vehicular use of streets, ...) in contrast with the other settlements such as the area of Livadi, where tourism activities had changed the land use and the local element was more or less absent. Specifically, there is no place, in the streets of Livadi, where the locals can discuss on a daily basis at the interface of the house and the street, given that these interfaces are shaped in ways, which do not encourage someone to linger or sit. Hence, processes of modernisation and global capitalism eliminated the spaces which served as meeting for a number of large scale or small -scale communal activities (Terkenli 2000, p.193). So Livadi belongs to the category of modern tourist landscape, while Chora of the landscape of home.

In the case of the island of Santorini, its spectacular landscape of the Caldera is the reason why it is worldwide a desirable destination. It was in the 1970s when the biggest changes started happening on the landscape of Santorini, when the island assumed several new roles, in order to cover the needs of the tourists, the residents of second homes and, of course, the inhabitants. In the 2000s, Santorini, together with other Cycladic islands, held a leading place in second-home construction; the urban planning authorities of Santorini tended to issue approximately 300 building permits annually.

During the last years, the increasing number of visitors has created challenges for the landscape preservation on the island. Particularly, overtourism increased the needs for accommodation. Non-institutionalized forms of accommodation, such as Airbnb have led to the

increase of price land and have repercussions on landscape sustainability. They have also been constructed such forms of accommodation in the Caldera, Zone even if tourist uses are prohibited there since 1986. In 2018, CNN included the island in the list of the 12 places travellers may want to avoid, due to overtourism (Minihane, 2018). In addition, there are five major problems associated with tourist overcrowding: alienated local residents, degraded tourist experiences, overloaded infrastructure, damage to nature, and threats to culture and heritage (McKinsey, 2017), with the addition of one more, namely repercussions on (tourist) landscape planning and management. Today, Santorini's landscape is characterized by the repetition of its "new traditional" architecture.

Unfortunately, the pressures on the natural environment of Santorini have negative effects on the quality of life. Santorini currently stands as the second most "urbanized" island in the country (Spilanis & Kizos, 2015), which is not surprising at all, taking into account the Hellenic Statistical Authority data (<http://www.statistics.gr/>), according to which, 68% of the island's buildings were built after 1971, combining newer and older architectural elements and transforming them into a "new traditional" architecture. In some districts, it is estimated that the percentage of new buildings was more than 90% with 18,6% of the land of Santorini built up and its cultivable and cultivated land much reduced. The quality of natural resources, human quality of life, and possibly even the quality of the tourist product itself are being affected by the overtourism, while the overbuilding on hazardous, unstable, vulnerable and often steep land, prone to landslides and earthquakes, lurks great risks to human life and property.

Furthermore, "the high intensity and type of tourism development in Santorini require high energy and water consumption rates and produce a significant amount of refuse annually, stretching the island's carrying capacity and resources beyond their limits." (Sarantakou, Terkenli 2019). For example, the daily import of water is being realized with freighters, in order to cover the island's residents' and visitors' basic needs. At the same time, noise pollution reaches very high levels in certain areas of high tourist concentration, especially during high season, in Fira, the island's capital. The greatest problems recorded are linked to traffic congestion, cleanliness and public service staffing, as teachers and medical personnel do not seem to be able to afford the cost of living on the island (Smith, 2017), sometimes ending up living in containers.

On that note, it is worth to mention that the landscape of Santorini has also become banal due to uncontrolled tourism development and the public space has been privatized. Namely, the locals have lost their sense of home and for instance, they move out of Fira during the summer (Sarantakou, Terkenli 2019, p.19).

In a few words, the most important impact of tourism on the greek landscape is the infrastructure that tourist development requires (including buildings, roads, ports, and marinas).At the same time,the large increase in building and the gradual loss of the elements of the former landscapes lead to new landscape functions.Unrestricted ,illegal construction and land use/speculation threaten the sustainability landscape and its socio-cultural character all over the greek tourist destinations.The locals seek often for short-term profits and they do not understand that a moderated and sustainable development is essential to preserve the landscape and the natural resources.

However it is worth to underline that apart from some negative changes imposed by tourism,it could contribute to the development of a landscape conscience .Namely,tourism has been the main source of the development of awareness of the countryside among Greeks. Contemporary Greece seems to suffer from a lack of sense of the significance of one's surroundings for the quality of life ,exemplified in the case of landscape as the stage set of everyday life(Terkenli,2004,Manolidis,2008).

CHAPTER 5

TOURISM IMPACTS ON THE MYKONIAN LANDSCAPE

Mykonos is the most famous and cosmopolitan island in the Aegean Sea. It has an area of 87 kilometers and a population of around 10.134 inhabitants according to the National Statistical Service's 2011 census. Most of the inhabitants live in the western part of the island, where the main village of Mykonos (Chora) is located.

It belongs to the Cyclades, one of the island groups which constitute the Aegean archipelago. The Cyclades comprise about 220 islands. The major ones are the following: Amorgos, Anafi, Andros, Antiparos, Delos, Ios, Kea, Kimolos, Kynthos, Milos, Mykonos, Naxos, Paros, Folegandros, Serifos, Sifnos, Sikinos, Syros, Tinos and Thira or Santorini. There are also minor islands such as Donousa, Eschati, Gyaros, Irakleia, Koufonisia, Makronisos, Rineia, and Schoinousa. The name "Cyclades" refers to the islands forming a circle ("circular islands") around the sacred island of Delos. Most of the smaller islands are uninhabited. Ermoupoli on Syros is the capital city and administrative center of the prefecture.

According to D. Nazou (2003): "The definition of Mykonos as "tourism landscape" is related to the long-term presence of visitors-Greek and foreigners-and to the constant movement of people, the constant money exchange and to the consumption of symbolic and material capital." It was in the 1950s, when Mykonos became the epicenter of the Aegean. Firstly, Delos the sacred island of Greek god Apollo that was nearby attracted the first flow of visitors and in away contributed to the promotion of Mykonos. A little island without electricity achieved to be numbered among the most visited places worldwide. The arrival of celebrities such as Aristotle Onassis, Maria Callas, Jackie O', Marlon Brando, Grace Kelly, Princess Soraya, Elizabeth Taylor, Nureyev, Pierre Cardin, Stavros Niarchos gave a boost to the fame of the island, transforming it into a favourite Greek holiday destination, especially for the very rich people, the artists, the movies stars. Nowadays, the island of Mykonos has developed the tourist infrastructure to satisfy every visitor. First of all, it is considered to be a luxury destination, that includes all villas, suites, five-star service, gourmet gastronomy, beautiful beaches, tourist attractions such as the windmills, Little Venice, churches, among them Paraportiani is the one which stands out, shopping in the cobblestone streets of the center, the so called Chora, especially in Matogiannia. Furthermore, the island has the reputation of being a gay-

friendly destination, when Jackie Onassis introduced it to her gay American friends. Generally, the locals welcomed tourism and were more open-minded than the other islanders. They were and they are still tolerant and hard-working. They understood quickly that through tourism could make a living and escape from poorness. Therefore, the development of tourism changed the quality of their lives never to return. The assessment of the impacts on the economy is in general terms positive. The Mykonians created family businesses, where most of its members participated. Job positions were created and infrastructure was improved in order to host the visitors. Concerning the impacts on the local community, the multiculturalism changed the mind of the Mykonians in a positive way. The islanders came in touch with different views, their horizons were broadened

Nevertheless, concerning the tourism impacts on the environment, unfortunately they could not be evaluated equally favourable. Namely, the uncontrolled tourism development damaged the environment. For instance, with regards to the natural resources, the coastal and water pollution constitute a serious problem. Through tourism activities, the coastal ecosystem is under danger. In particular, due to motorised vehicles and ships, coastal oil pollution is inevitable. Famous beaches such as Ornos or Agios Stefanos are no longer clean. Furthermore, the degradation and the pollution of the environment due to the swimming pools is an undeniable fact. The island is full of villas with private pools. The excessive ground-water extraction by large resorts induces salt-water intrusion and deterioration of water quality. During the last years, the island is confronted with water scarcity as well. Last year (2018) was one of the most difficult for the locals, given that during the winter season it did not rain. The investigation of the carrying capacity of the island pointed out the severe problems of saturation of Mykonos as a destination because of the adoption of the model of mass tourism.

According to a research by Ioannis Kavallinis and Abraham Pizam during the beginning of the 1993 summer season about the responsibility of the environmental impacts, the residents appeared to be more responsible than anyone else for the negative impacts of tourism on the physical environment of Mykonos. Tourists also had a part of responsibility. The litter on the beaches and on the streets were the highest impacts caused by tourists. At the same time, tourists also held themselves responsible for excessive noise. Traffic congestion, water shortage, increase in construction, pollution by littering, loss of coastal and marine resources, coastal ecosystem damage and destruction through tourism development, sewage pollution, marine and harbour pollution belong to the list of repercussions of tourism on the landscape of the island.

Mykonos has a beautiful natural landscape with strong Aegean characteristic and architectural tradition .According to the Conde Nast Traveler readers,Mykonos has been awarded the best island in Europe for 2018.It is also an anhydrous and rocky island with very interesting subsoil.The landscape is fragmented and relatively poor ,considering that the cultivated land is limited due to the weakness of the primary sector ,however the flora is very rich with over 1100 species of plants.Arable land and open spaces with little or no vegetation are the dominant land use classes in Mykonos,as a result the land uses can be easily converted to urban areas.Therefore,urban areas were more common in Mykonos(2%) than in the prefecture of Cyclades(1%).

It is an island with a strong local color and traditional Cycladic architecture,wonderful beaches,picturesque chapels and natural scenery.The image of Chora(the main town) consists of whitewashed houses,staircases with colored wooden railings,flower-lined windows and whitewashed alleys ,shining white churches perfectly embedded in the landscape and the windmills seen on the Castle's hill.

The Mykonian landscape has been changed throughout the years by the uncontrolled tourism development .The degradation of the public traditional space due to tourism constitutes in general one of the most serious problems,which tourism developed countries have to face.In this case of Mykonos,the center ,the Chora ,because of the big amount of visitors and its outstanding traditional environment ,is confronted with a series of difficult environmental and urban planning-spatial planning issues(A.Romanos,2009).Based on a survey in 1996-1997 ,the picturesque landscape of Chora has been changed by the tourism activities.For instance,the visual pollution and the noise pollution are consequences of the tourist activity.The changes of the use of the public space due to tourism are worth definitely to be mentioned ,namely the takeover of the communal spaces both by chairs and tables of the tavernas,the restaurants etc and by parked wheeled vehicles ,which is something typical during the summer season.Also,the changes of the external appearance of the buildings ,such as the increase of the carved tablets,the use of floodlights and generally modern lights for the tourist promotion of the stores ,the increase of the shop -fronts and the increase of the products which are exhibited on the external wall of the stores might sometimes “pollute visually”the landscape of the island and clutter it ,adding an element of intensity and disorder in comparison with the element of peace which was dominant during the 1960s before the massive arrival of tourism on the island(A.Romanos,2009,p134).It is regrettable the fact that the Chora has been transformed into a city of one function,which is destined to provide services to the tourist population.The locals and their needs are being set

aside inevitably ,while they tend to take advantage of every part of the private space and public space,which are being expanded for the favor of commercial activities related to tourism.

The organized mass tourism that prevails on the island is not considered anymore sustainable ,even if the economic benefits for the residents are significant.The preservation of the landscape of Mykonos is under threat.Unfortunately,the island has experienced dramatic growth and urbanization,but also important problems of congestion and risks to the island's assets.Its assets are the social life ,the natural beauty and certainly the landscape.The overtourism in Mykonos has increased the needs in terms of infrastructure,even if the island's capacity to accommodate this flow of tourists has been surpassed.Moreover,it is obvious that the island ,a low-density rural area has been sprawled in an urban way due to tourism activities.As one of the most popular tourism poles in the Mediterranean basin,Mykonos experienced a series of land - use changes in the last 50 years mainly because the center ,the Chora has been expanded.In general,tourism and second - home development are responsible for the concentration of people and buildings especially along the coastal rim(Salvati et al.2010).The increase in building activity observed after the early 1980s was mainly due to constructions set up in rural areas between 1981 and 1995 on the island.The settlement expansion was determined by the increasing construction of second homes,separated houses away from the main villages .As a result,tourism has increased extremely real estate costs in Mykonos .The agricultural and pasture land in the suburbs has been converted due to tourism and the increase of population had an impact on the fragmented mykonian landscape.

According to Leontidou and Marmaras(2001),the main causes of land consumption in 1980s and 1990s in Mykonos were the limited effectiveness of urban planning as well as a deficient control against land use and illegal buildings.As studied have revealed,urban sprawl in Mykonos developed during the 1970s and 1980s with the rise of tourism ,on the western zone of the island ,at the fringe of the main urban center (Chora),close to the airport and the new second – home settlements,a typical example is Ornos and in general along the coastline.

