



School of Social Sciences

Master in Business Administration MBA

Postgraduate Dissertation

The impact of overtourism in emblematic destinations: The case of
the prefecture of Chania in Crete

Milidakis Michail

Supervisor: Chalikias Ioannis

Patras, Greece, May 2026

© Hellenic Open University, 2017. The content of this thesis/dissertation along with its results is owned by the Hellenic Open University and his/her author, where each of them has the sole and exclusive right to use, reproduce, and publish it (totally or partially) for educational or research purposes, with the obligation to make reference to the thesis's title, the author's name and to the Hellenic Open University where the thesis / dissertation was written



The impact of overtourism in emblematic destinations: The case of the prefecture of Chania in Crete

Milidakis Michail

Supervising Committee

Supervisor:

Chalikias Ioannis
Hellenic Open University

Co-Supervisor:

Bournetas Apostolos
Hellenic Open University

Patras, Greece, May 2026

Abstract

This dissertation explores the issue of overtourism and its impacts on popular tourist destinations, with a particular focus on the Prefecture of Chania in Crete. As a region of exceptional natural beauty and cultural significance, the prefecture of Chania has experienced a significant rise in visitor numbers in recent years. Although tourism is a cornerstone of the local economy, it has also contributed to environmental degradation, infrastructure strain, and the deterioration of iconic sites and landmarks that form an essential part of the region's natural and cultural heritage. The study is based on data analysis derived from questionnaires completed by permanent residents while, relevant International and European literature and studies are included. The main objective of this study is to investigate the impacts of overtourism and tourism pressure in Chania through the perceptions and experiences of permanent residents regarding tourism and its social, environmental and economic consequences, while also analysing tourism-related indicators and statistical data in order to record and evaluate the current tourism situation in the region. Furthermore, the study aims to identify sustainable tourism management strategies that can contribute to reducing tourism pressure, protecting the natural and cultural heritage of the region, and preserving the local identity and quality of life of the resident population.

Keywords

Overtourism, Sustainable Tourism Development, Data analysis, Tourism Pressure Indicators, Destination Management

Περίληψη

Η παρούσα διπλωματική εργασία εξετάζει το φαινόμενο του υπερτουρισμού και τις επιπτώσεις του σε δημοφιλείς τουριστικούς προορισμούς, με ιδιαίτερη έμφαση στην Περιφερειακή Ενότητα Χανίων στην Κρήτη. Ως περιοχή με ιδιαίτερη φυσική ομορφιά και σημαντική πολιτιστική κληρονομιά, τα Χανιά έχουν παρουσιάσει σημαντική αύξηση του αριθμού επισκεπτών τα τελευταία χρόνια. Παρόλο που ο τουρισμός αποτελεί βασικό πυλώνα της τοπικής οικονομίας, έχει ταυτόχρονα συμβάλει στην περιβαλλοντική επιβάρυνση, στην πίεση των υποδομών και στη σταδιακή υποβάθμιση σημαντικών φυσικών και πολιτιστικών πόρων της περιοχής.

Η μελέτη βασίζεται στην ανάλυση δεδομένων που προέκυψαν από ερωτηματολόγια τα οποία συμπληρώθηκαν από μόνιμους κατοίκους της περιοχής, ενώ παράλληλα αξιοποιείται σχετική ελληνική και διεθνής βιβλιογραφία, καθώς και ευρωπαϊκές μελέτες και στατιστικά στοιχεία. Κύριος στόχος της έρευνας είναι η διερεύνηση των επιπτώσεων του υπερτουρισμού και της τουριστικής πίεσης στα Χανιά μέσα από τις αντιλήψεις και τις εμπειρίες των μόνιμων κατοίκων σχετικά με τις κοινωνικές, περιβαλλοντικές και οικονομικές συνέπειες της τουριστικής ανάπτυξης. Παράλληλα, αναλύονται δείκτες τουριστικής πίεσης και στατιστικά δεδομένα, με σκοπό την καταγραφή και αξιολόγηση της υφιστάμενης τουριστικής κατάστασης στην περιοχή. Επιπλέον, η εργασία επιδιώκει να εντοπίσει στρατηγικές βιώσιμης διαχείρισης του τουρισμού που μπορούν να συμβάλουν στη μείωση της τουριστικής πίεσης, στην προστασία της φυσικής και πολιτιστικής κληρονομιάς της περιοχής, καθώς και στη διατήρηση της τοπικής ταυτότητας και της ποιότητας ζωής των μόνιμων κατοίκων.

Λέξεις – Κλειδιά

Υπερτουρισμός, Βιώσιμη Τουριστική Ανάπτυξη, Ανάλυση Δεδομένων, Δείκτες Τουριστικής Πίεσης, Διαχείριση Προορισμού

Contents

Abstract.....	4
Περίληψη	5
Chapter 1: Introduction.....	10
1.1 Introduction	10
1.2 Objectives of The Dissertation.....	10
1.3 Research Questions	10
1.4 Methodology	11
1.5 Structure of thesis	11
Chapter 2: Literature Review and Tourism Pressure Analysis.....	12
2.1 Introduction	12
2.2 Tourism in Chania: Current Situation and Economic Importance	12
2.3 The Concept of Overtourism and its Consequences	14
2.4 Tourism Pressure in Chania – Indicators.....	15
2.5 Interpretation of Indicators and Comparison with Other Destinations	16
2.6 Housing.....	19
2.7 Water consumption and hydrological pressure.....	20
2.8 Waste Generation and Pressure on Waste Management Systems.....	21
2.9 Measures and Policies to Address Tourism Pressure.....	22
2.9.1 Regulation of tourism capacity and short-term rentals	22
2.9.2 Visitor flow management, economic instruments and tourism model diversification	23
2.9.3 Warning indicators and management.....	24
2.10 Extreme Cases of Tourism Pressure and Impacts on Social and Environmental Infrastructure	25
Chapter 3: Research Methodology	26
3.1 Introduction	26
3.2 Research Objectives and Hypotheses.....	27
3.3 Descriptive Analysis and Construction of the Tourism Pressure Index.....	28
3.4 Inferential Statistical Analysis	28
Chapter 4: Data Analysis and Results.....	29
4.1 Demographic characteristics of the sample.....	29
4.2 Economic relationship with tourism	32
4.3 Perceived negative impacts of tourism.....	32
4.4 Perceived benefits of tourism	34

4.5 Preventive measures and management	35
4.6 General indicators of tourism impacts.....	36
4.7 Tourism Pressure Index	38
4.8 Comparative analysis (Chi-square tests)	40
4.9 Regression analysis of perceived tourism pressure	43
4.10 Correlation analysis between tourism pressure and management measures	44
4.11 Summary of empirical findings	45
Chapter 5: Discussion of Findings	46
5.1 Introduction	46
5.2 Residents’ perceptions of tourism benefits	47
5.3 Perceived Tourism Pressure and Overtourism Conditions	47
5.4 Residents’ Attitudes Toward Tourism Management Measures.....	48
5.5 Comparative analysis of residents’ perceptions.....	48
5.6 Correlation between tourism pressure and management attitudes	49
5.7 Conclusions	50
Chapter 6: Conclusions and Recommendations	50
6.1 Main Conclusions	50
6.2 Practical Recommendations	51
6.3 Future Research.....	51
6.4 Final Remarks	52
References	53
Appendix: Questionnaire	75

List of Figures

Figure 1: Rental price per square meter (€/m ²), Greece vs Chania (2011–2026).....	20
Figure 2: Age, Gender and Area of Residence of the respondents	30
Figure 3: Length of Residence.....	31
Figure 4: Occupation.....	31
Figure 5: Additional Income from Tourism.....	32
Figure 6: Means Comparison of the Negative Effects	33
Figure 7: Means Comparisons of the Perceived Benefits Coming from Tourism.....	34
Figure 8 Residents’ Evaluation of Tourism Management Measures.....	36
Figure 9: Perceptions Regarding Whether Tourism Benefits Outweigh Negative Impacts	37
Figure 10: Overall Evaluation of Tourism’s Impact in Chania	38
Figure 11: Occupation related to tourism	40
Figure 12: Employment in Tourism Sector.....	55
Figure 13: Supplementary Income Coming from tourism.....	55
Figure 14: Occupation Affected by Tourism	56

Figure 15: Residents’ Perceptions of Tourism Negative Impacts.....	56
Figure 16: Perceptions Regarding the Increase in Tourism Activity	57
Figure 17: Residents’ Evaluation of Infrastructure Sufficiency	57
Figure 18: Perceived Increase in Cost of Living Due to Tourism	58
Figure 19: Perceived Urban Degradation Caused by Tourism.....	58
Figure 20: Perceived Impact of Mass Tourism on Cultural Identity	59
Figure 21: Perceived Impact of Tourism on Waste Accumulation	59
Figure 22: Perceived Impact of Tourism on Overcrowding	60
Figure 23: Perceived Impact of Tourism on Noise Pollution.....	60
Figure 24: Perceived Impact of Tourism on Traffic Congestion	61
Figure 25: Perceived Impact of Tourism on Parking Availability	61
Figure 26: Perceived Impact of Tourism on Environmental Pollution.....	62
Figure 27: Tourism Contribution to Local Economic Development.....	63
Figure 28: Tourism Contribution to Employment Creation	64
Figure 29: Tourism Contribution to Local Business Development	64
Figure 30: Tourism Contribution to the Promotion of Cultural Heritage	65
Figure 31: Residents’ Evaluation of Measures to Against Overtourism.....	65
Figure 32: Residents Perception Regarding Management of Visitors.....	66
Figure 33: Residents’ Support for Visitor Limitation Measures	66
Figure 34: Perceptions Regarding the Implementation of Sustainable Tourism	67
Figure 35: Perceptions Regarding Whether Economic Benefits Outweigh Negative Tourism Impacts	67
Figure 36: Overall Evaluation of Tourism’s Impact	68
Figure 37: Tourism-Related Employment and Occupation Dependence.....	68

List of Tables

Table 1 Tourism Pressure Indicators	16
Table 2: Means and Standard Deviation of the Perceived Benefits of Tourism	35
Table 3: Reliability Analysis of Pressure Index	39
Table 4: Descriptive Statistics of Pressure Index.....	39
Table 5 Significant Associations – Tourism-Related Occupation and Tourism Perceptions	41
Table 6 Significant associations – Additional tourism income	42
Table 7: Descriptive Statistics of Perceived Negative Tourism Impacts	62
Table 8: Chi-Square Analysis Between Tourism-Related Occupation and Perceptions Regarding Effects on Parking.....	69
Table 9: Chi-Square Analysis Between Tourism-Related Occupation and Local Business Development Perception.....	69
Table 10: Chi-Square Analysis Between Tourism-Related Occupation and Cultural Heritage Promotion Perceptions	70
Table 11: Chi-Square Analysis Between Tourism-Related Occupation and Perceived Negative Tourism Impacts	71
Table 12: Chi-Square Analysis Between Additional Tourism Income and Perceived City Degradation	71
Table 13: Chi-Square Analysis Between Additional Tourism Income and Perceived Local Business Development.....	72
Table 14: Multiple Regression Analysis of Tourism Pressure Perceptions.....	73
Table 15: Collinearity Diagnostics for the Regression Model	74

Chapter 1: Introduction

1.1 Introduction

Tourism is one of the most important sectors of the global economy and contributes to the economic development of countries and regions, creating jobs in the accommodation and food service sectors while also extending to other sectors such as transportation, retail, and other services. In fact, according to the Travel & Tourism Economic Impact Research (EIR), travel and tourism represents 9.8% of global GDP for 2025 and creates millions of jobs annually worldwide. Greece is a country that depends to a very large extent on tourism, as it is visited by between 30 and 40 million tourists every year, while its total direct and indirect contribution to the country's GDP is estimated between 28% and 34%. The prefecture of Chania is one of the most popular destinations in the country, visited annually by millions of tourists, which makes tourism a vital factor for the local economy and growth. However, as in other popular areas, the continuously increasing number of visitors is becoming excessive, leading to the phenomenon of overtourism. The main consequences of overtourism are pressure on infrastructure that cannot meet the demands of so many visitors, congestion, a rise in the cost of living and housing for permanent residents, and pollution of the environment and beaches.