Concerning the beaches,the majority has been altered by the uncontrolled building of large hotels and seaside businesses .In 1989,in Platis Gialos,rocks were destroyed in districts “out of plan” against the natural environment and the legislation .Mr Bjorn Roe is an important Norwegian architect and urban planner ,who visited the island of Mykonos for the first time during the 1960s as student yet and he had predicted since then that the landscape is “disappearing “due to tourism growth.Occasioned by the case of Platis Gialos ,Mr Roe stated that: “.. as a professor and professional urban planner ,but also as a friend,admirer and supporter of Mykonos and Greece,in general for 30 years,I have the duty and the obligation to be opposed

to such criminal acts against the beauty of Mykonos. For that reason, I will watch closely the progress of the handling of this criminal act and I will be in touch with all the interested entities, and with the press in Greece and abroad..”.(Mykoniatiiki 1989)

Some residents observed that the landscape was changing since 1989, based on the articles written on the local newspaper “Mykoniatiiki”. Characteristically, references were made and emphasis was given to the extensive change of land use around and inside the traditional space. Based on parts of texts, it was clear that the landscape was being shrunked gradually and was losing its basic elements, such as dry stones, streets, etc. The urbanization of the landscape was evident since then according to what has been written. In a few words, the island had been characterized as saturated since the 1990s. The architect Nikos Zafeiropoulos was perceptive regarding the tourist future of Mykonos and he was interested to protect the landscape of its beautiful architecture. He was the one, who drew up a formal document to the Ministry of Presidency on first June 1962 requesting the protection of the landscape of Chora. Later, in 1964, he requested the protection of the other settlements. However, unfortunately, it is obvious that the statutory rules are not being implemented.

PART B

THE EMPIRICAL PART

CHAPTER 6

RESEARCH DESIGN AND METHODOLOGY

The aim of the survey is to investigate the perceptions of the residents of Mykonos with regards to the impacts of tourism on the landscape of the island. The specialized research questions refer to :

1. How has tourism affected the landscape of the island according to the residents?
2. Which is the role that the residents play in the impacts of tourism on the landscape?
3. What would the residents like to be changed in the future so that further destructive consequences not be continued?

After a preliminary study, which was based on the research questions, the statement of the following research hypotheses emerged.

1. According to the perceptions of the residents of Mykonos, the landscape has been corrupted and destroyed in some places.
2. According to the residents' perceptions, they did not react in the main to these impacts.
3. The residents prefer on the one hand the frequency of tourist visits to be maintained at high levels, but as much as the sustainability of their island and the authenticity of the landscape will not be endangered.
4. Maybe they consider that the most adverse impact of tourism on their landscape is the unruly overconstruction and the "misuse" of the coastal landscape.

The reason why the island of Mykonos was selected, is due to the personal bond of the researcher with her hometown and their interest for topics related to the islands of the Aegean and their sustainable tourism development

For the achievement of the aim of the research, which was mentioned above, the researcher followed both qualitative and quantitative methods. The secondary data was collected by review of the available literature related to the topic for the writing of the theoretical part, while for the second part empirical survey was conducted and the collection of primary data .

From the available tool of primary data collection , the use of a questionnaire was preferred, so that the respondents would not be influenced by the researcher. The sample concerned the residents of the island of Mykonos, both permanent and temporary. In addition, a second tool, the qualitative interviewing has been conducted with three key informants.

CHAPTER 7

THE DEVELOPMENT OF THE SURVEY TOOL:THE ONLINE QUESTIONNAIRE

The questionnaire was designed on the basis of the study and a lot of emphasis was given to the impacts on the Mykonian landscape due to tourism from the perspective of the residents. The questions of the questionnaire were 23 ,mostly qualitative and were both of open and close type. It is worth to mention that even if the questions were well-aimed ,there were difficulties and a significant amount of the respondents did not answer to the point.

The questions 1 to 4 and 19 to 23 aim to record the biographical elements of the respondents permanent or temporary residents of the island,(profession,gender,age ,education level ,annual income etc). Thus,they delineate the profile of the residents . The questions 5 and 6 are open and allow to the respondents to answer in their own terms about what they like most about Mykonos and what they would like to change. Through the sixth question,a series of answers is given to the third research question. The question 7 is also open,but it is a general one and caused difficulties to the respondents to think about what is landscape for them during the pilot implementation. Some of them also expressed the opinion that this question should be deleted from the final questionnaire. The question 8 “How do you evaluate the impacts of tourism on the landscape of the island? A.Which are these impacts,B.Do you consider them as positive or negative?” provides answers to the first research question”.How has tourism affected the landscape of the island according to the residents?”.The questions 10, 11,12 ,13 and 14 are of multiple choice and they also contribute to the response of the first research question. Regarding the question 9 “Do you know if the landscape of Mykonos is protected by the state and how”,its is a question of knowledge of a subject.It aims to find out if the residents have the requisite knowledge and the second scale of the question gives to the respondent the possibility to develop his/her thesis. Concerning the question 15 “What do you consider that was and is the reaction of the residents to overtourism and its impacts on the island?” ,it aims to the investigation of the second research question . With the question 16 “Do you believe that the landscape has lost its authenticity never to return?” ,the respondents can answer just with a yes or no.It is clear enough. The question 17 “What would you prefer to be fixed as a mater of priority in the future?” corresponds to the third research question. Finally,with the question 18,which is of open type,the possibility is given to the respondents to write additional date,which they consider important and are estimated to be useful for the survey.

CHAPTER 8

IMPLEMENTATION OF THE SURVEY: THE ONLINE QUESTIONNAIRE

According to the data of Hellenic Statistic Authority ,the spread of the Internet is constantly being increased in Greece and 8 out of 10 Greeks dedicate plenty of time daily to it.In addition,the social media are very popular ,taking into consideration that 47,5% of the Greek users declare that have an account on some of them(facebook,twitter ,Instagram etc)(Georgoula 2018,p.154).Moreover,according to Linardi,Papagianopoulos and Kalisperati (2011),the on-line survey has many advantages in comparison with the conventional one.To begin with,time and movement are being saved.

At the present study,principally due to the lack of time,the questionnaire was shared on internet,in particularly on facebook ,on two groups “Mykonos let’s do it”and “ Living in Mykonos”where the members are both permanent and temporary residents of the island of Mykonos.In that way,the opportunity to fill the questionnaire was given to a variety of different people.Also,this questionnaire was designed by the app,Google Forms,given that this app is characterized by many functional abilities.For instance ,it provides the ability to write the title of the research ,the summary and the epigraph to the respondents.In addition,it is possible to design a questionnaire and select a series of questions and answers,such as of multiple choice,open ones etc.The researcher saves also time,taking into consideration that the data can be inserted automatically into programmes such Excel and SPSS for further statistic analysis.

In that case,firstly ,the researcher forwarded the electronic questionnaire to 5 familiar people for a pilot implementation.After a discussion with them and some comments,the questionnaire was finally ready for the formal posting.The population ,who was selected to participate ,was like it was above mentioned,the residents of Mykonos and it was categorized into two categories.The permanent inhabitant represented the first group and the temporary the second.The data collection took place mainly in September 2019.The desirable number of completed questionnaires was the 100.Instead of this,87 questionnaires were concentrated at the end.

CHAPTER 9

PRESENTATION AND ANALYSIS OF THE RESULTS

The analysis of the results was significantly difficult, given that the majority of the questions were qualitative and open. They were difficult and time-consuming to code, nevertheless it was an interesting process. The number of the participants reached the amount of 87.

The first question “Do you live permanently or temporarily on the island of Mykonos? Where exactly and since when?” was divided into three parts. Namely, it is consisted of three variables, the duration of stay, the location and the specific time. The 55,6 % of the participants of the survey responded that they live permanently and 31,3% were temporary residents.

Regarding the location only 64 people answered, in particular 7,1 % were residents of the center, the Chora, 22,2 % of the coastal/tourist settlements, while 35,4% live in other settlements, such as Ano Mera, Marathi, Argiraina etc.

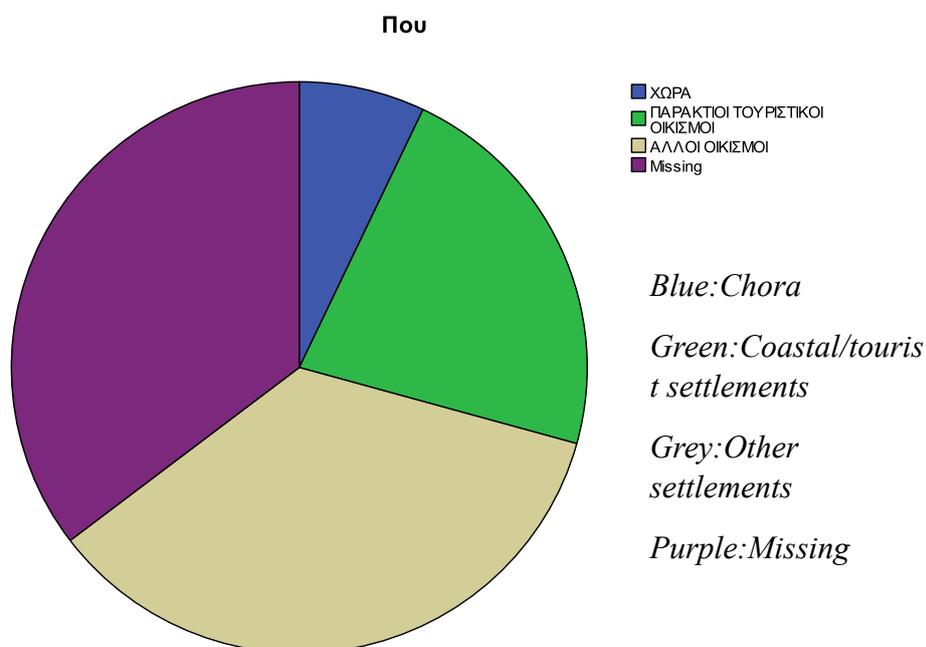


Figure 1: Answers to where exactly in Mykonos the respondents live

In addition,9,1 % answered that they live there since they were born,15,2 % of the residents have divided their life in half ,namely they were born and raised in Mykonos ,they lived somewhere else for a some time and they returned back or vice versa.26,3 % responded that they live for a short period of time and 7,1 % belongs to the category other,which represents those who stay on the island for more than 5 years based on the classification of the researcher.35,4 % did not answer.

For question 2 “If not which is your permanent place of residence?(city,country)”,20,2 % of the participants,who were temporary residents,responded that they live permanently in Athens,7,1 % in other big cities ,2% in small towns and 5,1% abroad.The other sample did not answer anything.

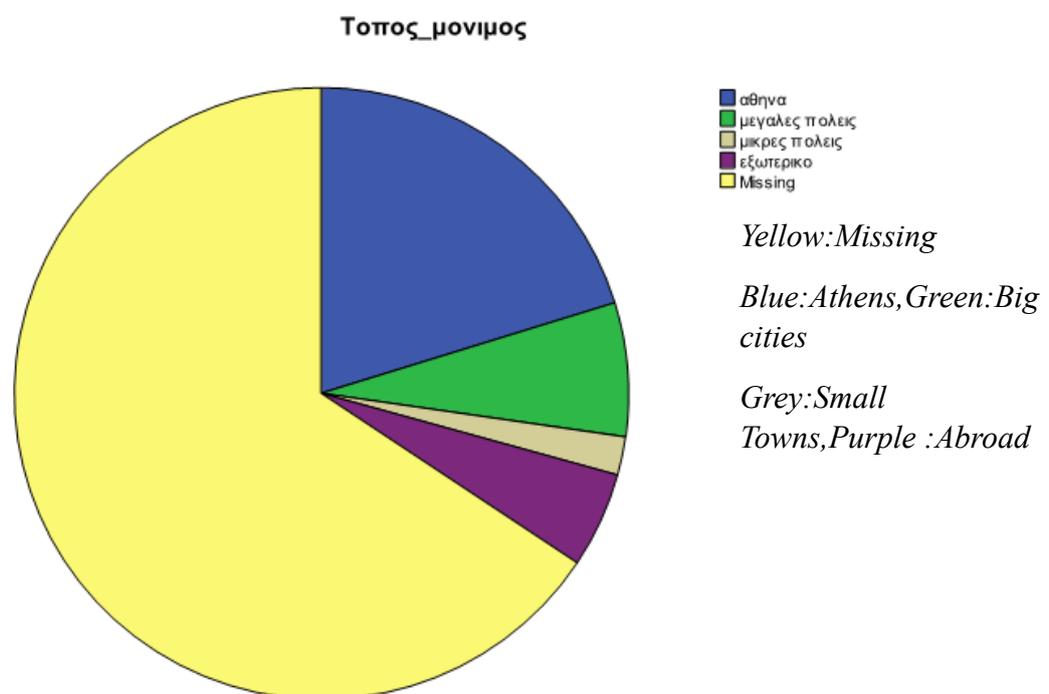


Figure 2: The permanent place of residence of those who are temporary residents

For question 3 “Are you in Mykonos for work or vacation?” ,86,49% of the participants of the survey were for work ,while only 12,16 % for vacation.1,35 % answered for both.

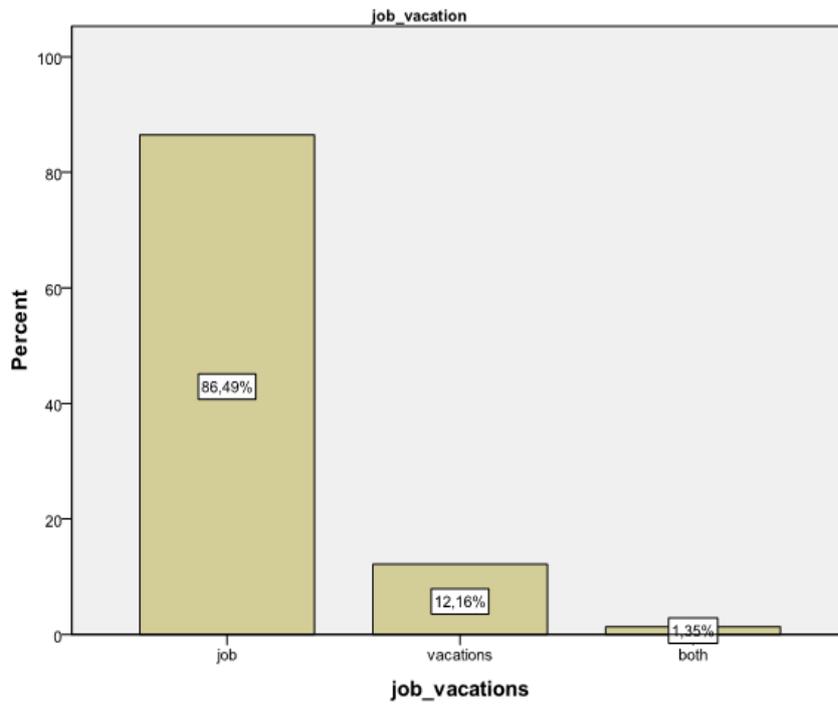


Figure 3: The reason why they live in Mykonos

For the question 4 “Do you work in the tourism sector?And if yes,clarify how.”the 43,59 % answered yes,that their jobs are related to the tourism industry (accommodation,food service,retail trade etc) ,while the 56,41 % answered no.

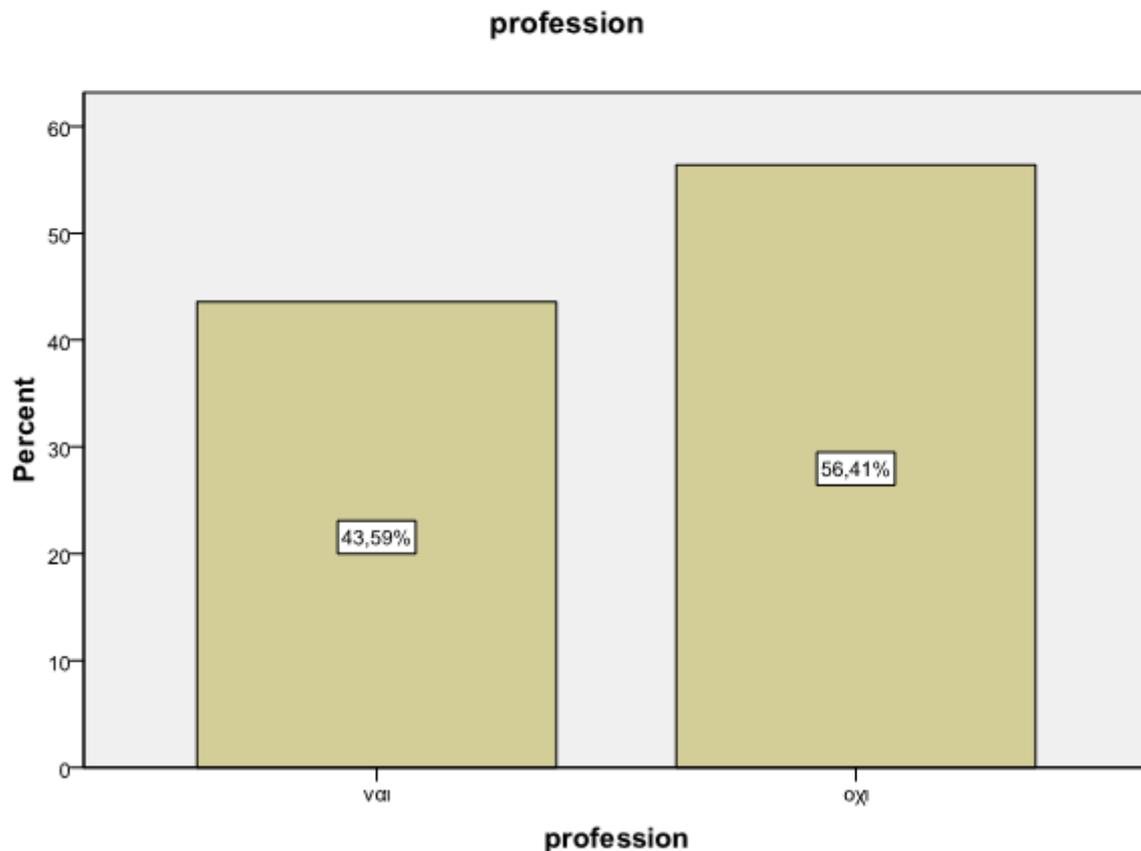


Figure 4: Job related to tourism sector?

Specifically, of those who answered in the affirmative, 12,1% is working for the hotel industry, the accommodation in general, they might be owners of studios or Airbnbs for instance, only 2% of the respondents declared that works in the food service and another 2% in the retail trade. Unfortunately, a big amount did not respond at all (only 33 out of 87) and those who responded positively, the category “other”, a 17,2%, did not explain “how”. Some of them referred that they are working at the airport or that they are taxi drivers, viz professions related indirectly to the tourism industry.

Concerning the question 5 “What do you like most in the island? (please, include as many answers as possible)”, it is also an open one, so that the respondents can answer in their own terms and without being influenced by the researcher. The answers were divided into five categories, the environment, the culture/way of life, the architecture/building, all the above and other. According to the statistic results, the 54,5% of the residents like mostly whatever is related to the physical environment, namely the sea, the beaches, the landscape, the fresh air and so on. 14,1% like the culture of the island and the way of life, for instance someone wrote that he

likes the traditional element or other the locals.13,1% finds beautiful the traditional way of building and the cycladic architecture that characterizes Mykonos.7,1% of the respondents referred that they like all the above,viz there were answers such “the sea,the landscape,the traditional element”, “the sea,the clean beaches,the alleys,the windmills,the little galleries and the municipal art gallery”.60,6% of the same sample gave other answers too,such as the “Mykonian hands”, the job opportunities,the peacefulness of the winter etc.

On the other hand,the question 6”What is that ,that you would like to change in the island? (please,include as many answers as possible)”was more difficult to code,given that the respondent is being asked to write more than one thing again.The things that the residents would like to change have been categorized into 6 categories,which refer to the environment,the infrastructure,the mindset,the reduction of the criminality,the reduction of prices and the category “other”.

A 24,2% responded that they would like to be some changes concerning the environment,mainly mentioning the free access to the beaches ,which concern them a lot.Particularly,the residents ,during the last decade,feel that they are being deprived of their right to swim on their own island ,taking into consideration that expensive businesses have occupied the majority of the beaches with umbrellas and sunbeds.At the same time,the island is not clean enough according to its inhabitants and recycling is really necessary .Unfortunately,the water and noise pollution constitute a problem as well..More than half of the sample ,56,6 %, considers that the infrastructure of Mykonos is lacking and problematic.Specifically,the respondents supported that the road network is suffering from a lack of investment ,while there are continuous accidents during the summer season .Furthermore,the health center is no well manned and equipped to cover all the needs of the population.Based on the answers,the overbuilding and the unruly building cause discomfort to the residents too,so they would like this situation to change.The mentality numbers among the list with the changes as well,16,2 % of the participants complain about the conditions of employment and the arrogance of the locals ,which take advantage of the situation and tourism development.On that note, a 19,2% expressed the opinion that the island is extremely expensive for its inhabitants.Thus,the reduction of the prices could not be absent from the catalogue of the changes.Especially,the high prices of house rentals of during the last decade have caused undeniably problems to both of the categories of the residents ,permanent and temporary...In regard to the criminality,it is well-known,that it has been increased .Phenomena of lawlessness ,such as robberies or drug dealing are very common and increasing,given that the policing is not enough.

Finally, the category “others”, a 16,2%, includes answers such as the reduction of tourism (namely promotion of a more sustainable form of tourism, less cruise ships), the return to authenticity and tradition and so on.

To the question 7 “What is landscape for you?” the answers were really interesting and divided into four variables, the nature, the culture, the landscape as a view/image and something other. Almost half of the sample, 47,5%, referred to the natural landscape and gave examples mostly about the sea, the rocks of Mykonos, the sky, the earth, the mountains, the forests. So, they perceive the concept of the landscape as nature. Only 3% related the landscape with the culture, for instance those few mentioned that the landscape is everything, which is traditional. In addition, 17,2% perceive the landscape as a view or image, “a beautiful image that is imprinted in my memory and no photograph can depict it equally”, “landscape is the view from my home to the island. The big blue.”, “landscape is an image, which fills you with emotions”. An important percentage, 39,4%, responded something other, such as that the landscape is their memories, harmony, or just a place.

Concerning question 8 “How do you evaluate the impacts of tourism on the landscape of the island? A. Which are these impacts? B. Do you consider them positive or negative?” there were respondents who did not complete both sections. The majority of the answers was more or less the same with what the residents would like to be different in the sixth question. Particularly, 41,4% mentioned principally the environmental damage as an impact due to tourism activities. The noise pollution, especially in the center of Mykonos, the Chora, the rubbish, the water pollution, the exploitation and privatization of the beaches, the destruction of rocks number among the consequences. A significant amount, 29,3%, evaluated the overbuilding, the unruly and illegal building as a destructive impact of tourism on the landscape of the island, especially in the coastal zone.

The 14% of the residents who participated in this survey, mentioned the loss of the island’s picturesque appearance and authenticity as a consequence due to tourism development. A respondent mentioned that “Mykonos has lost its authenticity. It became like Ibiza. You are not allowed to walk on the beaches you grew up going to. It’s gone very bad.”. Moreover, the increase of criminality was mentioned by a 12,1%, the prostitution, the drugs, the robberies, while 32,3% referred “other”, such as the positive impact economy.

Regarding the second part of the question, only 5,1% of the respondents consider that tourism has a positive impact on the landscape of Mykonos in contrast with the half of the

sample,52,5%,which believes that the impacts are mainly negative .17,2% sees both pros and cons ,while 2% gave the answer “other”.

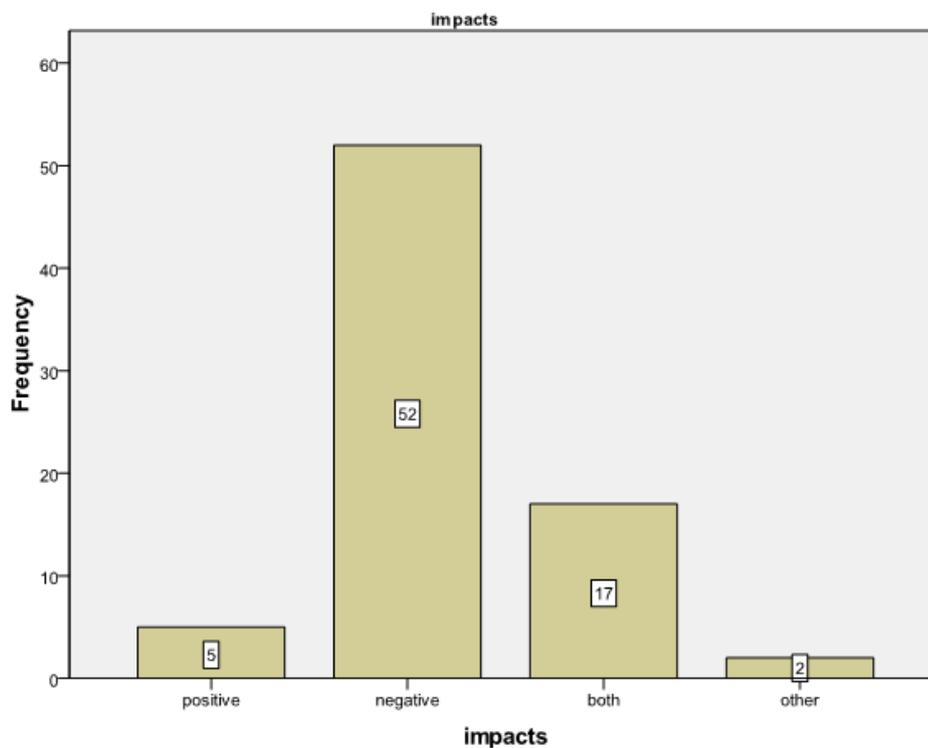


Figure 5:Evaluation of the tourism impacts

Regarding the question 9“Do you know if the landscape of Mykonos is protected by the State and how?” the decoding was complicated.Even if the question is clear enough,many respondents did not answer on topic,while those who replied that they know ,they did not say in which way it is protected.More specifically,37,4% affirmed that they know and most of them explained it by saying that there is a legislation,even if it is not implemented .6,1% answered “no”,that it is not protected and 29,3% did not know.Also,6,1% gave other answers such as “From what I read and hear,i think that the situation is out of control.” or “Probably there is some effort,which is not visible.”