1.2 Objectives of The Dissertation

Despite the increasing tourism activity observed in Chania, limited research has examined residents' perceptions of tourism pressure and overtourism conditions at the local level. This dissertation aims to examine these issues through the perceptions of permanent residents, while combining subjective evaluations with objective tourism pressure indicators and secondary statistical data in order to assess the level of tourism pressure in the region and examine whether conditions associated with overtourism are emerging. Furthermore, the study evaluates both the benefits and the overall impacts of tourism on the destination and explores management measures and good practices that could contribute to mitigating negative impacts and promoting more sustainable tourism development. The overall objective is to identify the main pressures associated with tourism growth and examine strategies capable of reducing these pressures without undermining the economic benefits that tourism provides to the region.

1.3 Research Questions

The main issues that this thesis aims to explore are as follows:

- What is the overall impact of tourism on the Chania region?

- Do the economic benefits outweigh the consequences of tourism?
- Is there a difference in perceptions of tourism’s impact based on demographic characteristics and the economic benefits derived from tourism?
- How do permanent residents perceive the pressures associated with overtourism?
- What are the most significant problems and what are the most significant benefits?

1.4 Methodology

The methods used, which will be presented in detail in Chapter 3, include a questionnaire that was distributed to permanent residents of Chania both online and in hard copy. Data analysis was conducted using IBM SPSS Statistics software and included descriptive statistical analysis, reliability analysis, construction of a Tourism Pressure Index, chi-square independence tests, regression analysis and Spearman correlation analysis in order to examine relationships between variables and identify patterns in residents’ perceptions regarding tourism impacts and tourism pressure, while both Excel and SPSS were used to generate charts. In addition, statistics related to tourism in the region were collected from official national and European resources to examine the touristic pressure on the region and are analysed in chapter 2.

1.5 Structure of thesis

Chapter 1: Introduction — Presents the general context of tourism development at the global and national level, the phenomenon of overtourism, the research objectives and research questions of the study, the methodology followed, the significance of the research and the overall structure of the thesis.

Chapter 2: Literature Review and Tourism Pressure Analysis — Reviews the relevant literature regarding tourism and overtourism, focusing on their economic, social and environmental impacts on local communities.

Chapter 3: Research Methodology — Describes the research design and methodology followed in the study, including the sampling process, the questionnaire structure, the data collection procedure, the limitations of the research and the statistical techniques used for data analysis.

Chapter 4: Data Analysis and Results — Presents the empirical findings of the study through descriptive statistics, reliability analysis, construction of the Tourism Pressure Index, Chi-square tests, regression analysis and correlation analysis in relation to the research questions and hypotheses.

Chapter 5: Discussion of Findings — Discusses the main findings of the research in comparison with the existing literature. Furthermore, it highlights the main dimensions of tourism pressure and overtourism perceived by

residents in Chania and examines the broader implications of the findings for tourism management and sustainable tourism development.

Chapter 6: Conclusions and Recommendations — Summarizes the main conclusions of the study and discusses possible implications for tourism management and sustainable tourism development in Chania.

Chapter 2: Literature Review and Tourism Pressure Analysis

2.1 Introduction

The objective of this chapter is to present the current situation regarding tourism in the Prefecture of Chania and its importance to the local community. Meanwhile, explores the concept of overtourism and its consequences, its effects on local communities, as well as potential countermeasures and policies to address and mitigate the phenomenon.

2.2 Tourism in Chania: Current Situation and Economic Importance

The popularity of Chania as a tourist destination is reflected in the high number of arrivals recorded every year. According to the Institute of the Association of Greek Tourism Enterprises (INSETE), international arrivals at Chania Airport in 2025 were 1.576.000, representing a 3.3% increase compared with the previous year. It is worth noting that there has been a continuous annual increase in international arrivals, as between 2023 and 2024 there was a 6% increase, and over the last two years, arrivals have increased by 136,000. If we compare this to the pre-COVID era, specifically the year 2019, when arrivals stood at 1,140,000, we notice a difference of approximately 400,000 international air arrivals in Chania. Another important element is the distribution of arrivals, as 85% take place between May and September, indicating that beyond the absolute number of visitors, the pressure on the region during those five months is very high due to the strong seasonality of tourism demand. Moreover, a large number of cruise ships have arrived in recent years, with 122 ships carrying 218,000 passengers in 2023, 131 ships carrying 280,000 passengers in 2024, while estimates for 2025 suggest that 190 ships carrying 400,000 passengers arrived in Chania. Finally, the port of Souda appears to record passenger traffic of approximately 1.100.00 passengers per year, although this includes permanent residents as well as visitors from other cities in the country, while many tourists also arrive by car or bus from Heraklion Airport. Taking these flows into account, the estimated number of arrivals in the Regional Unit of Chania may reach and even exceed 2 million visitors. Comparing the number of estimated arrivals with the permanent population

(156,000), it can be concluded that there are at least 12.82 visitor arrivals for every permanent resident of the Regional Unit of Chania.

In the regional unit of Chania, there are approximately 600 hotel units with a total of 52,793 rooms, standing for about 25% of Crete's total hotel capacity. Meanwhile, the capacity of short-term rental (STP) accommodations, meaning rentals in platforms like Airbnb, Booking and Trip Advisor, for the summer months, when traffic is at peak, in the Prefecture of Chania stands at 13, 923 units with 69,097 beds, representing 42% of the Crete region.

In 2024, the percentage of employees in the hospitality and catering sector in the Region of Crete reached 17.9% of total employment (46,200 employees), while employment in the tourism sector of the Chania Regional Unit is estimated at approximately 13,000–15,000 employees. However, due to the highly seasonal nature of tourism, this number increases during the summer months, as a significant number of seasonal staff is added. The impact of tourism on the labor market is not limited only to direct employment in tourism but extends through inter-sectoral ties with retail, transportation, catering, agriculture, and other services, generating significant indirect employment as well. Therefore, the economic dependence of the region on tourism extends beyond its direct employment share, as it concerns a broader segment of the workforce through both direct and indirect associations.

Meanwhile, according to INSETE data, Crete accounted for approximately 22% of the country's total inbound tourism revenue in 2024, a figure corresponding to approximately 6.7 billion euros. This figure is equivalent to approximately 56% of regional GDP when expressed as a tourism receipts-to-GDP ratio and constitutes an indication of very high economic dependence on tourism. However, this ratio should not be interpreted as equivalent to tourism's direct contribution to GDP, since tourism receipts reflect total visitor expenditure, whereas only part of this expenditure translates into value added within the economy.

For the Regional Unit of Chania, due to the absence of official Tourism Satellite Account data at NUTS III level, an approximate estimate is applied based on the spatial distribution of tourism activity. Based on this approach, total tourism receipts in the Regional Unit of Chania are estimated at approximately €1.7–2.0 billion, assuming that Chania accounts for approximately 25%–30% of tourism activity in Crete, based on its estimated share of visitor arrivals, overnight stays and accommodation capacity.

To estimate tourism's direct contribution to GDP, the analysis uses tourism gross value added (GVA), which reflects the share of tourism production ultimately incorporated into GDP after excluding intermediate inputs. A conservative value-added ratio of 45%–55% is assumed, consistent with indicative tourism GVA shares used in input–output and Tourism Satellite Account approaches, and is used here as an illustrative scenario rather than an official coefficient. Applying this range to estimated tourism receipts, tourism GVA is indicatively estimated at approximately €0.76–1.10 billion. Assuming a local GDP of €3 billion (Eurostat), this implies a direct tourism contribution equivalent to approximately 25%–37% of local GDP.

To estimate broader economic impact (direct, indirect and induced), a conservative total impact multiplier of 2.2 is applied, in line with estimates by Foundation for Economic and Industrial Research, according to which every €1 of tourism activity may increase GDP by approximately €2.2. Using this lower-bound conservative multiplier, the total contribution of tourism to the economy of the Regional Unit of Chania is indicatively estimated at approximately 55%–75% of local GDP (central estimate ~65%), indicating very high economic dependence of the region on tourism.

These estimates do not constitute official Tourism Satellite Account measures, but rather scenario-based calculations based on an input–output multiplier approach and should therefore be interpreted as indicative estimates.

2.3 The Concept of Overtourism and its Consequences

The term overtourism is used in the international literature to describe situations in which tourism activity exceeds the carrying capacity of a destination. According to the European Parliament, overtourism occurs when tourism activity exceeds the physical, environmental, social, economic or institutional limits of a destination, leading to negative effects on residents' quality of life, visitors' experience, local infrastructure and the environment. In these terms, overtourism is not simply synonymous with a large number of visitors, but rather with a state of overpressure where tourism development exceeds the limits of sustainable destination management.

Overtourism therefore has multidimensional consequences, including economic, social and environmental consequences that affect the quality of life of local residents. Increased tourism demand in popular destinations may lead to higher prices for goods and services and consequently a higher cost of living for the local population. Another particularly significant issue concerns housing, as the large number of short-term rental properties reduces housing availability for permanent residents, especially during the tourism season, while also contributing to a high increase in rental prices. Furthermore, the traffic and congestion affect the everyday lives of locals, who face significant inconvenience and delays during their daily activities. In Chania, it has become increasingly common for residents to avoid the city centre and the historic old harbour during the summer months due to overcrowding, traffic congestion and difficulties in parking availability. The same applies to visits to some of the region's internationally known beaches, suggesting that residents may experience a form of tourism-related displacement, as they are effectively pushed away from their own city and cannot enjoy the natural beauty of their own region.

Regarding the environmental impacts caused by mass tourism, uncontrolled tourist traffic leads to a rapid increase in waste in cities and on beaches that local authorities are unable to manage, increased water consumption, continuous increase in construction to accommodate visitors, and increased carbon emissions due

to higher energy consumption and the mass use of transportation. Significant impacts are observed on the prefecture's beaches, some of which are designated as Natura protected areas and are hosting rare plant species at risk of extinction. Due to intense human activity and high, uncontrolled visitor numbers, sensitive ecosystems are disrupted, biotopes are degraded, and coastal erosion often occurs.