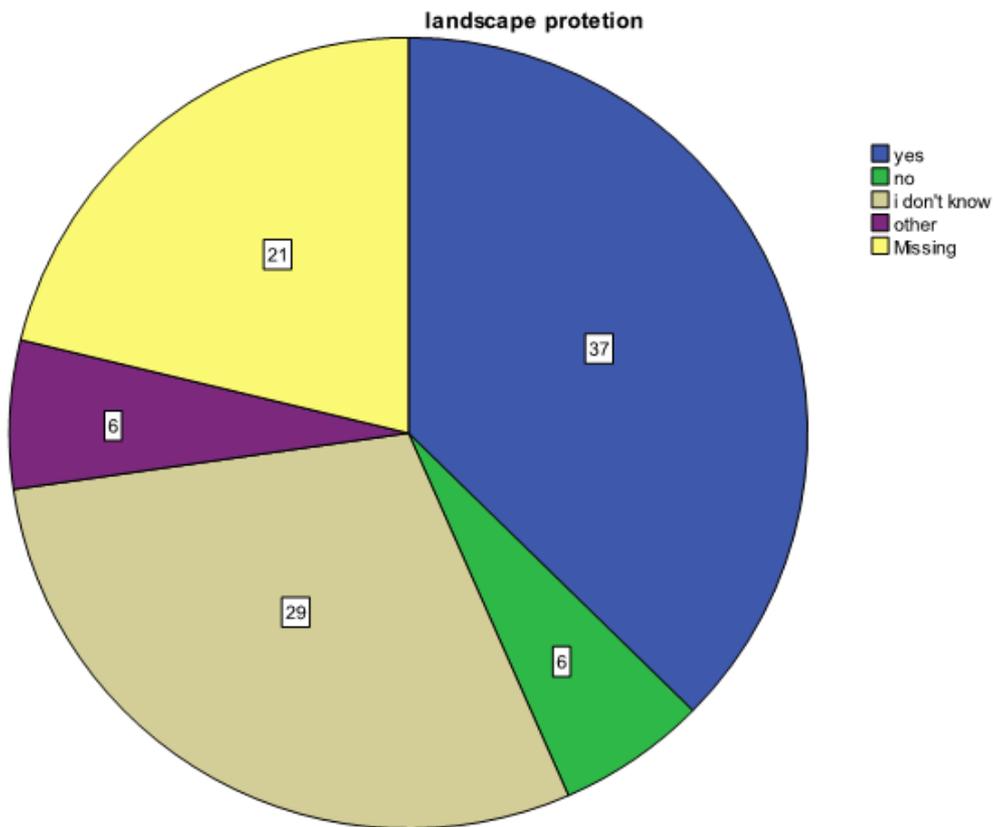


Figure 6: Answers about the landscape protection of Mykonos

For the question 10 “In your opinion, the landscape of the Chora of Mykonos has been preserved in its traditional form?”, there are the options from “I agree very much” to the “I do not know/I do not answer”. As it seems on the graph, only 2% answered that they agree very much, while 39,4% just agreed that the Chora has maintained traditional. 12,1% of the sample was neutral, 21,2% disagreed and 11,1% disagreed very much. A 1% responded “I do not know/I do not answer”.

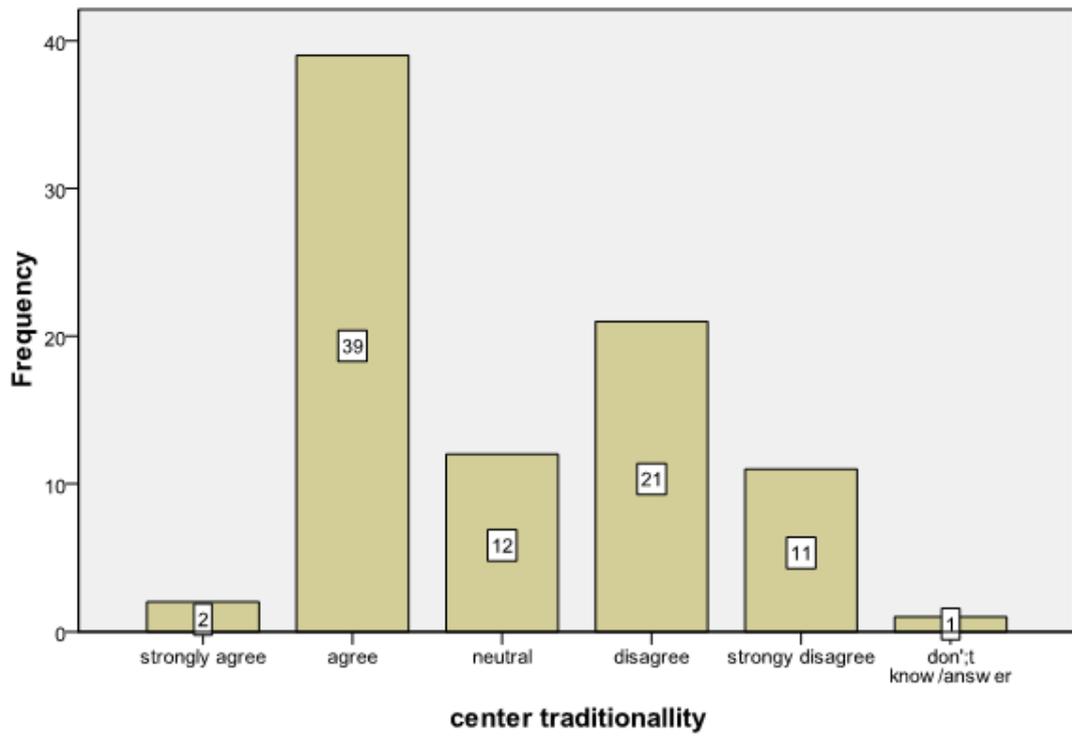
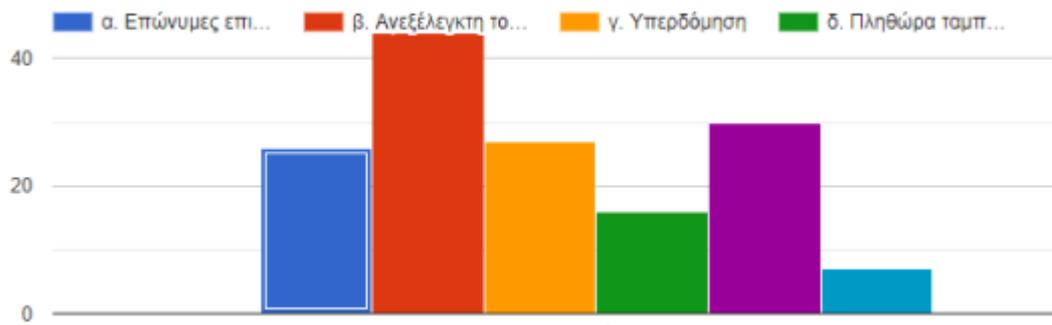


Figure 7: The opinion of the residents concerning the preservation of the traditionality of the center

With the next question, which is of multiple choice, “Which impacts of tourism do you consider that have altered the most the Chora (please, choose any of the below answers that you consider correct).”, the first research question is partially answered. The biggest amount of the respondents, 44 %, selected the (b), the uncontrolled tourism development. 30,3 % chose the noise pollution (e), 27,3 responded the overbuilding (c), 26,3% the branded businesses, 5,1 the plethora of signs and finally 2,1% selected the last one, “other”.



Blue Bar: the branded businesses

Red : the uncontrolled tourism developments

Orange: The overbuilding

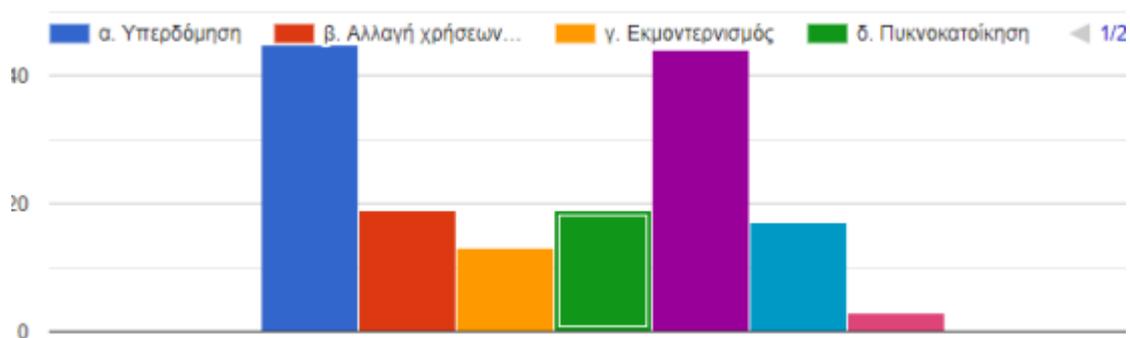
Green: The plethora of signs

Purple: Noise Pollution

Light Blue: Other

Figure 8: Impacts on the landscape of Chora

Regarding the question 12 ,also a structured and of multiple choice question, “Which impacts of tourism do you consider that have altered the most the other settlements(please,choose any of the below answers that you consider correct)45,5 % believes that the overbuilding(a) is the principal tourism impact on the other settlements of Mykonos.Also,45,5% chose the answer (e) ,the increasing traffic.19,2% chose the change of uses and functions (b),13,1 % considered that the modernization has altered the other settlements ,19,2 % the high density of population , 16,2 % the noise pollution and 7,1% responded “other”



Blue Bar: The overbuilding

Orange Bar:the change of uses and functions

Yellow Bar:Modernization

Green Bar:High density of populaton

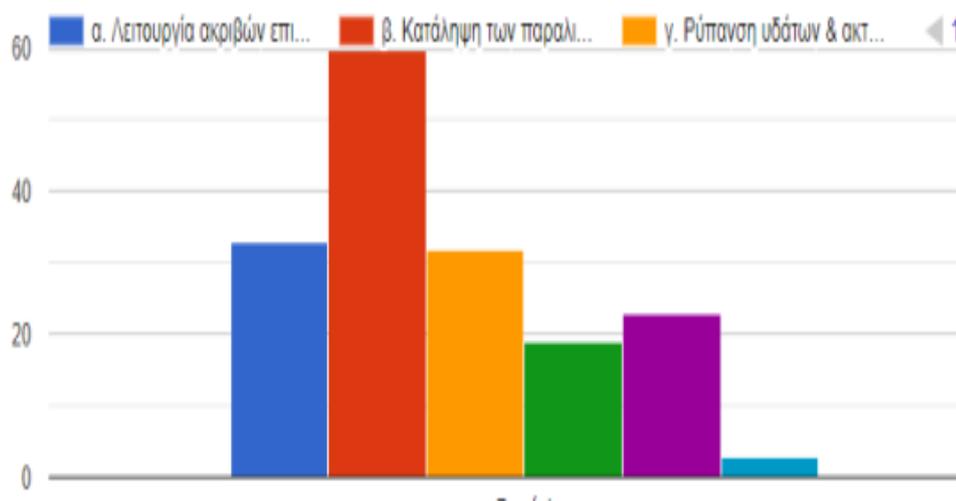
Purple Bar:the increased traffic

Light blue:Noise pollution

Pink Bar:Other

Figure 9:Impacts on the other settlements

On that note, question 13 “Which impacts of tourism do you consider that have altered the most the coastal zone (please, choose any of the below answers that you consider correct) provides also answers to the first research question. More than the half of the respondents, 60,6%, chose the (b), the squatting of the beaches by sunbeds and umbrellas. 33,3% considered that the operation of expensive businesses of food service have altered more than any other the seaside districts. The same amount, 33,3% responded the water and coastal pollution too. 23,2% answered that the facilities of disturbing activities are responsible for the damage and 19,2 % selected (d), the increasing presence of private yachts. A small percentage, 3%, answered “other”.



Blue Bar: Operation of expensive businesses

Red Bar: The squatting of beaches by sunbeds and umbrellas

Orange Bar: Water and coastal pollution

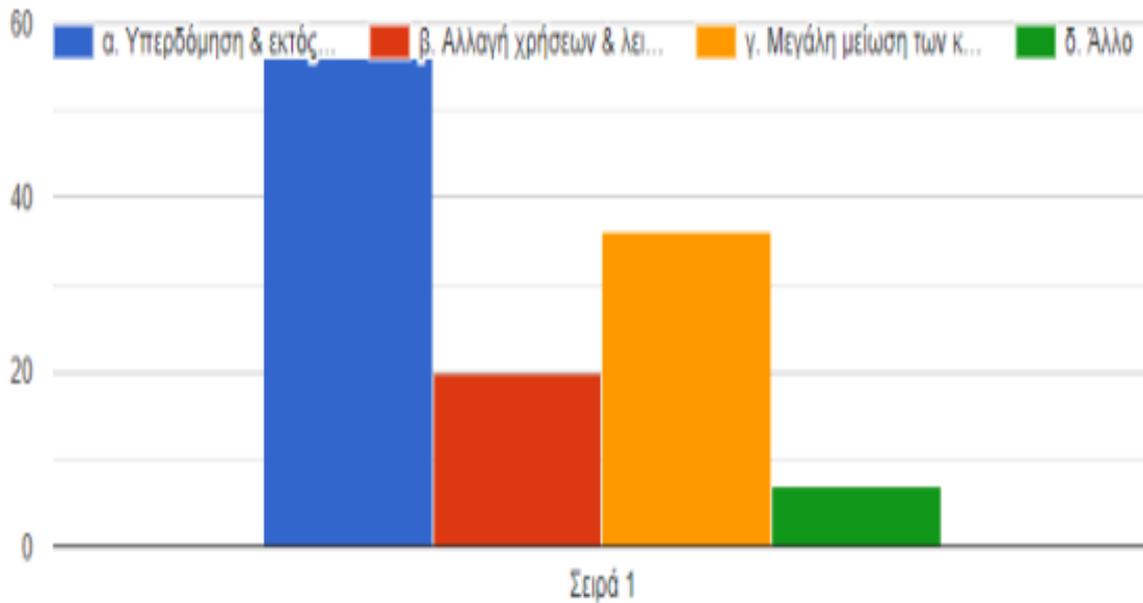
Green Bar: the increasing presence of private yachts

Purple Bar: the facilities of disturbing activities

Light Blue Bar: other

Figure 10: Impacts on the coastal zone

Regarding the question 14 “Which impacts of tourism do you think that have corrupted mostly the agricultural space?” the majority, 56,6 % chose the first answer ,the overbuilding and the out of plan building.36,4 % had the opinion that the big reduction of the cultivations has been caused by tourism and 19,2 considered that the tourism development is responsible for the change of uses and functions of the agricultural space.A percentage of 8,1 % responded “other”.



Blue Bar: Overbuilding and out of plan building

Red Bar: Change of uses and functions

Orange Bar: Big reduction of the cultivations

Green Bar: Other

Figure 11: Impacts on the agricultural space

The question 15 “Which do you consider that was and is the reaction of the residents to the overtourism and its impacts on the island?” is of significance ,given that it answers clearly to the second research question “Which is the role that the residents play in the impacts of tourism on the landscape?”.According to the bar graph,most of the respondents,namely 40,4 %,expressed the opinion that there is no reaction at all.8,1% considered that the residents’s reaction is positive,11,1% that it is negative ,while 4% neutral.18,2% belongs to the category “other”,which includes those who replied that they did not know and answers such as “The moderation and the carelessness have been lost” or ,” Everyone acts for his own interest” etc

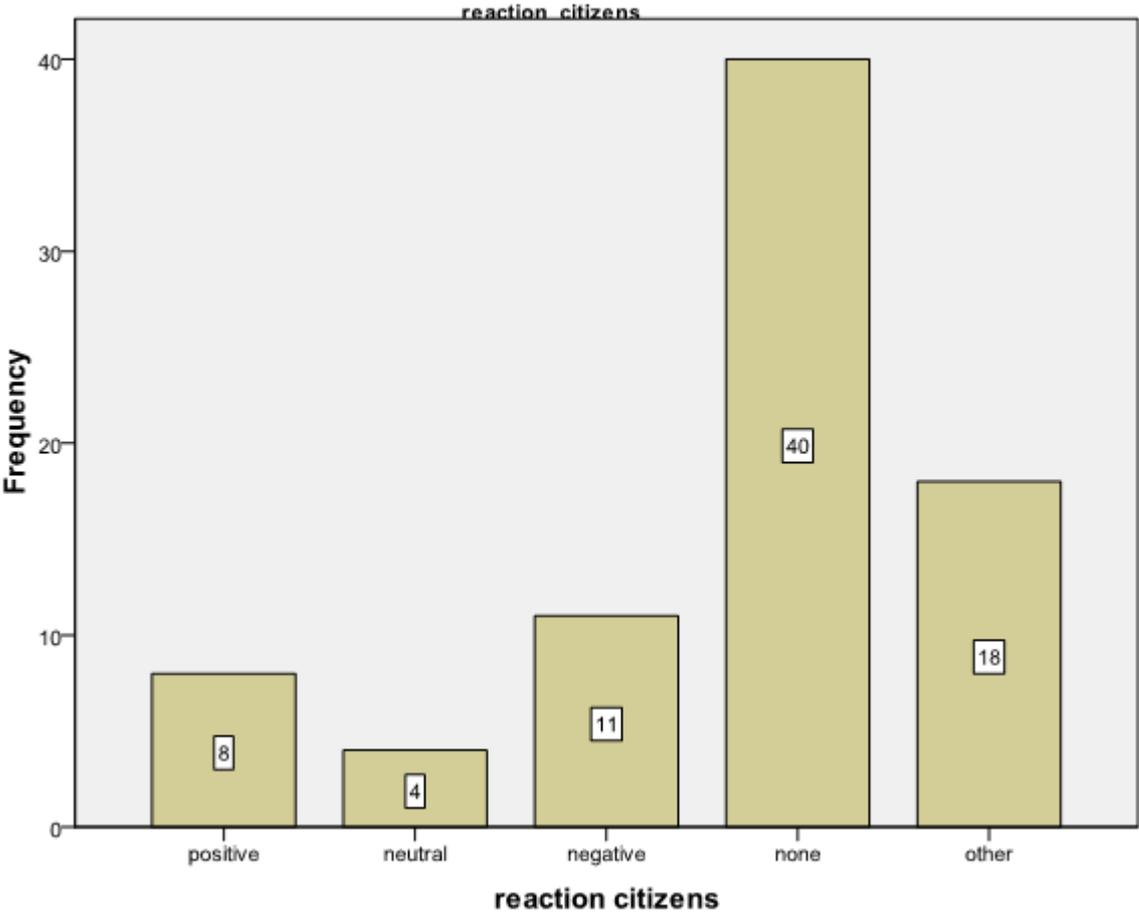


Figure 12:The reaction of the citizens

To the question 16 “Do you consider that the landscape as a whole has lost its authenticity never to return?” ,as it seems on the graph,41,4 % answered “ yes”,5,1 % “a little or maybe”,29,3% “no” and 7,1 % represents the category”other”,which includes the “i do not know”answers , or answers like “for all there is a solution”, “if there is no limit and consideration for the building,there will be a problem” and so on.

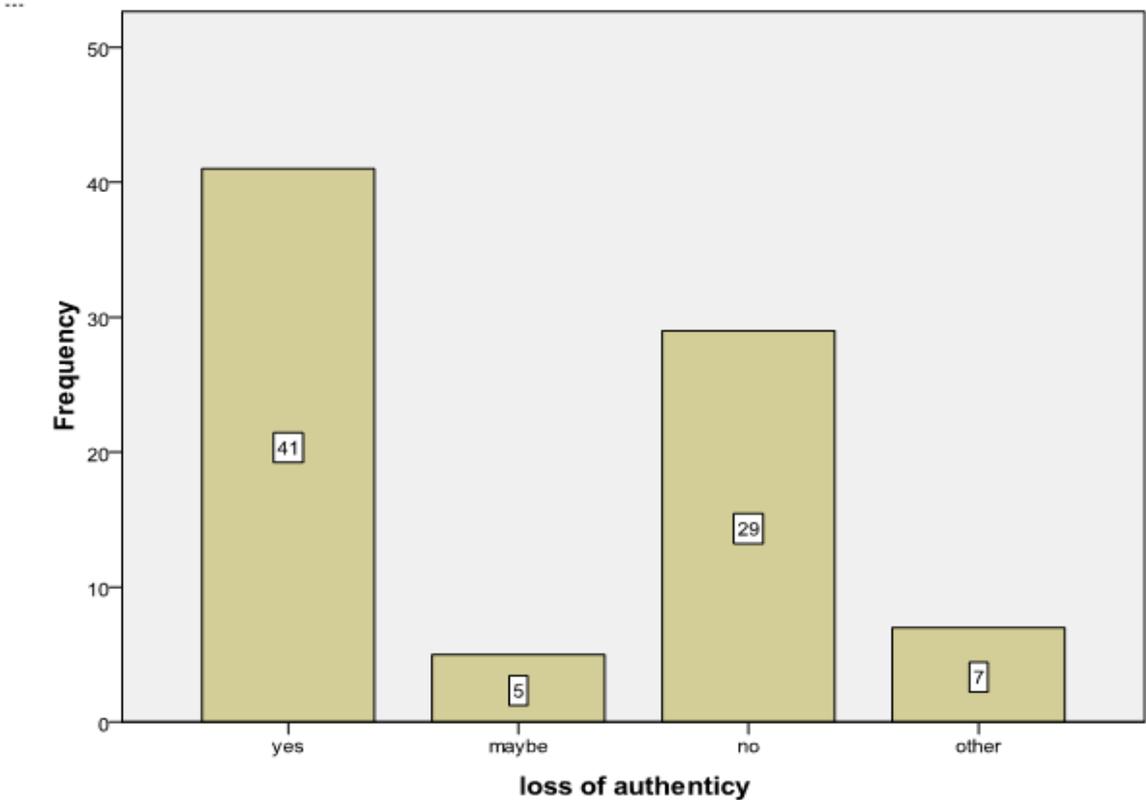


Figure 13:Has the landscape lost its authenticity according to the residents?

The question 17 “What would you prefer to be fixed as a matter of priority in the future?” provides the answer to the third research question. According to the graphic bar number.,34,3% would like the reduction of the building ,the improvement of the existing infrastructure and the creation of new infrastructure such as a hospital,lighting in the streets ,road network etc.10.1% of the respondents would like a regimen of free and open beaches .Judging from the variety of the answers, the misuse of the coastal zone during the last years has disappointed and frustrated a lot the residents .At the same time,11,1% expressed the opinion that the island needs more security and better policing to deal with the rise of criminality.12,1% puts as priority the protection of the environment(the recycling,the cleanness,the protection of the beaches etc).A small percentage,5% would like the island to develop a more sustainable and qualitative form of tourism.Finally ,10,1% represents the category “other”,which included answers like the improvement of working conditions etc

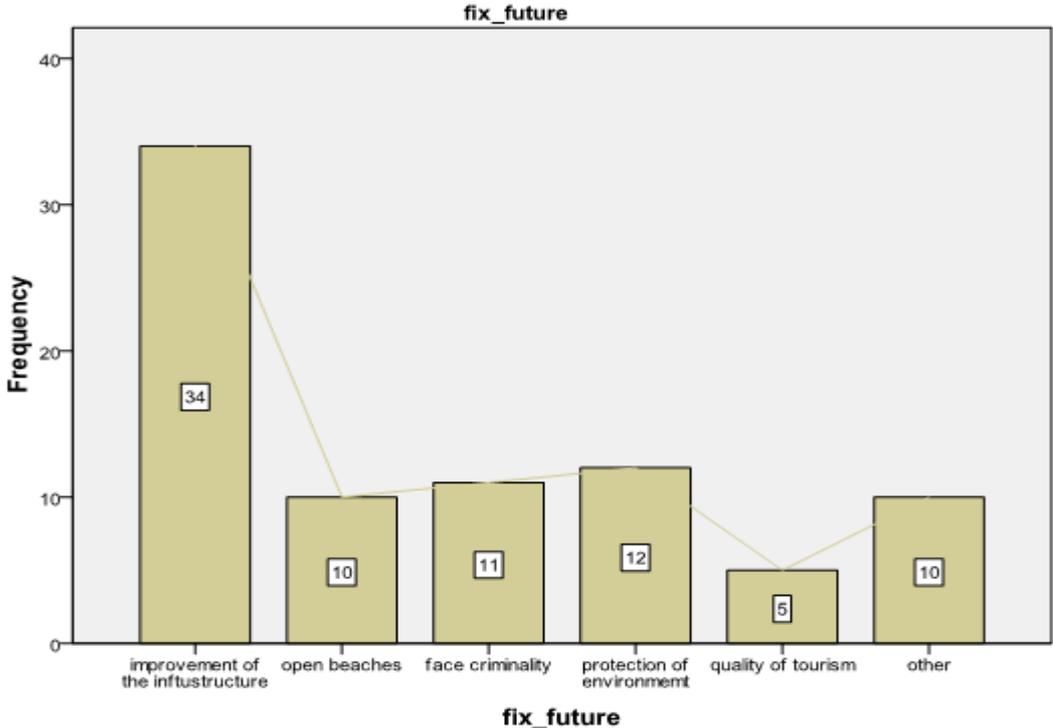


Figure 14:Desirable changes in the future

In answer to the question 18 “Would you like to add something else?” the majority wished good luck for the survey. There were also some respondents, who expressed their sorrow, referring that they feel like a stranger in their place or others who emphasized how important is to love and respect your hometown. As it seems from the pie chart, the gender of the respondents, the 45,5% is women, the 40,4% is men and 1% is other.

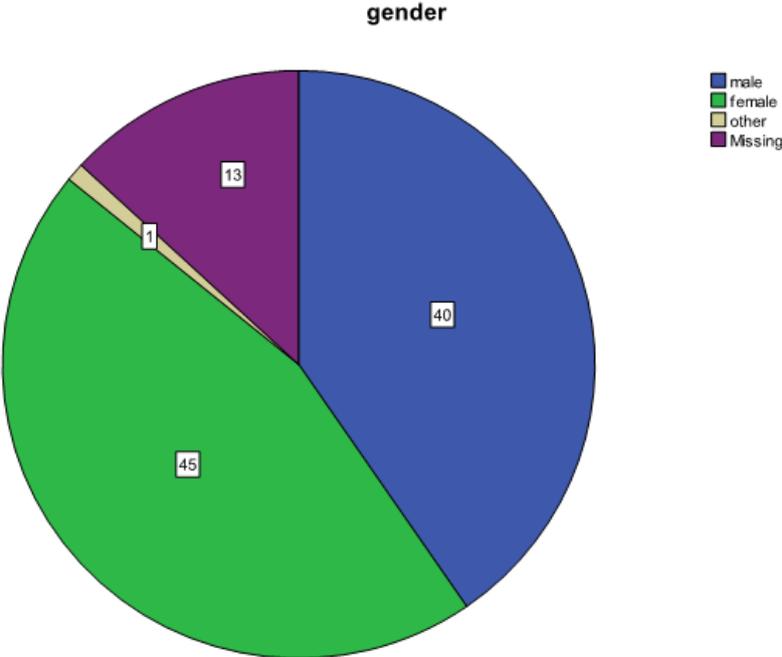


Figure 15: The gender of the respondents

To the question "How old are you?" ,as it is obvious from the pie chart,2% was under 18 years old,17,2 % of the participants were between 18-25 ,29,3 % was 26-40 years old and 35,4% 41-60.A 4% was above 60 years old.