Overtourism affects the visitors' own experience as well, since they also face very high prices, overcrowding, and traffic, which act as discouraging factors in destination choice. According to the annual tourism survey conducted by MAICH, which includes an evaluation of local infrastructure and the overall visitor experience by foreign tourists, significant concerns are expressed regarding overcrowding, traffic congestion and parking availability. Furthermore, respondents highlight the high cost of goods in relation to their perceived quality, indicating a decline in the destination's value for money. The uncontrolled flow of visitors to popular points of interest is also frequently mentioned, leading to congestion and limiting opportunities for meaningful interaction with the local environment, leading to the negative impact on the authenticity of the tourist experience, which may negatively affect the destination's image and visitors' intention to revisit.

2.4 Tourism Pressure in Chania – Indicators

In order to make tourism pressure as measurable and objective as possible, the international literature uses methodologies for calculating indicators related to visitor numbers, overnight stays, destination characteristics and other factors. In this section, the most important tourism pressure indicators are analysed and calculated in order to identify the situation in the Regional Unit of Chania and to compare it with the averages of Greece and the European Union, as well as with other popular destinations with similar characteristics for which there is data available. Tourism intensity, tourism density and bed function index (BFI) are widely used in international and European literature as key tools for assessing tourism pressure and identifying potential overtourism conditions. Their use is based on the logic that tourism pressure is not reflected only by the number of visitors, but also by the relationship between tourism activity, the resident population, the available space and the tourism capacity of a destination.

Eurostat formally uses the indicators of overnight stays per inhabitant (tourism intensity) and overnight stays per km² (tourism density) as key regional indicators of tourism pressure, while the BFI index, which expresses the number of available tourist beds per 100 permanent residents, is widely used in regional analyses of tourism concentration and in studies of destination saturation, particularly in islands and coastal regions.

The same or similar indicators are also used by UN Tourism in the context of sustainable tourism indicators and carrying capacity monitoring, as well as by the Organisation for Economic Co-operation and Development in analyses of tourism pressure and sustainability, and within the framework of the European Tourism Indicators System (ETIS) of the European Commission, where indicators of visitor pressure, spatial concentration and

tourism capacity are evaluated. Overnight stays constitute a more appropriate indicator of tourism pressure than arrivals, as they do not only reflect how many visitors passed through a destination, but also how long they stay. In this way, they provide a more accurate representation of the cumulative pressure placed on local infrastructure, natural resources and tourism services. In contrast, arrivals mainly capture the volume of inflow without reflecting the duration of stay and, therefore, the actual intensity of tourism in the area.

For the Regional Unit of Chania, based on approximately 9,693,128 overnight stays, a permanent population of 156,707 residents, an area of 2,376 km², and approximately 122,000 tourist beds (including both hotel and short-term rental accommodation), the following values are estimated:

Tourism Intensity = 61.9 overnight stays per inhabitant

Tourism Density = 4,079 overnight stays per km²

Bed Function Index (BFI) = 78.3 beds per 100 inhabitants.

2.5 Interpretation of Indicators and Comparison with Other Destinations

At this point, corresponding indicators from other popular destinations, as well as for Greece and the European Union, are presented in order to make comparison with the Regional Unit of Chania and to better understand the level of tourism pressure. For the European Union, Greece and European destinations, available data from Eurostat and the EU Tourism Dashboard were used at NUTS 1 and NUTS 2 level, depending on data availability. For European cities and destinations, the values are used as comparative benchmarks, as they may vary depending on the spatial reference unit of (e.g. municipality, NUTS 2 or NUTS 3). For the Greek Regional Units, such as Chania, Thira, Mykonos, Rhodes and Zakynthos, the indicators were calculated based on primary data from ELSTAT and INSETE, as directly comparable indicators were not available at NUTS 3 level. The calculations were based on data on overnight stays, permanent population, land area and available tourist beds.

Table 1 Tourism Pressure Indicators

Region	Tourism Intensity (nights per inhabitant)	Tourism Density (nights per km ²)	BFI (beds per 100 inhabitants)
EU	6.6	715.3	2.9

Barcelona	7	5,330	20.7
Greece	14.7	1,160	11.9
Venice	46.53	19,400	148.9
Crete	55.5	4,140	39.1
Mallorca	57.9	15,180	34
Chania	61.9	4,079	78.3
Ionian Islands	101.8	8,810	129.6
Cyclades	106.3	4,878	192.5
Rhodes	142.2	11,233	113.7
Dodecanesisa	150.6	10,589	120.9
Zakynthos	158.6	15,825	165.9
Mykonos	233.5	23,761	489.3
Thira (Santorini)	324.9	16,061	328.6

Source: Personal calculations based on data from Eurostat, INSETE and ELSTAT

The values of the three tourism pressure indicators for the Regional Unit of Chania are significantly higher than both the European Union and national averages. More specifically, tourism intensity (61.9) exceeds the EU average (6.6) and the Greek average (14.7), while also is higher than the whole region of Crete (55.5) and Mallorca, although remaining lower than highly saturated destinations such as Zakynthos, Rhodes and Santorini. Similarly, tourism density (4,079 overnight stays per km²) is approximately 5.7 times higher than the EU average (715), exceeding the national level and presenting values comparable to Crete and the Cyclades, while remaining lower than highly concentrated destinations such as Venice, Zakynthos and Mykonos. The Bed Function Index (BFI), with a value of 78.3 beds per 100 residents, is also significantly higher than both national and European averages, exceeding destinations such as Barcelona and Mallorca, while remaining below highly specialised destinations such as Mykonos, Santorini and the Ionian Islands.

The interpretation of tourism pressure levels in this analysis is based on a comparative approach rather than fixed or officially defined thresholds. Since there are not universally established limits, the evaluation relies on the comparison of indicator values across destinations, using EU and national averages as reference points, as well as the relative position of destinations with different levels of tourism intensity and specialisation.

Because of the variation in tourism intensity and density across European regions and their different characteristics, the literature often relies on percentile-based classifications rather than fixed thresholds. Following the percentile-based classification methodology adopted by Peeters et al. (2018), based on the framework proposed by McKinsey & Company and the World Travel & Tourism Council (2017), destinations are grouped into five percentile categories, where the fifth percentile group corresponds to the highest observed values of tourism intensity and tourism density among the European regions examined in the study. According to this classification, the highest percentile group includes tourism intensity values between 9.58 and 70.73 overnight stays per inhabitant and tourism density values between 2,278 and 37,290 overnight stays per km². Based on the estimated values for the Regional Unit of Chania (Tourism Intensity = 61.9; Tourism Density = 4,079), the region falls within the highest percentile category for both indicators, suggesting a comparatively high level of tourism pressure relative to the European regions examined in the literature.

Regarding the Bed Function Index (BFI), universally accepted thresholds do not exist, high BFI values are generally interpreted in the literature as indicators of strong tourism specialisation and increased accommodation pressure, particularly in island and coastal destinations. The estimated BFI value for the Regional Unit of Chania (78.3 beds per 100 inhabitants) is substantially higher than both EU and national averages and comparable to several highly tourism-specialised Mediterranean destinations.

Overall, the estimation made for these three indicators suggests that even though the Regional Unit of Chania does not constitute an extreme overtourism hotspot such as Mykonos or Thira, it has clear characteristics of a destination experiencing high tourism pressure. Its values are significantly higher than both European and national benchmarks and are comparable to those observed in well-known international tourism destinations. The simultaneous presence of elevated values across tourism intensity, tourism density and the Bed Function Index provides strong evidence of increased tourism pressure and indicates that the region is approaching the limits of its carrying capacity.

2.6 Housing

One of the main problems observed in areas with intense tourism activity is the increase in the cost of living, particularly in rental prices. The Consumer Price Index has generally increased since 2020 due to ongoing inflation, however, when compared with the housing index, it is observed that the changes in housing costs are more significant, with a 33.7% increase compared to 24.94% for the general index. The Consumer Price Index for housing is clearly influenced by rising rental prices across the country. A key factor contributing to the increase in rental prices, particularly in tourist areas, is the continuously growing number of short-term rental properties, such as Airbnb, to meet high tourist demand. According to the 2021 census, there are approximately 100,000 primary residences in the Regional Unit of Chania, along with 37,000 vacant and 21,400 secondary or holiday residences, while short-term rental units are estimated at 13,923. Given that vacant and secondary residences can be used for this type of accommodation, it is estimated that 8.79% of the available housing stock is used for short-term rentals, reducing the availability of housing for long-term rent in the region and simultaneously increasing rental prices.

Using data from the rental price index (SPI) of Spitogatos, which is one of the largest real estate platforms in Greece, estimates were made regarding the evolution of rental prices in recent years. Even though rental prices per square meter have increased across the country, a stronger and more intense increase is observed in Chania. In 2011, rental prices per square meter were lower than the national average, a trend that continued until 2023, when they became almost equal, while from 2025 onwards Chania appears to have exceeded the national average.

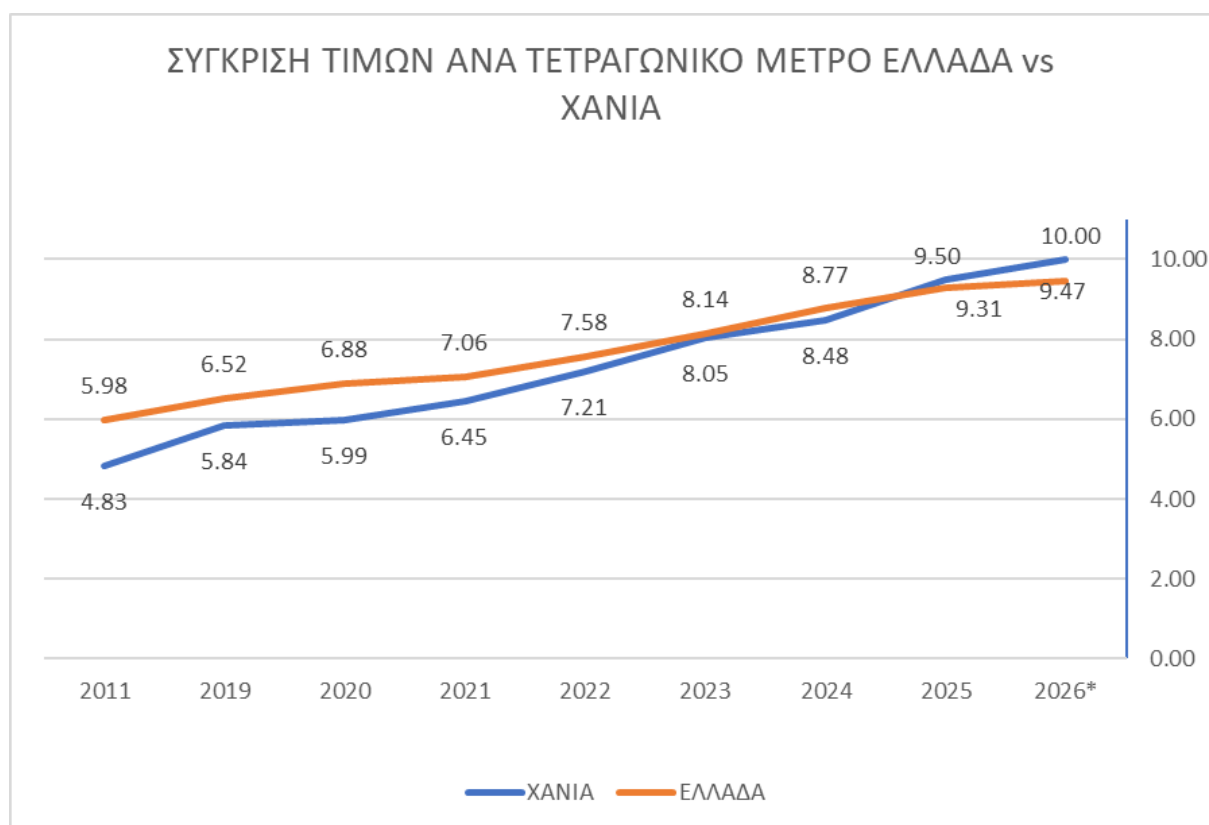


Figure 1: Rental price per square meter (€/m²), Greece vs Chania (2011–2026)

Source: Personal calculations based on data from the SPI Rent Index, Spitogatos.

This trend suggests that the local housing market in Chania is under greater pressure compared to the national average, likely due to increased tourist demand, the growth of short-term rentals, and the limited supply of available housing for permanent residence. As a result, housing costs for residents are rising at a faster rate, which reinforces the housing affordability problems and places a particularly heavy burden on lower-income households.

2.7 Water consumption and hydrological pressure

Tourism activity can significantly increase water demand, particularly in island and coastal destinations where consumption peaks during the summer season and coincides with periods of limited water availability. This effect is especially pronounced in Mediterranean regions, where seasonal tourism intensifies pressure on already constrained water resources.

For the permanent population, water consumption was estimated based on data from Eurostat. In Greece, household water use is approximately 80 m³ per capita annually, corresponding to around 200–220 litres per

person per day. A similar estimate is reported by Gössling et al. (2012), who calculate domestic water use in Greece at approximately 79 m³ per capita annually (around 216 litres per day). Based on this, a value of 200 litres per resident per day was adopted for the present analysis.

Tourism-related water consumption is based on Vourdoubas (2025), who estimates water use in Crete at approximately 400 litres per tourist per day, including both direct and indirect consumption associated with accommodation and tourism services. This estimate is consistent with the categorisation proposed by Gössling et al. (2012), according to which tourism water use in Mediterranean destinations with a high share of resort tourism is typically around 400 litres per tourist per day. Based on 9,693,128 overnight stays, the total tourism-related water consumption in the Regional Unit of Chania is estimated at approximately 3.88 million m³ annually. For comparison, the annual water consumption of the permanent population (156,707 residents), based on 200 litres per day, is estimated at approximately 11.44 million m³. On this basis, tourism-related water demand corresponds to approximately 34% of annual residential water consumption, indicating a significant additional seasonal pressure on local water resources. It should be noted that this estimate refers to annual aggregated values and does not fully capture peak seasonal demand, during which pressures are likely to be considerably higher.

For comparison at the national level, Gössling et al. (2012) estimate that tourism-related water use in Greece accounts for approximately 5.3% of domestic water consumption for international tourism and 8.9% when total tourism activity is considered. The substantially higher share estimated for the Regional Unit of Chania highlights the significantly greater tourism pressure at the local level compared to the national average, reflecting the strong concentration and intensity of tourism activity in the region.

2.8 Waste Generation and Pressure on Waste Management Systems

Tourism activity generates additional pressures on solid waste management systems, particularly in destinations with strong seasonal demand. The estimation of tourism-related waste is based on the tourist-night waste load approach. According to the literature, waste generation in tourism ranges approximately between 1.1 and 1.7 kg per tourist per day, with an average value of around 1.67 kg (Obersteiner et al., 2021). For Greece, higher values have been reported by the INSETE, where waste generation in tourist accommodation is estimated to range between approximately 1.7 and 2.5 kg per guest-night, reflecting the increased intensity of tourism activity in highly visited destinations. Based on this evidence, a value of 1.7 kg per tourist per overnight stay is adopted in the present analysis as a representative average estimate.

Based on 9,693,128 overnight stays, tourism-related waste generation in the Regional Unit of Chania is estimated at approximately 16,478 tonnes annually. For comparison, waste generation from the permanent population is estimated using a coefficient of approximately 520 kg per capita per year, based on Eurostat data

for Greece. Given a population of 156,707 residents, total annual waste production is estimated at approximately 81,487 tonnes. On this basis, tourism-related waste corresponds to approximately 20% of the waste generated by the permanent population, indicating a substantial additional load on the waste management system.

It should be noted that this estimate reflects annual aggregated values and does not capture the strong seasonal concentration of waste generation. In practice, the additional waste load is concentrated during peak tourism months and in areas of high visitor density, where pressures on collection, transport and treatment infrastructure are significantly higher than suggested by annual averages. In this context, tourism-related waste generation constitutes a critical environmental and operational dimension of the destination's carrying capacity, particularly in regions such as the Regional Unit of Chania, where tourism activity is both intense and spatially concentrated.

2.9 Measures and Policies to Address Tourism Pressure

The high level of tourism activity observed in the Regional Unit of Chania highlights the need for the implementation of policies that do not aim to restrict tourism development, but rather to manage its intensity, spatial concentration and associated impacts. International experience shows that addressing overtourism relies on a combination of regulatory, spatial, economic and management tools.

The key policy axes include regulating tourism capacity and controlling of bed number growth, regulations regarding short-term rentals, visitor flow management and reducing congestion in high traffic areas, economic mechanisms like environmental fees, diversification of the tourism model and spatial redistribution, monitoring systems and governance based on sustainable capacity.

2.9.1 Regulation of tourism capacity and short-term rentals

The regulation of tourism capacity applies to the control of both the spatial and quantitative expansion of tourist accommodation, including conventional tourism establishments as well as the short-term rental properties. When the supply of tourist beds increases faster than the carrying capacity of a destination, pressures on infrastructure, housing, natural resources and social cohesion becomes more intense. Particularly important is the regulations regarding the short-term rental, which are internationally recognized as a key driver of tourism pressure, especially when their growth is not accompanied by institutional constraints. Their impacts are associated not only with increased visitor density, but also affect the housing market by rising rents leading in particular occasions to resident displacement.

For this reason, many destinations introduce limits on new bed development, impose restrictions on operating licenses, or suspend new tourism investments in already saturated areas. Relevant policy measures include caps on the number of rental days per year, limits on the number of listings per area, restrictions or bans on new listings in specific zones. Barcelona restricted new tourism licenses through the PEUAT plan, the Balearic

Islands introduced caps on tourist beds, and Amsterdam applied time limits on short-term rentals. In a region such as Chania, where the BFI index is already high and short-term rental beds exceed hotel capacity, such measures could function as a mechanism for stabilizing tourism pressure, contributing to the control of further spatial and functional overloading of the destination.

2.9.2 Visitor flow management, economic instruments and tourism model diversification

The management of tourism pressure also includes interventions aimed at regulating the distribution of demand across space and time. The main objective of these measures is not to reduce the overall volume of tourism, but to decongest high-pressure areas (hotspots), smooth seasonal peaks and reduce pressure on infrastructure and sensitive ecosystems.

This category includes tools such as reservation systems, daily visitor caps, real-time visitor flow monitoring mechanisms, regulations on cruise ship arrivals, and economic mechanisms for access management. Venice imposes a daily visitor access fee and flow control measures, while Dubrovnik, through the "Respect the City" programme, introduced measures aimed at managing visitor congestion, including restrictions on cruise ship arrivals, coordination of visitor flows and monitoring systems in the historic centre. Meanwhile, the Cies Islands in Galicia in Spain regulate visitor numbers and ferry access in order to reduce environmental pressure and support ecosystem protection, while Cinque Terre uses the Cinque Terre Card access system, combining visitor flow management with funding for the destination's protection.

For areas such as Elafonissi Beach or Balos Lagoon, where there are significant seasonal peaks and a high concentration of visitors, a more realistic approach, beyond time-slot systems, could be the implementation of an entrance ticket in areas with particularly strained natural resources. Such a measure would not only function as a mechanism for soft demand management but also as a source of revenue that could be reinvested in infrastructure improvements, the maintenance of paths and access points, waste management, cleanliness, security services, and the protection of sensitive ecosystems. In this context, the tool is not viewed as just a fee, but as a mechanism for internalizing part of the costs generated by tourism volume.

This context also includes broader economic sustainability tools, such as environmental levies or tourist fees, through which part of the costs incurred by increased visitor numbers is again returned to destination management. The Balearic Islands have implemented a Sustainable Tourism Tax (eco-tax) to fund environmental projects, in combination with bed capacity limits and regulations on short-term rentals, while Venice has implemented a visitor fee. Furthermore, in response to increasing tourism pressure, Greece has introduced additional charges on cruise tourism in destinations such as Mykonos and Santorini. These measures aim both to manage visitor pressure and to generate revenues that can support infrastructure, environmental

protection and destination-management projects. Similar tools could be implemented in Chania to fund projects related to water supply, waste management and the protection of coastal and protected areas.

Particular importance lies in the diversification of the tourism model, the spatial redistribution of demand and the promotion of alternative and sustainable forms of tourism, with the aim of reducing repeated pressure on the same resources and areas. The extension of the tourism season, the promotion of less famous areas and the development of lower-intensity tourism forms such as mountain, nature-based, agritourism, cultural and gastronomic tourism, can contribute to the spatial and temporal redistribution of visitors and reduce dependence on the mass sun-and-sea tourism model. Portugal and Slovenia have implemented destination dispersion policies in this direction, while Slovenia in particular, through the Green Scheme of Slovenian Tourism, has developed a model combining sustainability certification, local resilience and decentralization of tourism development.

For the Regional Unit of Chania, this could imply shifting part of demand from coastal areas to inland regions, mountainous settlements and areas with lower visitor pressure, as well as strengthening off-peak visitation through shoulder-season tourism strategies. Additionally, this could be combined with thematic tourism routes, decentralized promotion towards lesser-known destinations, incentives for low-intensity investments in non-saturated areas and targeted promotion of sustainable tourism forms based on the protection of natural and cultural heritage. In this context, the promotion of alternative and sustainable tourism is not merely a tool for enriching the tourism product, but a mechanism for managing tourism pressure, enhancing carrying capacity and transitioning from a spatially concentrated mass tourism model to a more balanced and sustainable development pattern.