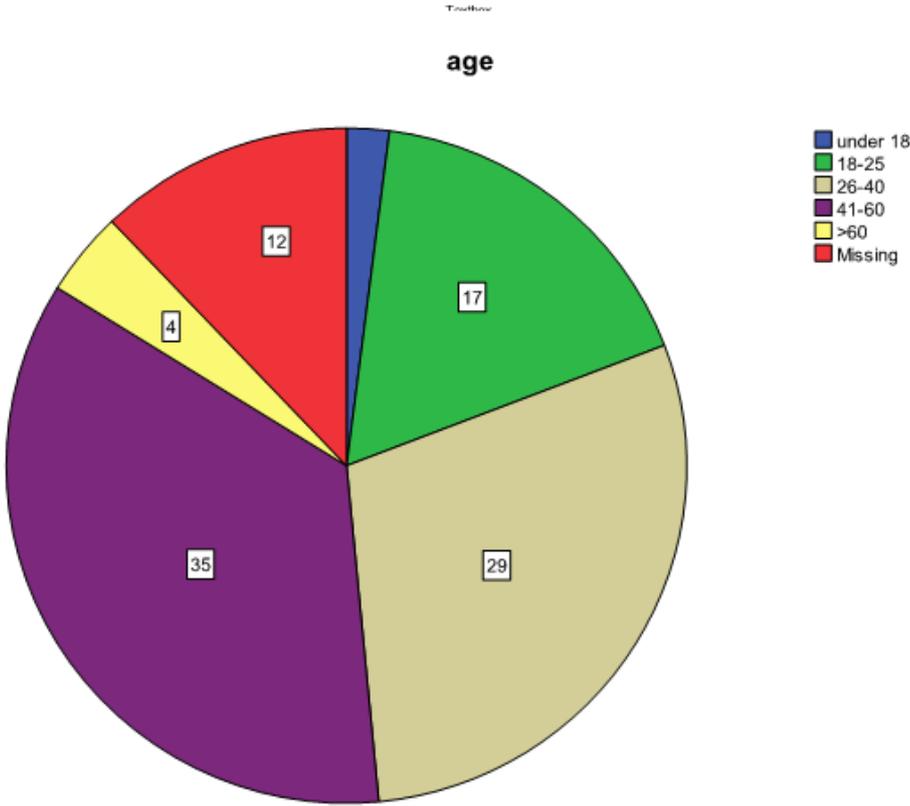


Figure 16: The age of the respondents

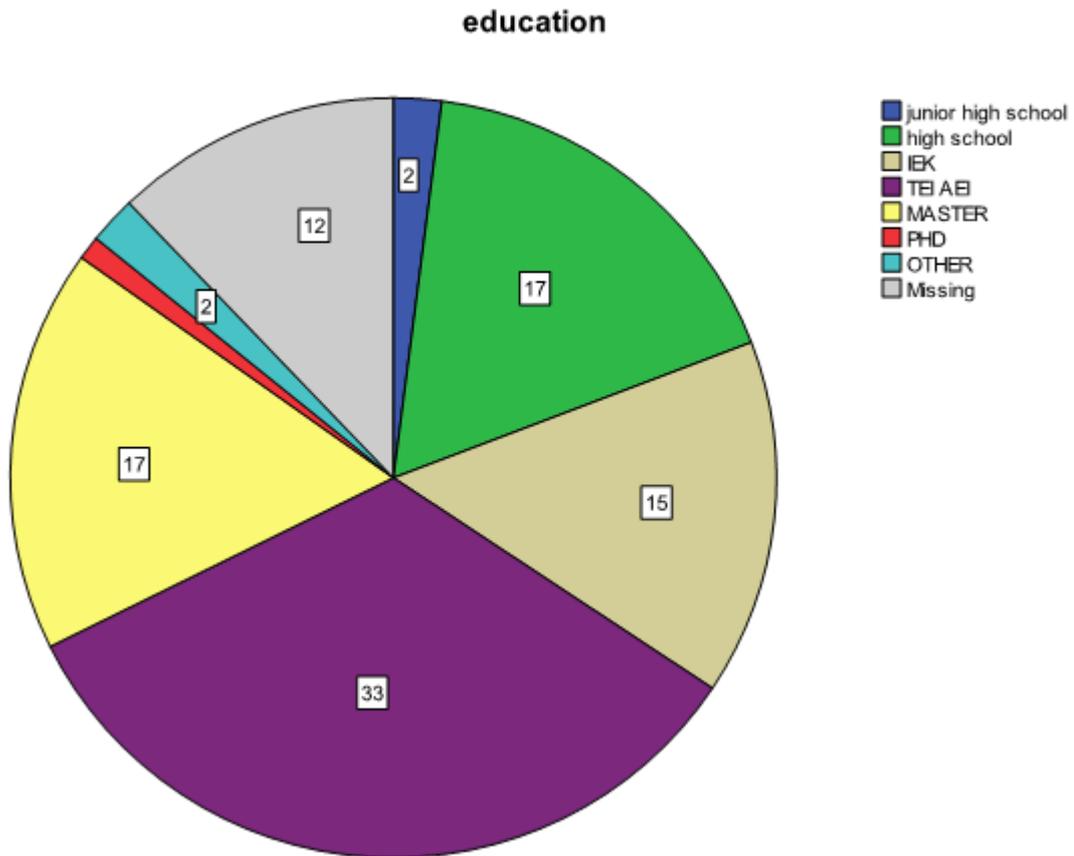


Figure 17: The educational level of the respondents

According to the pie chart, 2,3% of the respondents were junior high school graduates and 19,54% high school graduates .17,24% were graduates of I.EK.(Institute of Vocational Training).The majority of the residents,33 %, who filled this questionnaire have completed university degrees or degrees of TEI(Technological Institutions).19,54% own Masters and only a 1,15% owns a Phd. There was also a 2,30%, who responded “other”.

Finally, concerning the income, as it seems on the pie chart, 16,67 % stated that they receive 7.500 Euros annually. The income of 24,36 %% of the respondents varies from 7.500 to 12.000. 33,3 % receive from 12.000 to 20000 per year ,16,67 % 20.000-35.000 and only 8,97% chose the category 35.000-100000.

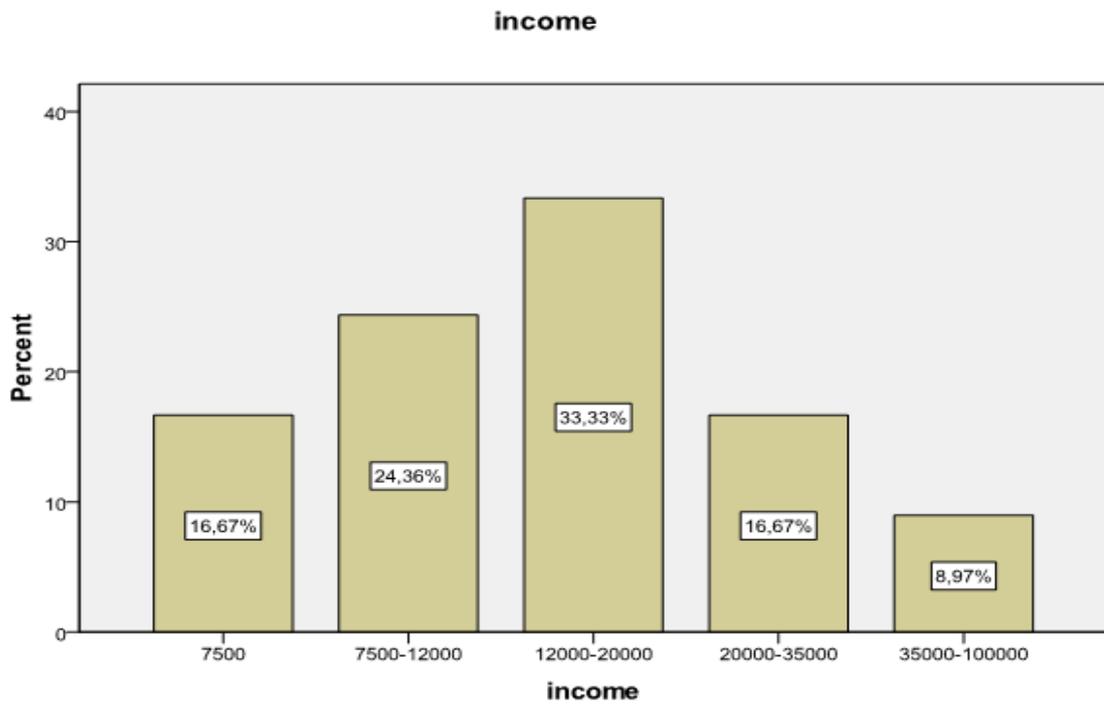


Figure 18: The income of the respondents

CHAPTER 10

THE QUALITATIVE RESEARCH:INTENSIVE INTERVIEWS WITH KEY INFORMANTS

Qualitative research is a situated activity that locates the observer in the world.It consists of a set of interpretive,material practices that make the world visible.These practices transform the world and they turn it into a series of representations ,including fieldnotes,interviews,conversations ,photographs,recordings.Qualitative researchers study things in their natural settings ,trying to make sense of,or interpret phenomena in terms of the meanings people bring to them(Denzin & Lincoln ,2005,p.3)

In this survey,the qualitative method was also essential in order to reinforce the validity.For that reason qualitative interviews were conducted ,with the mayor Konstantinos Koukas,the archaeologist(former tour guide) Alexandra Angeletaki and the social anthropologist Despina Nazou.The qualitative interviews contained the same questions with the on-line questionnaire ,but were not structured (namely the multiple choices were not mentioned) ,the style was conversational and the researcher sought for rich,detailed answers.They were carried out in October 2019.

The first interview took place at the town hall with the mayor of Mykonos,Konstantinos Koukas.The mayor is the youngest of all the previous ones ,he is only 36 years old and is also a lawyer.Undeniably,his position makes him a key informant.

When he was called to answer what he likes most on the island ,he replied:“I believe that the biggest property element of the island is its residents.The people of Mykonos are a special populace and in combination with the special landscape of the island,the inhabitants are those who have accomplished the miracle of Mykonos.The inhabitants are those who are the “puffer” of the development,the heart and the soul of what we call Mykonos”.To the question “What would you like to change on the island?”,Mr Koukas responded that he would like all of us to create a more collective perception of the island and let behind and far way from us practices,which each one of us is interested only for what is happening in the narrow limits of our houses.He emphasized that the island requires love and protection and its residents ,those who were born in Mykonos and they will live there and their children should watch and take care

of what it is happening out of the limits of their houses in order to protect like “a jewel in the crown what God gave us.” Concerning the question “What means landscape for you?”, he responded that the landscape is something which each one perceives with all his senses. “The landscape is what the vision, the hearing and the smell compose together. When he was asked to evaluate the impacts of tourism on the landscape of the island, the mayor replied that it is the most crucial issue, which Mykonos has to face nowadays. First of all, the impacts of tourism on the natural environment constitute a breaking point. According to the mayor, the unruly building, the lack of aesthetics and the violation of presidential decrees, which protect the natural beauty of the island, lead only to negative consequences, causing the corruption of the natural landscape. “Obligation of the municipality, the mayor and the municipal council is to protect at any cost the natural landscape of the island and whichever interventions to be made with a lot of attention and respect”.

To the question “Do you know if the landscape of the island of Mykonos is protected by the State and how?”, the mayor as a lawyer knew in detail the legislation. In particular, in the case of Mykonos, some decades ago the State took care of it, introducing two presidential decrees, 776 and 337, based on which the island has been characterized as a whole a place of outstanding natural beauty. There are also other laws in order to prohibit all these that could damage the island. Nevertheless, Mr Koukas remarked that a law is not enough, because check mechanisms should exist in order to implement the legislation and impose penalties. Unfortunately, this is not happening due to the lack of staff in the public services of the island. However, the mayor affirmed that the municipality and the state are working towards this direction. At the same time, he expressed the opinion that the State, the Ministry of Environment, the Council of State have shown great custody in regard to the protection of the landscape of Mykonos. Concerning the question “According to your opinion, the landscape of the center of Mykonos, Chora has been preserved as to its traditional form?”, Mr Koukas responded by saying “yes”: “It has been preserved to a large extent. Certainly, deviations from the norm have been without the permit of the state, however I think that to a large extent and together with the aid of the Archaeology during the previous decades, the landscape of the unique traditional settlement of Chora has been preserved to a great extent.” To the question “Which impacts of tourism do you think that have corrupted mostly the Chora?”, the mayor expressed the opinion that the merchant part, namely the commercial activity which is encouraged by the tourism development, has affected in a negative way the traditional town of Mykonos. Characteristically he explained that “The shop owners in order to achieve more sales and with a wrong rationale in my opinion, either with aesthetic interventions or with lighting and opening of display windows

or colouring different from the traditional one ,have brought the most significant negative impacts of tourism on the landscape of Chora.”Moreover,Mr Koukas mentioned that the other settlements have been corrupted mostly by the rebuilding and the hotel infrastructure.He said that the businessmen often recur even to the illegal construction in order to build more and have more profit.So,the accommodation sector has caused the most important impacts on the other settlements.To the question“Which impacts of tourism do you think that have corrupted mostly the coastal zone?” he responded that the corruption has as its source the expansion of the tourist businesses there.In regard to the agricultural space,the mayor explained that it has been reduced ,because the people prefer to turn to the easier profit which the occupation with tourist jobs offer them than to the harder part of the agricultural production which demands more handwork and the profit is less.When Mr Koukas was called to answer to the question “Which do you consider that is and was the reaction of the residents towards the overtourism and the its impacts on the island?”,he made a reference to the fact that during the last years people tend to reconsider and are troubled by the impacts of overtourism to all the tourism destinations and especially in the Mediterranean .In Mykonos,the residents are troubled by the uncontrolled tourism development,the traffic at the streets,the “tomorrow”,the future of their island as a destination.The Mykonians are concerning about the quality of life on their island ,if they enjoy it or no longer.To the question “Do you think that the landscape of the island has lost its authenticity never to return?”,Mr Koukas considers that the traditional settlement and the island as whole is a living organism ,and even some alternations or additions can harmonize with the local element.Finally,to “What would you prefer to be fixed as a mater of priority in the future?”,he emphasized that he is interested in whatever is happening from now to be with respect to the residents and the traditions of the island and that “We are obligated to encourage the need to respect the landscape.”