2.9.3 Warning indicators and management

A holistic approach to managing tourism pressure could be based on the continuous monitoring of indicators and the implementation of policies when pressure thresholds are exceeded. Indicators such as tourism intensity, tourism density and BFI can serve as early warning indicators, while international good practices suggest combining monitoring with policy triggers so that whenever a destination exceeds specific thresholds, adaptive management measures are activated. This approach is aligned with UNWTO and the OECD, as well as with INSETE's approach for a transition to a sustainable tourism model that aims not only to reduce negative impacts but also to create net positive tourism, meaning tourism that contributes positively to the economy, society, and the natural resources of the destination.

In this context, sustainability is not treated as an isolated environmental intervention, but as a holistic governance system combining carrying capacity management, protection of natural resources, monitoring of pressures on water, energy and waste, regulation of land use and housing, promotion of sustainable transportation, decentralization of tourism demand, inclusion of local stakeholders in decision-making, together with data driven criteria. INSETE emphasizes these bonds between measurement, governance and management, arguing

that sustainability is not just risk management but a requirement for long-term competitiveness of the destination.

Through this approach, a clear distinction is achieved from greenwashing practices, meaning fragmented or communication-driven “green” interventions that are not accompanied by measurable objectives, institutional implementation mechanisms or a real reduction of pressures, but instead function primarily as strategies of symbolic compliance aimed at maintaining competitive or economic benefits. Sustainable tourism policy is not limited to environmental certifications, branding or isolated low-intensity actions, but requires the systematic monitoring of indicators, the use of thresholds, the activation of policy triggers and the integration of carrying capacity into planning. Therefore, the use of pressure indicators is not only diagnostic tools, but part of a wider early warning and adaptive governance system, which can substantially contribute to preventing overtourism and supporting the transition towards a more sustainable development model.

2.10 Extreme Cases of Tourism Pressure and Impacts on Social and Environmental Infrastructure

International experience suggests that when tourism intensity exceeds a destination’s carrying capacity over a prolonged period, the impacts are not limited to issues such as congestion or seasonal overcrowding, but are evolving to structural problems that affect the functioning of cities and island destinations, as well as social cohesion, the housing market, the management of natural resources, and the sustainability of critical infrastructure.

A typical example is Venice, where the long-term concentration of visitors has been associated not only with pressure on urban infrastructure and the historic environment, but also with significant demographic impacts. The permanent population within the historical centre has decreased from 170,000 residents in the 1950s to fewer than 50,000 today, a phenomenon which may be interpreted as evidence of the gradual displacement of residents under the intense tourism activity. Similarly, Barcelona has become a landmark example of the connection between tourism pressure and rising rents, the transformation of residential properties into tourist accommodations, gentrification phenomena, and social reactions from residents.

In island destinations such as Mallorca, Santorini, and Mykonos, extreme tourism specialization has been associated not only with pressures on housing and the availability of accommodation for permanent residents, but also with strain on essential public utility services such as water supply, waste management, energy systems, and transportation.

Regarding the water supply, in Mallorca, the intense seasonal increase in population due to tourism causes the rising of water demand, declining of groundwater reserves, and seawater intrusion phenomena caused by the

overexploitation of underground freshwater resources. During peak periods, tourism-related water consumption places such pressure on available reserves that desalination investments, consumption restrictions, and additional management interventions become necessary. In Santorini, the limited availability of natural water resources combined with high visitor pressure has highlighted water shortage as a long-term carrying-capacity issue.

At the same time, in several destinations tourism pressure is reflected in the failure of local waste management systems to cope with increasing waste volumes. In Mykonos and Santorini, problems related to the saturation of waste-management infrastructure have been recorded, particularly during the summer months when waste generation rises significantly relative to the permanent population. In Zakynthos, issues concerning the limited capacity for solid waste management during peak periods have highlighted the asymmetry between tourism demand and infrastructure capacity.

These cases demonstrate that tourism pressure is not only expressed through large numbers of visitors and nights spent, but also through increasing pressures on public utility infrastructure, which may lead to saturation effects, declining service quality, and the degradation of environmental resources. Furthermore, they highlight that exceeding carrying capacity is not only an environmental issue, but also a socioeconomic one, as it can affect housing accessibility, the functionality of cities, the gradual displacement of the permanent population, and ultimately the long-term sustainability of the destination.

For the Regional Unit of Chania, these examples serve as warning cases, illustrating potential interventions when tourism growth continuously exceeds the limits of managerial and environmental capacity. In this context, monitoring tourism pressure indicators, the prompt implementation of management measures, and the protection of critical infrastructure are not just matters of sustainable tourism policy, but essential prerequisites for preventing overtourism phenomena with long-term social and environmental consequences.

Chapter 3: Research Methodology

3.1 Introduction

The purpose of this chapter is to present the methodology adopted for investigating the perceptions of permanent residents of the Regional Unit of Chania regarding tourism, its impacts, the existence of potential overtourism conditions, and the acceptance of possible management measures.

The research is based on a quantitative approach using primary data collected through a structured questionnaire. The sample consists of 164 permanent residents of the area. Data collection was carried out both online (via

Google Forms) and through printed questionnaires, in order to include participants who are less familiar with digital tools.

The study has certain limitations, as it is based on subjective perceptions rather than objective measurements, while convenience sampling was used due to time and accessibility constraints. Furthermore, questionnaires were not collected from all areas of the Regional Unit of Chania, but primarily from the city of Chania and its suburban areas, due to practical difficulties related to access and data collection. Although this method does not allow full generalization of the results, the sample includes individuals of different ages, genders and occupations, providing a satisfactory overview of residents' perceptions.

3.2 Research Objectives and Hypotheses

The main objective of the research is to understand how residents perceive the impacts of tourism in the Chania region, at economic, social, and environmental levels.

More specifically, the study aims to:

- identify the positive and negative impacts of tourism,
- examine the extent to which residents perceive tourism pressure,
- explore the relationship between economic dependence on tourism and perceptions,
- investigate whether demographic and economic characteristics influence perceptions of tourism pressure,
- examine residents' attitudes toward potential management measures.

To address these objectives, the following research hypotheses were formulated:

Hypothesis 1

H₀: There is no association between economic dependence on tourism (employment in tourism or occupation affected by tourism) and perceptions of tourism impacts.

H₁: There is an association between economic dependence on tourism and perceived tourism impacts.

Hypothesis 2

H₀: There is no association between supplementary tourism-related income and perceptions of tourism impacts.

H₁: There is an association between supplementary tourism-related income and perceptions of tourism impacts.

Hypothesis 3

H₀: Demographic and tourism-related economic characteristics do not influence residents' perceptions of

tourism pressure.

H₁: Demographic and tourism-related economic characteristics influence residents' perceptions of tourism pressure.

Hypothesis 4

H₀: Perceived tourism pressure is not related to support for tourism management measures.

H₁: Perceived tourism pressure is related to support for tourism management measures.

Hypothesis 5

H₀: Perceived tourism pressure is not related to broader perceptions associated with overtourism conditions.

H₁: Perceived tourism pressure is related to broader perceptions associated with overtourism conditions.

3.3 Descriptive Analysis and Construction of the Tourism Pressure Index

Descriptive analysis was used to present the main characteristics of the sample and the responses of participants.

Frequencies, percentages, and mean values were calculated for variables related to:

- demographic characteristics,
- relationship with tourism,
- perceived positive and negative impacts,
- and attitudes toward management measures.

Most variables were measured using a five-point Likert scale, allowing comparison of the intensity of perceptions across different issues.

In addition, the Tourism Pressure Index was constructed. The index was calculated as the mean value of selected variables related to increased cost of living, rent increases, city degradation, alteration of cultural identity, waste accumulation, environmental pollution, traffic congestion, parking availability, noise pollution and overcrowding. The purpose of this index is to capture the overall level of pressure experienced by residents in their daily lives due to tourism, by combining multiple dimensions into a single variable. This allows for a more comprehensive assessment of tourism pressure and facilitates its use in further statistical analysis.

3.4 Inferential Statistical Analysis

Inferential statistical analysis was conducted in order to examine relationships between variables and test the research hypotheses of the study.

Firstly, Chi-square tests of independence were used to examine whether residents' perceptions regarding tourism impacts differ according to their economic relationship with tourism.

More specifically, Chi-square analysis was applied in order to test Hypothesis 1 regarding the relationship between economic dependence on tourism and perceptions of tourism impacts. An additional Chi-square was conducted to test Hypothesis 2 to examine whether supplementary tourism-related income influences residents' perceptions regarding tourism impacts. Statistical significance was assessed at $p < .05$.

Secondly, multiple regression analysis was conducted in order to examine Hypothesis 3, namely whether demographic characteristics and tourism-related economic variables influence the Tourism Pressure Index. Regression analysis allows the simultaneous examination of multiple independent variables and their effect on a dependent variable, providing a broader understanding of the factors shaping residents' perceptions.

Finally, Spearman correlation analysis was conducted in order to examine Hypotheses 4 and 5. More specifically, the analysis investigated the relationship between the Tourism Pressure Index and residents' support for tourism management measures, as well as the relationship between tourism pressure index and broader perceptions associated with overtourism conditions. All statistical analyses were conducted using IBM SPSS Statistics software. The next chapter presents the results of the data analysis.

Chapter 4: Data Analysis and Results

This chapter presents the empirical findings of the study based on responses from 164 permanent residents of the Prefecture of Chania. The analysis includes descriptive statistics, comparative analysis, hypothesis testing, construction of tourism pressure indicators, reliability analysis and regression models, in order to assess residents' perceptions regarding the impacts of tourism and the extent to which these reflect conditions associated with overtourism.

4.1 Demographic characteristics of the sample

The number of respondents to this questionnaire was 164, permanent citizens of the prefecture of Chania. Most of the responders belong to the age group 26-35, representing the 35% of the sample, followed by the age group 56-65 (21%), and the rest in descending order are individuals aged 34-45 (14.1%), under 26 (13.5%), 46-55 (12.3%), and over 65 (3.1%). The gender distribution is balanced between men (51.5%) and women (48.5%) and the same applies for the area of residence, where 55.2% lives in the city centre and 44.8% lives in the suburbs of the city or other locations of the prefecture.