The second interviewee was the archaeologist Alexandra Angeletaki and the interview was conducted online through Skype,given that she was in Norway during the duration of the present research. Alexandra Angeletaki was born and raised in Mykonos .She studied Archaeology at the National and Kapodistrial University of Athens and at the School of Tour Guides(by Greek National Tourism Organization G.N.T.O). She worked as a field archaeologist for the KA Greek Ephorate of antiquities since 1982 to 2000 and also worked as a tour guide for 15 years in Mykonos and Delos.Since 2000 until 2006 Mrs Angeletaki has worked as a lecturer for achaeology students at Norwegian University of Science and Technology(NTNU).Today,she lives with her family in Trondheim in Norway,where she works as a Project Leader at University Library of Trondheim.In addition,Mrs Angeletaki is the initiator of the network “Mubil”,a

network of digital technology and educational programmes. Thus, she is involved in a way with digital tourism, given that this network promotes the use of digital media and technology at places, which attract tourists such as the museums.

The reason why Mrs Angeletaki has been selected by the researcher as a key informant, is because she is a person, who participates actively in political life and expresses her opinion clearly. In 2014, she stood as councilor candidate for the municipal elections, while recently she stood as parliamentary candidate for the elections in July 2019.

To the question “ what do you like the most on the island ?”, Mrs Angeletaki responded that she likes the most her childhood memories. To the question “ “What would you like to change on the island?”, she replied that the situation is difficult regarding the physical part and unfortunately, in Greece generally and in Mykonos, there is a lack of environmental awareness. Namely, the people are not well-informed and sensitive enough with regards to the nature and its protection. However, Mrs Angeletaki referred that during the last years the sensitivity of the locals has started to change, especially about the beaches. Moreover, when she was asked to say what landscape means for her, she replied that “it is not only the natural landscape, but also the relation of the landscape through my memory”. Concerning the question “How do you evaluate the impacts of tourism on the landscape of the island ?”, Mrs Angeletaki responded that there are negative impacts on the nature, while the sea is “dying”, not only in the case of Mykonos, but all over the world. She said characteristically that we killed the golden goose (namely the sea). In Mykonos, infrastructure works, such as the Sanitary Landfill Site, are being destroyed. The island is saturated. For instance, it can accept 2.000.000 millions of tourists throughout a season, while it is able to afford more or less 10000 residents. Also, Mrs Angeletaki mentioned as an example that in Trondheim, where she lives permanently, which is a city of students and constitutes a tourism destination, the mayor set a limit to the number of the cruise ships and the arrival of tourists in contrast with Mykonos. For the question “ “Do you know if the landscape of the island of Mykonos is protected by the State and how?”, she informed the researcher about the legislation by the architects Zafiroopoulos and Ntaskos in 1962 about the protection of the Cycladic landscape.

Nevertheless, Mrs Angeletaki considers that today the landscape of Mykonos is not being protected to the extent that it should. The department of urban planning is often corrupted and at the same time the Hellenic Public Real Estate Corporation (HPREC) State’s Real Estate Department, does not protect the beaches. With reference to the beaches, she mentioned the case of Saint Charalampis (Ai Charalampis), a little beach close to the windmills, where the mayor back then was planning to build a marina and a Casino during 1994-1996. She personally was opposed

to this decision and expressed her disagreement ,so thanks to her effort and intervention the place remained as it is.Moreover,in contrast with the answer of the mayor Mr Koukas,Mrs Angeletaki does not think that the landscape of the center of Mykonos,Chora has been preserved as to its traditional form.In particular,she likened the shops to the shops that somebody sees at the airport waiting rooms and lounges.The shop signs and the colours do not fit with the traditional architecture.The noise pollution constitutes also a problem.Furthermore,due to high rentals,the shops which remain open during the winter season,are out of the center and so Chora becomes a ghost city in comparison with the other centers of Cyclades.In answer to the question” Which impacts of tourism do you consider that have altered the most the other settlements?”,Mrs Angeletaki mentioned that the historic settlement of Ano Mera has been benefited partially,taking into consideration that the Mykonians have selected it to build their houses during the last years and it is not densely populated.She prefers to drink her coffee there than in the center,which has become exclusively touristic.Concerning the impacts on the coastal zone,she referred to the operation of all those”glamorous and expensive businesses ,which are constantly being expanded and do not respect the limits and the distances that a sunbed should keep from the wave,or the one from the other.It is widely known that the archaeologist intervened in 2016 for the constant encroachments of beaches of a high ecological and archaeological importance in Mykonos, such as Ftelia and Panormos .In particular,she,herself as a citizen ,mentioned that she made formal complaint to the Greek State about allowing the illegal operation of a specific business on the beach ,and not to the owner of the business.At the same time,she gave as an example the case of Norway,where the state is “chasing” the citizens ,who break the rules and the multinational companies in contrast with Greece,where the citizens fight against the anomie of the state.Mrs Angeletaki emphasized constantly that”the sea is dying and we have not realized it yet.Mykonos has not been transformed yet into Costa Brava,however the landscape is saturated.”When she was asked the following question; “ Which do you consider that is and was the reaction of the residents towards the overtourism and the its impacts on the island?”,the archaeologist responded that the residents react with moaning . “They are complaining instead of working together as a team with a flat synthesis.”It is worth to mention that there was made an effort by an environmental organisation,but it was not supported.Finally,to the question “Do you think that the landscape of the island has lost its authenticity never to return?”,Mrs Angeletaki answered by saying “yes”,explaining that “only we ,the humans,are authentic.”In the future,she would like to put an end to the uncontrolled building on the island.

The third interviewee was Mrs Despina Nazou. She is also considered to be a key informant, taking into account that she also participates actively through her candidacy for the municipal elections and she has also dedicated a big part of her academic studies to the island of Mykonos. Her postdoctoral research had the title “Multiple identities and their Representations in a Tourist Island of the Cyclades : Entrepreneurship and locality in Mykonos.”

The interview was also conducted online, through a video call on Facebook. Mrs Nazou comes from Mykonos as well and she is a social anthropologist, research fellow/contract instructor at the Department of Business Administration of University of Aegean in Chios. To the question “ what do you like the most on the island ?”, Mrs Nazou responded that formerly she liked more things, while nowadays she likes even less things, “What remains for me a great love, is the ability to go to the sea and swim as long as I have access to it.” To the question ““What would you like to change on the island?”, she replied that the island of how it has become today, does not express her. She would like the island to have less tourism and she would like not to be built in the way it has been built. She would like it not to have taken the route that took during the years. She mentioned also that she cannot stand the crowds of the summer and the commercialisation of the beaches and the nature ,and all the problems that emerge from the crowds, like concerning the the waste management. She also said that she cannot stand her compatriots and their predatory attitude and greediness.

For Mrs Nazou, the landscape is the way that her gaze internalizes the world out of her and reinterprets it. The landscape is “the way I perceive what I see, what I touch and smell and I internalize it ,interpreting again myself and the world.”

Concerning the question about the evaluation of the tourism impacts in Mykonos the social anthropologist replied that there were some positive impacts when there was a moderation. Namely, a lot of people gained access to the wealth-producing sources and managed to change their level of life ,it is about the so called social mobility. The Mykonians could study, be released from the narrow limits of their hometown, of the traditional society. The women achieved to study ,to work thanks to tourism. So nowadays, she considers that the impacts of tourism are negative ,given that we experience a period without measure.” The total disaster of the natural environment ,of values and psychical qualities of the people, two and three generations before.. Today the people do not absorb the same ideas and qualities.. They have become more materialists and they do not have as a priority the moderation. Relations of exploitation have been established both with the nature and the other fellow men..” In addition, Mrs Nazou added that even there is a kind of racism in Mykonos, although the island is cosmopolitan,” That’s not how it goes. There are relations of deep inequality, in view of the fact

that Mykonos is also an intensive working environment. Some people see the island exclusively with terms of market, they do not have a sense of respect and permanency.” To the question “ “Do you know if the landscape of the island of Mykonos is protected by the State and how?”, she replied that it is protected only in the legislation and the residents do not embrace it. She said :”The concept of the protection of the landscape is invalid in Mykonos.” Like what Mrs Angeletaki said, the landscape of the center, Chora has been altered in the opinion of Mrs Nazou too. She mentioned that the whole life of Chora has changed and it pivots on the concept of the market. She referred to the homogenization of the market too, which in contrast with the previous years it is not based on the local production and there is no variety. To the question”Which impacts of tourism do you think that have corrupted mostly the other settlements?”, Mrs Nazou remarked that the other settlements are the historic settlement of Ano Mera ,Platis Gialos and Ornos. According to her, the other districts are not considered to form settlements. They are created in terms of development. She focused on the case of Ano Mera, saying that it is not a “tight” settlement. It has its beaches, its shops ,square, even if the shop owners are complaining that there is not enough movement and tourist traffic. Fortunately, Ano Mera is not affected the same with Chora by tourism, the wave of tourists is not excessive. The historic settlement is out of the brand-name of Chora ,meanwhile the public transportation is not frequent.

Regarding the tourism impacts on the coastal zone, the social anthropologist replied that the western and the southern part of the coastal zone is destroyed, and a part from the north as well ,from Panormos and Agios Sostis. In the case of the agricultural space, she said that once it used to be “alive”, but the use of land changed and the land area became an object of exploitation and transactions. This happened more or less all over the Cyclades and for that reason, efforts are being made now so that agricultural and livestock farming units will be recreated .In the case of Mykonos, the change of land use was the factor which shaped the island as a tourism destination. With the arrival of mass tourism, the livestock farming and the agriculture in the form they used to be, had been lost.

To the question “Which do you consider that is and was the reaction of the residents towards the overtourism and the its impacts on the island?”, Mrs Nazou responded that the reaction of the residents is silent and hypo tonic. She alluded to ethical issues ,the black market and black money, to illegal sexual practices which take place nowadays in Mykonos. They feel annoyed ,but they do not organise in a massive way. However surprising that seems, only a 10-13% represents the ones to be bothered by this situation, the rest 87% of the residents act like they have accepted it, as she said. Moreover, when she was called to answer the question “Do you think that the landscape of the island has lost its authenticity never to return?”, Mrs Nazou

expressed her disagreement about the use of the word "authenticity". In that case, she considered it as a problematic concept and she defined the "authenticity" as something innovative in relation to another period. The landscape is changing in a dynamic way and the things, the people, the environment are also changing and must change, but with a moderation and balance. Since the decade of 1990 until today, the balance has been lost. The residents have been shifted to more materialistic perceptions and they do not integrate themselves into the nature. Finally, to the question "What would you prefer to be fixed as a matter of priority in the future?", Mrs Nazou answered the greediness, the reposition of the people and that it is essential to have a moderation in their lives and not an orientation to the profit. At the end, she added also that she would like all these buildings to disappear by magic.

After examining carefully the answers of the key informants, it can be deduced that they ascertained the research hypotheses more or less. The point of view of Mrs Angeletaki and Mrs Nazou resemble more, comparable to the perception of the mayor, nevertheless all of them evaluated that the impacts of tourism on the Mykonian landscape are mostly negative. In general, the mayor appeared to be more optimistic than the other two interviewees and had more faith in the laws and the residents, which he considers that they are worrying about the phenomenon of overtourism and its impact on the nature. Contrarily, Mrs Angeletaki and Mrs Nazou expressed the opinion that the inhabitants did and do not react, even if this situation distresses them. All of them mentioned that the overbuilding and the business activity all over the island and mostly along the seashore have transformed the Mykonian landscape negatively.

CHAPTER 11

DISCUSSION AND CONCLUSIONS

Nowadays, it is undeniable the fact that tourism is not being developed in a sustainable way in many destinations. Sustainability is on the centre of the future of tourism worldwide and according to studies, a sustainable destination has a positive influence on the quality of residents' life. In the opposite direction, when residents feel that the tourism development 'happened at the cost of their resources and it outweighs the benefits, they may feel resentment and irritation towards tourists that in turn reduce community satisfaction' (Faulkner and Tideswell 1997, Doxey 1975, Ko and Stewart, 2002). The principal goal of sustainable tourism is to maintain a balance between development and sustainability. The conservation of natural, social and cultural resources, the support of the local economy, the provision of long-term vision number among the principles of the sustainable tourism development according to World Tourism Organization.

When a destination ends up not being sustainable, a series of unfortunate impacts emerge on the quality of life of the local community. At the present study, the epicenter was the tourism impact on the landscape of Mykonos and the perceptions of its residents, both permanent and temporary. One way or another, tourism transforms the landscape of a destination inevitably.