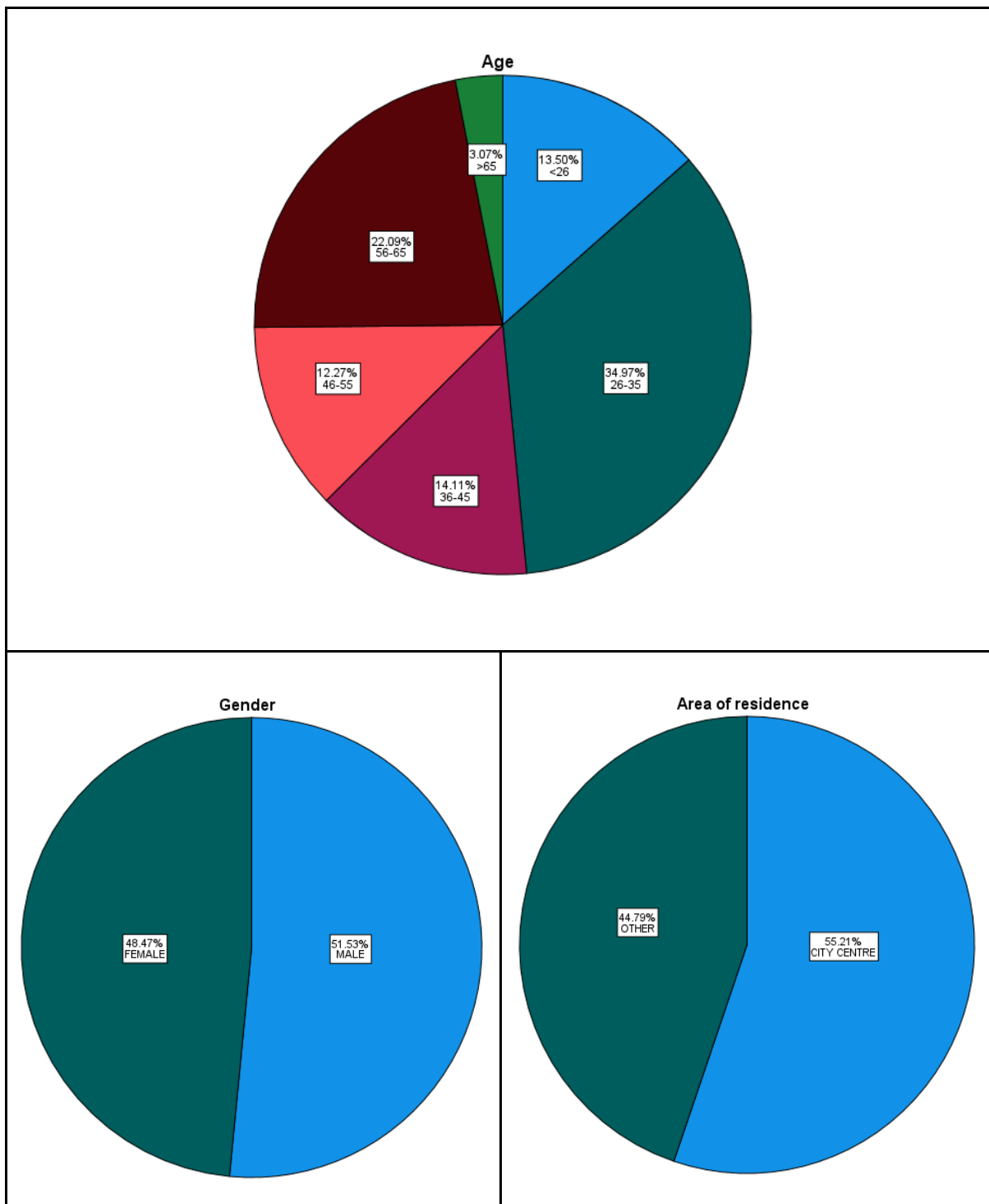


Figure 2: Age, Gender and Area of Residence of the respondents

Most of the participants (83.4%) live permanently in the Chania region for over 15 years, as 59.5% answered that their length of residence exceeds 25 years, 23.9% between 16-25 years, 12.27% between 5-15 years and only 4.3% less than 5 years. This indicates that the sample consists of residents who have the experience and the ability to observe and understand the changes in tourism impact through the years.

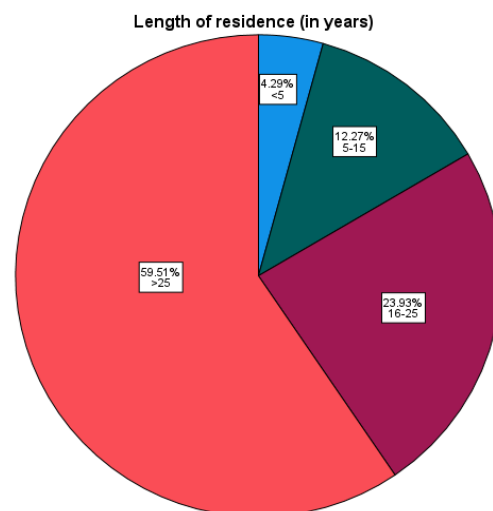


Figure 3: Length of Residence

Regarding occupation, most of the respondents are private sector employees (35%), followed by self – employees (23.9%), employees working in public sector (22.1%), college students (11%), retirees (3.7%), unemployed (2.5%) and other occupations (1.8%). Overall, the sample provides sufficient diversity while the long residence of most participants strengthens the credibility of perceptions recorded.

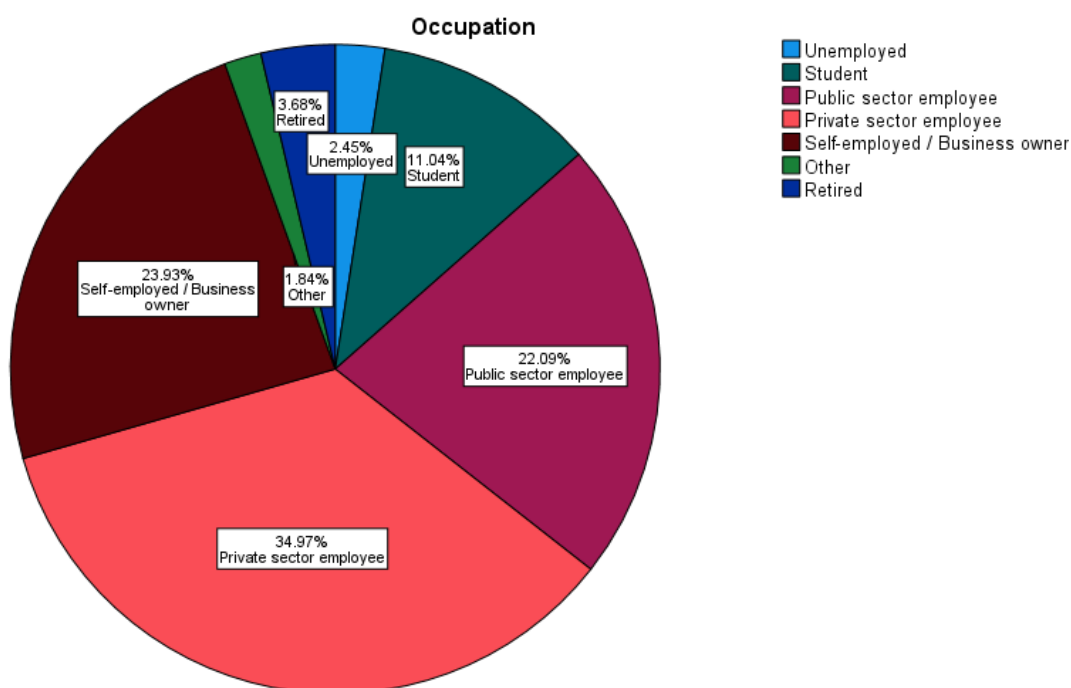


Figure 4: Occupation

4.2 Economic relationship with tourism

The questionnaire aims to examine also to what extent the permanent residents benefit financially from tourism, whether they work in the tourism sector, whether they have additional income or their occupation is affected by tourism. 18.3% of the respondents stated that they work in the tourism sector and 38.4% that their occupation is affected by tourism and 26.8% that they have additional income from tourism.

Specifically, 10,4% answered that they have supplementary income from hotels and short-term rentals, 11% stated they have additional income from seasonal bars or restaurants, 6.7% from other sources.

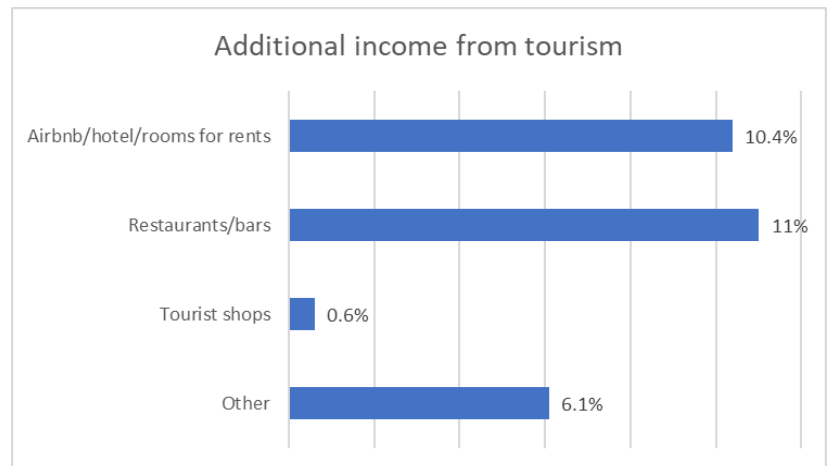


Figure 5: Additional Income from Tourism

These results confirm the importance of tourism for the local society, as a high proportion of residents are affected directly or indirectly by tourism.

The influence of tourism extends beyond the direct tourism employment by affecting other occupations, while many residents have supplementary income linked to STR - accommodation which is very popular in the region because of the high visitor demand.

4.3 Perceived negative impacts of tourism

This section refers to the perception of the residents considering the negative impacts of tourism in Chania. First of all, 87.8% believe that tourism indeed creates negative impacts. In addition, 93.3% believe that there has been an intense tourism increase in recent years while 73.6% believe the infrastructures are inefficient. Regarding the specific impacts on the various fields, over 50% of participants believe that cost of living has increased because of tourism, much (27%) or very much (25.8%). Meanwhile, over 80% answered that the cost of rents has increased much (23.9%) or very much (59.5%), findings that indicate the financial pressure perceived by locals as a result of tourism growth.

Participants also reported concerns regarding social and environmental impact. 65.1% of the participants observed degradation of the city, while 53.3% are worried that mass tourism affects the cultural identity of the area, 47.3% answered that tourism contributes to waste accumulation and 57.7% that tourism increases the noise pollution. The respondents seem to be more concerned about urban functionality and everyday life, as they answered that tourism contributes to great or very great extent, about parking (96%), traffic congestion (83.9%), overcrowding (81.6%) and environmental pollution (74.2%).

To further assess the relative importance of tourism-related problems, descriptive statistics were used to compare mean scores of responses measured on a five-point Likert scale, ranging from 1 (Not at all) to 5 (Very much), and are presented in descending order.

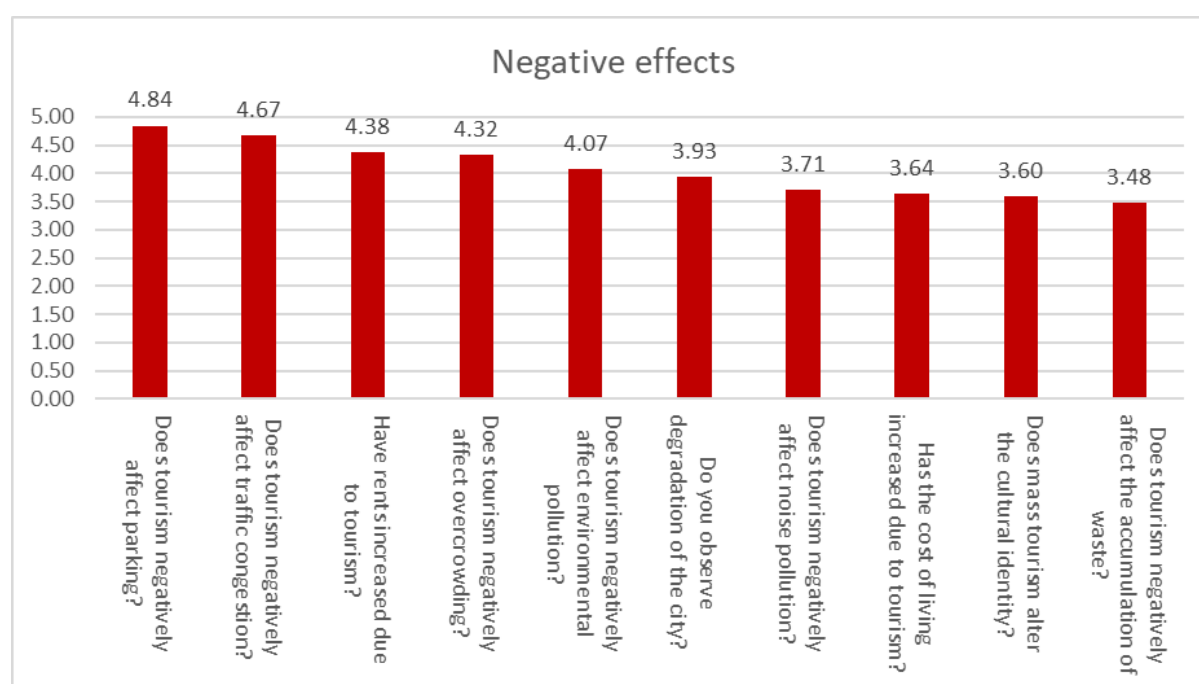


Figure 6: Means Comparison of the Negative Effects

It seems the most significant issues for the permanent residents, with the higher means and the lower standard deviations are the parking availability ($M=4.84$, $SD=0.443$), the traffic congestion ($M=4.67$, $SD=0.589$), the increased rents ($M=4.38$, $SD=0.897$) and the overcrowding ($M=4.32$, $SD=0.829$). The relatively low standard deviations for these variables indicate a high degree of consistency among respondents, suggesting that these pressures are widely and consistently perceived by residents. The residents are also concerned about the environmental pollution ($M=4.07$, $SD=0.95$) and they believe that massive tourism leads to degradation of the city centre ($M=3.93$, $SD=1.037$). Lower levels of concern, but still important, are observed regarding the noise pollution ($M=3.71$, $SD=0.987$), the increased cost of living ($M=3.64$, $SD=1.034$), impacts of cultural identity ($M=3.6$, $SD=1.03$) and waste accumulation ($M=3.48$, $SD=1.026$).

4.4 Perceived benefits of tourism

In order to examine the general perception of residents about the impact of tourism, the questionnaire includes questions regarding the benefits of tourism, with a range of values from 1 (not at all) to 5 (very much). Despite concerns, respondents recognize significant benefits, as 81.1% of the participants agree or strongly agree that tourism indeed creates more jobs in the region, 56.7% that tourism contributes much or very much to the development of local business, 64.4% answered that tourism contributes to the economic development of the prefecture of Chania. On the other hand, only 25.1% answered that tourism contributes to the promotion of cultural heritage and 9.1% that it does not contribute at all.

To further analyse residents' perceptions regarding the benefits of tourism, descriptive statistics were employed to compare the mean scores of responses on a five-point Likert scale, ranging from 1 (Not at all) to 5 (Very much). This approach allows the relative importance of different perceived benefits to be assessed, while the corresponding standard deviations indicate the extent of consensus among respondents.

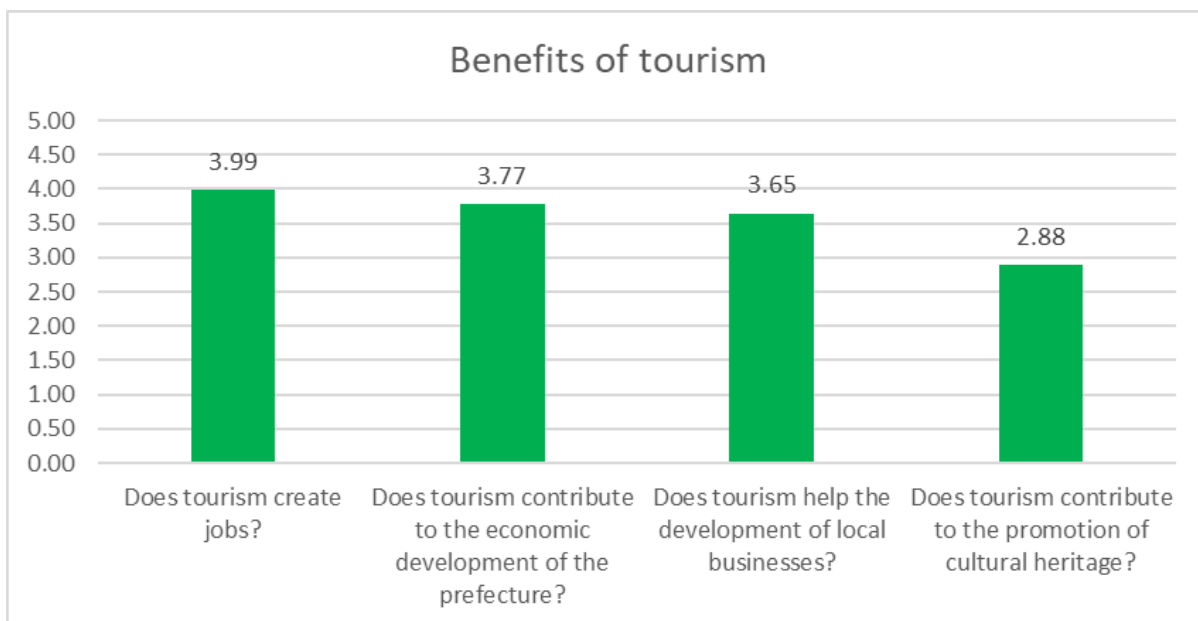


Figure 7: Means Comparisons of the Perceived Benefits Coming from Tourism

Table 2: Means and Standard Deviation of the Perceived Benefits of Tourism

	Mean	Std. Deviation
Does tourism create jobs?	3.99	0.775
Does tourism contribute to the economic development of the prefecture?	3.77	1.026
Does tourism help the development of local businesses?	3.65	0.938
Does tourism contribute to the promotion of cultural heritage?	2.88	1.030

Results show that the most important perceived benefit of tourism is job creation ($M = 3.99$, $SD = 0.775$), which also presents the lowest standard deviation, indicating a relatively strong consensus among respondents. This suggests that residents widely recognise employment generation as the most significant positive contribution of tourism is also perceived to contribute positively to the economic development of the prefecture ($M = 3.77$, $SD = 1.026$) and to the development of local businesses ($M = 3.65$, $SD = 0.938$). By contrast, the contribution of tourism to the promotion of cultural heritage received the lowest mean score ($M = 2.88$, $SD = 1.030$), suggesting weaker agreement that tourism contributes substantially in this field. The relatively higher dispersion in responses may indicate more divided perceptions regarding the relationship between tourism and cultural heritage.

Overall, the findings suggest that residents perceive tourism benefits primarily in economic terms, especially through employment and business activity, while cultural benefits appear to be recognised to a much lesser extent.

4.5 Preventive measures and management

This section examines how residents evaluate current tourism management and potential measures to address tourism pressure. Results indicate strong dissatisfaction with the tourism management as they consider the current measures inefficient to address the pressure effectively. Specifically, 45.7% disagree and 37.8% strongly

disagree that sufficient measures are taken for mass tourism limitation, while 46.3% disagree and 18.3% strongly disagree that there is proper management of the high number of visitors.

The participants were also asked to evaluate potential measures to address the negative impact of tourism. Firstly, 82.9% of respondents expressed a positive opinion toward a potential implementation of visitor limits in the area, while 59.8% believe that sustainable tourism can be successfully implemented in the Prefecture of Chania. In order to address tourism-related impacts, permanent residents consider several measures to be effective, including infrastructure upgrading (68.9%), visitor limits (60.4%), as well as the introduction of an entrance fee (29.9%) in beaches and protected areas. Moreover, 56.1% consider the promotion of alternative tourism to be an effective measure while 2.4% answered other measures. These findings suggest that residents support not only restrictive measures aimed at controlling visitor pressure, but also longer-term interventions focused on infrastructure improvement and more sustainable tourism development.

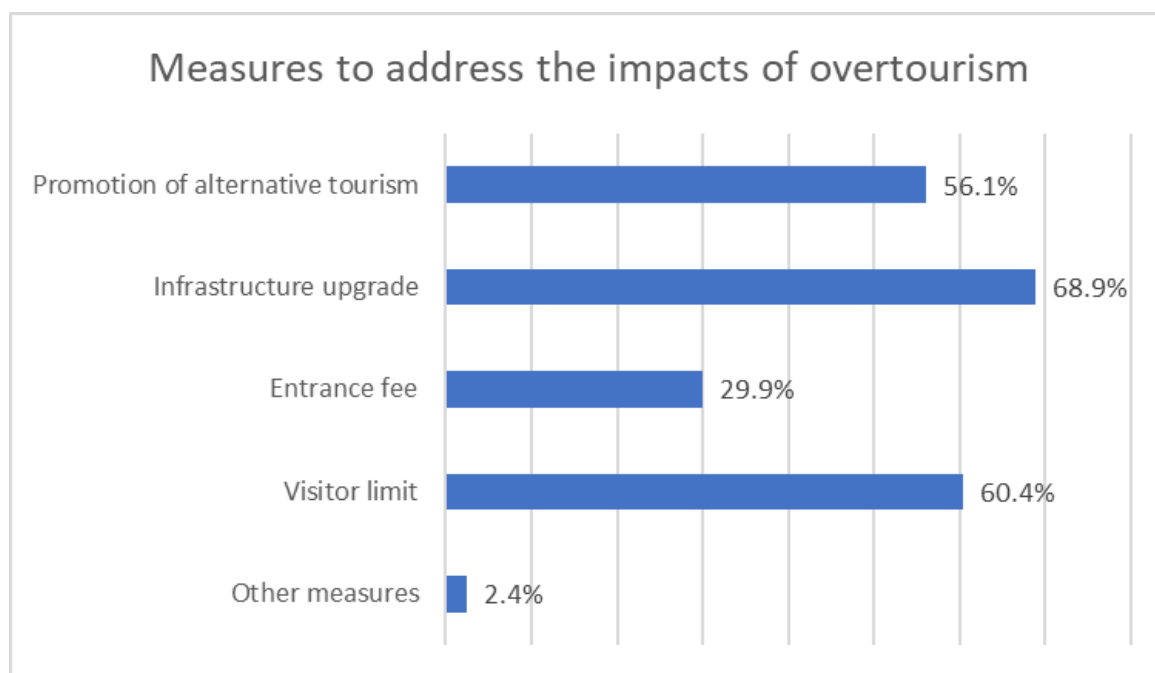


Figure 8 Residents' Evaluation of Tourism Management Measures

4.6 General indicators of tourism impacts

In order to capture residents' broader assessment of tourism, two general indicators were examined: whether the economic benefits generated by tourism outweigh its negative impacts, and how residents evaluate the overall impact of tourism in the Prefecture of Chania.