Judging from the results of the survey, the research hypotheses have been verified. Namely, according to the perceptions of the residents of Mykonos, the landscape has been corrupted and destroyed in some places. In addition, they did not react in the main to these impacts, while they consider that the most adverse impact of tourism on their landscape is the unruly overconstruction and the "misuse" of the coastal landscape. In general, the touristic product of Mykonos is of high standards, for that reason it has led to the creation of luxury hotels, villas and houses with any possible amenity, causing a series of damages on the landscape. An exception constitutes the research hypothesis 3 "The residents prefer on the one hand the frequency of tourist visits to be maintained at high levels, but as much as the sustainability of their island and the authenticity of the landscape will not be endangered.", which has not been verified to the same extent. For instance, there were answers such as "I would like everything to become again like it used to be 20 years ago" or "I would prefer a more sustainable form of tourism", but it does not represent the majority of the sample.

So ,according to the total results of the survey,it is ascertained that the residents of Mykonos are disappointed with the present situation due to the overtourism and evaluate negatively the impact of tourism on the landscape of the island.More particularly,it was observed that the majority of the respondents were between 41-60 years old with an income of 12.000-20.000 and owners of bachelor degrees and degrees of Technological Institutions.They are almost the same amount of men and women(only 5 % more women).Based on the answers ,most of them live permanently on the island ,for reasons of work and at other settlements instead of the center and the coastal settlements.The sample is also more or less equally divided,those who work at the tourism sector and those who do not.The second ones are 13 % more than those whose occupation is related to the tourism industry.In addition,the majority expressed the opinion that the unruly building causes discomfort and that the infrastructure requires changes.Undeniably ,the tourism impacts on the Mykonian landscape,according to the bibliographical approach too,appear to be the overbuilding,the environmental damage and and the change of land use.Finally,it became clear that the majority of the residents thinks that the landscape has lost its authenticity,while they also admitted that they did not do anything in order to protect it.

The main difficulty that I met during the writing of the present thesis was the lack of time.Unfortunately,the postgraduate program was fast paced and the thesis should be written during the summer months.So,this thesis was written only in two months and taking into consideration the lack of previous experience,it was not an easy task.At the same time,the literature that was available for the impacts of tourism on the landscape,was not enough in my opinion.Most of the studies focused on the environmental impacts of tourism in general.Furthermore,my experience in quantitative method of research was null, so I tried at least to work through the primary data collection as decently as possible.I found really interesting the qualitative part of the research,namely the interviews with the key informants,given that my bachelor degree was on mass media and communication and the process was familiar to me. At the end,despite the difficulties and the emotional tiredness,the knowledge and the experience that I gained ,are invaluable.

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ANNEX



ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
HAROKOPIO UNIVERSITY



International MSc “ Sustainable Tourism Development: Cultural Heritage, Environment, Society”

The present questionnaire is being conducted in the context of the postgraduate thesis with title “Mykonos residents’ perceptions on the impact of tourism on the landscape”. Please answer fully to the following questions -total amount of time of completing of the questionnaire :7- 10 minutes. Your answers are absolutely confidential and will be used only by the researcher.

Thank you so much for your participation and contribution to my thesis!

Danai Spei

Complete Address: Aleomandra ,Mykonos 84600

Tel, e-mail: 6976390883, dmspei@hotmail.com

QUESTIONNAIRE

1.“Do you live permanently or temporarily on the island of Mykonos ?Where exactly and since when?.....

2.If not which is your permanent place of residence?(city,country)

.....

3. “Are you in Mykonos for work or vacation?”

.....

4.“Do you work in the tourism sector?And if yes,clarify how.

.....

5.What do you like most in the island? (please ,include as many answers as possible).....

.....

.....

6.What is that ,that you would like to change in the island?(please,include as many answers as possible)

.....

.....

.....

7.What is landscape for you?

.....

.....

.....

8. How do you evaluate the impacts of tourism on the landscape of the island ?

A. Which are these impacts?

.....
.....
.....

B.Do you consider them positive or negative?

.....
.....
.....

9. Do you know if the landscape of Mykonos is protected by the State and how?

.....
.....

10.In your opinion,the landscape of the Chora of Mykonos has been preserved in tis traditional form?

- a. I agree very much
- b. I agree
- c. I am neutral
- d. I disagree
- e. I disagree very much
- f. I don't know/I don't answer

11.Which impacts of tourism do you consider that have altered the most the Chora?(please,choose any of the below answers that you consider correct).

- a.The branded businesses
- b.The uncontrolled tourism development
- c.The overbuilding

d.The labels

e.Noise Pollution

f.Other

12.Which impacts of tourism do you consider that have altered the most the other settlements?(please,choose any of the below answers that you consider correct)

a .The overbuilding

b .The change of uses and functions

c .Modernization

d .High density of populaton

e.Increased Traffic

f .Noise Pollution

g. Other

13.Which impacts of tourism do you consider that have altered the most the coastal zone ?(please,choose any of the below answers that you consider correct)

a .Operation of expensive businesses

b.The squatting of beaches by sunbeds and umbrellas

c .Water and coastal pollution

d .Increased presence of private yachts

e .Facilities of disturbing activities

f .Other

14. Which impacts of tourism do you think that have corrupted mostly the agricultural space?(please,choose any of the below answers that you consider correct)

a .Overbuilding and out of plan building

b.Change of uses and functions

c.Big reduction of the cultivations

d.Other

15. Which do you consider that was and is the reaction of the residents to the overtourism and its impacts on the island?

.....
.....
.....

16. Do you consider that the landscape as a whole has lost its authenticity never to return?

.....

17. What would you prefer to be fixed as a mater of priority in the future?

.....

18. Would you like to add something?

.....

19. What is your gender

- Man
- Woman
- Other

20.How old are you?

- Under 18 years old
- 18-25
- 26 -40
- 41 -60
- Above 60 years old

21.What is your educational level?

- Junior High School Graduate
- High School Graduate
- Graduate of IEK
- Graduate of University and TEI
- Master degree holder
- Ph.D holder
- Other

22.What is your annual family income?

To 7.500 euros		From 20.000 to 35.000	
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From 7.500 to 12.000		From 35.000 to 100.000	
From 12.000 to 20.000		From 100.000 and above	

23. What is your occupation?

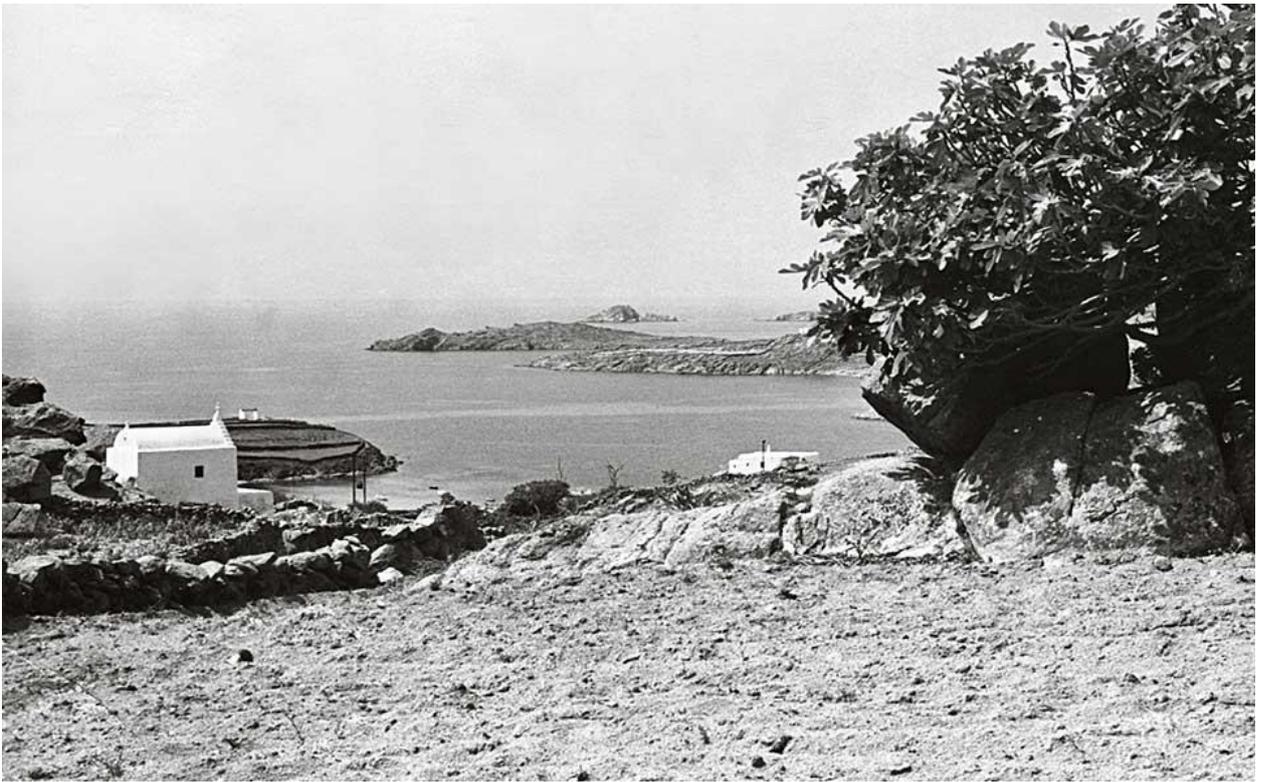
.....

Thank you

IMAGES



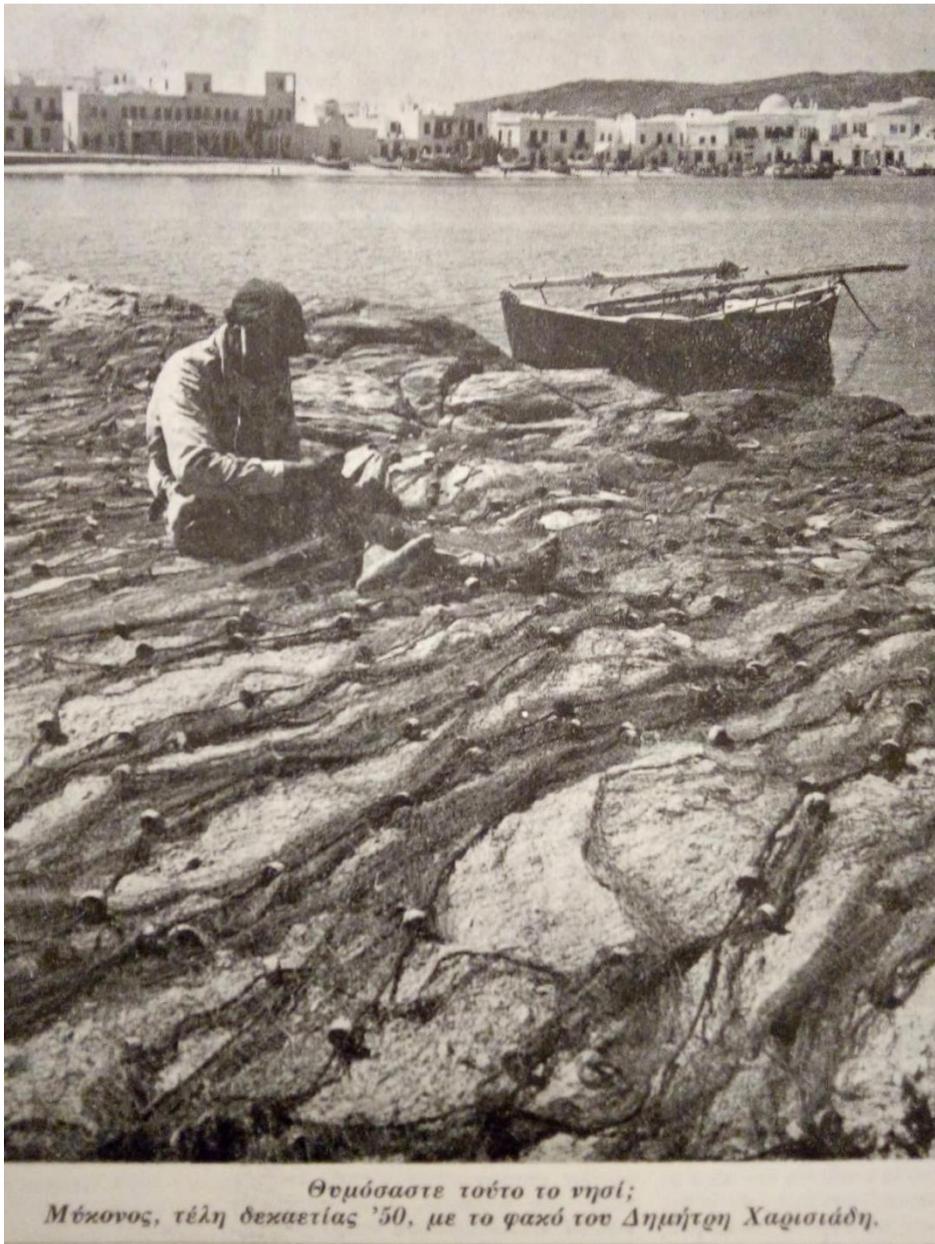
(Map of Mykonos, source : www.lonelyplanet.com)



(source: <http://www.greece-is.com/happened-mykonos-now/>)



(Source: <http://www.greece-is.com/happened-mykonos-now/>)



Θυμόσαστε τούτο το νησί;
Μύκονος, τέλη δεκαετίας '50, με το φακό του Δημήτρη Χαρισιάδη.

("Do you remember this island?" Mykonos, end of the decade 1950s, by Dimitris Charisiadis, Source: Mykoniatiki 1988-1991)



(Source : Mykoniatiki 1988-1991)



(Ai Charalampis ,November 1995 by Alexandra Angeletaki,Source: Mykoniatiki 1988-1991)



(Source: Mykoniatiki 1988-1991)





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