Regarding whether the economic benefits offset the negative impacts, most respondents expressed disagreement. Specifically, 41.5% disagree and 15.9% strongly disagree, meaning that 57.4% of participants do not believe that tourism's economic benefits compensate for its social and environmental costs. In contrast, only 12.8% agree and 3% strongly agree, while 26.8% remain neutral.

These findings suggest that although residents recognize the economic importance of tourism, they tend to perceive that the associated costs—particularly those related to congestion, housing pressure and environmental deterioration—are not sufficiently counterbalanced by the benefits generated.

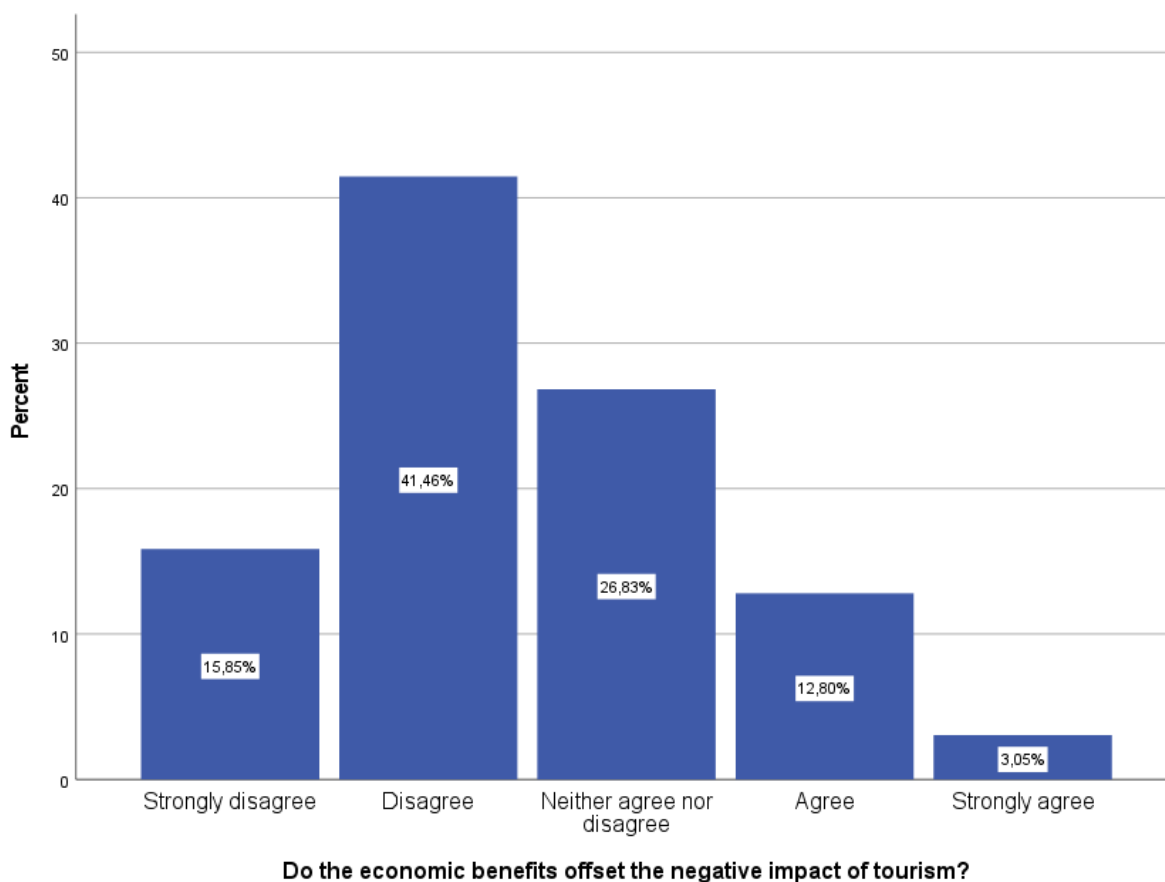


Figure 9: Perceptions Regarding Whether Tourism Benefits Outweigh Negative Impacts

This interpretation is also reflected in responses regarding the overall impact of tourism. While 33.5% evaluate tourism's overall impact as positive, 31.7% consider it negative and 26.8% remain neutral. Only 1.2% evaluate tourism as very positive, while 6.7% characterize it as very negative.

The distribution of responses indicates a mixed but critical perception. Although tourism is not perceived overwhelmingly negatively, there is substantial ambivalence and limited evidence of strong positive evaluations.

This reinforces the idea that residents recognize tourism as economically beneficial, while remaining concerned about its broader consequences.

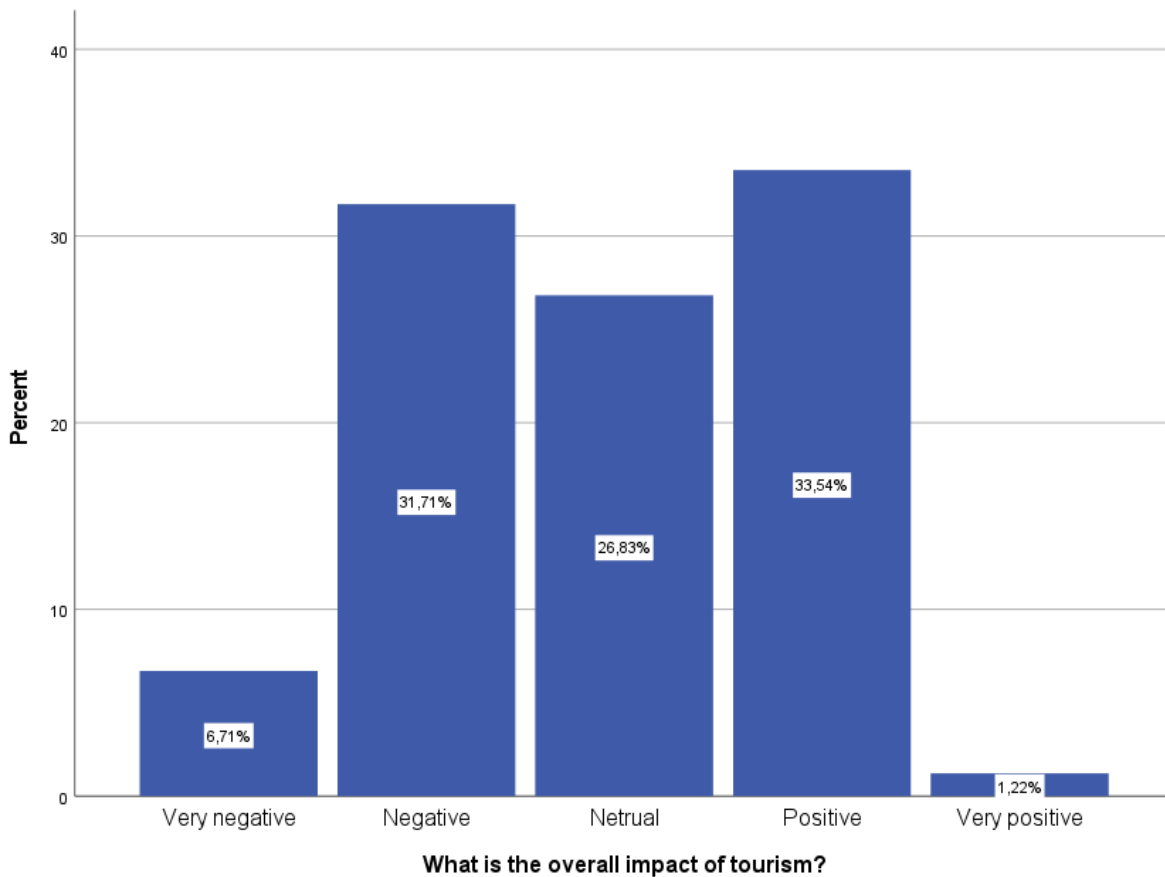


Figure 10: Overall Evaluation of Tourism's Impact in Chania

4.7 Tourism Pressure Index

To assess whether residents' perceptions reflect conditions associated with overtourism, a composite Tourism Pressure Index was constructed as an indicator of perceived tourism pressure. The index was created by combining ten variables capturing key dimensions of tourism-related pressure, including housing affordability (cost of living and rents), urban and environmental degradation, congestion pressures, and infrastructure stress.

Specifically, the index includes perceptions regarding increased cost of living, rent increases, city degradation, alteration of cultural identity, waste accumulation, overcrowding, noise pollution, traffic congestion, parking pressure and environmental pollution. All variables were measured on a five-point Likert scale ranging from 1 ("Not at all") to 5 ("Very much"), and the index was calculated as the mean score of the ten items for each

respondent. Higher values indicate higher levels of perceived tourism pressure and, consequently, stronger signs associated with overtourism conditions.

The internal consistency of the index was assessed through reliability analysis.

Table 3: Reliability Analysis of Pressure Index

Items	Cronbach's Alpha
10	0.844

The Cronbach's Alpha coefficient of 0.844 indicates good internal consistency, suggesting the variables form a reliable composite scale. Descriptive statistics for the index are presented below.

Table 4: Descriptive Statistics of Pressure Index

N	Minimum	Maximum	Mean	SD
163	2.60	5.00	4.06	0.58

The mean value of 4.06 on a five-point scale indicates a high level of perceived tourism pressure.

This result is particularly important, as the mean lies well above the midpoint of the scale and close to the upper boundary, suggesting that residents systematically perceive tourism as generating substantial pressure.

The relatively low standard deviation (0.58) further suggests that these perceptions are shared consistently across respondents.

Combined with the high mean values observed for parking, traffic congestion, overcrowding and rents, the index provides strong evidence consistent with perceived overtourism conditions.

This interpretation is reinforced by objective indicators examined earlier in the study, including Tourism Intensity (61.9), Tourism Density (4079) and the Bed Function Index (78.3), whose convergence with the subjective pressure index strengthens the overtourism argument

4.8 Comparative analysis (Chi-square tests)

In this section we try to analyze the answers between groups that are affected financially by tourism either directly or indirectly. We use the chi - square independence test to examine whether or not the opinion of residents about the impacts of tourism is affected by their occupation and their probable additional income coming from tourism. The categories of participants that work in the tourism sector and those that their occupation is related to tourism, meaning individuals working in bars, restaurants and other, were merged into a new variable. A Chi - square test was run for this new variable, and another for the variable on which individuals have additional- supplementary income coming from tourism (Airbnb, hotel, other). After running the chi - square tests when the p - value is less than 0.05 then there is significant statistical relation between the occupation or additional income with the residents 'opinion about the tourism impacts.

Below is the chart bar for the new variable created;

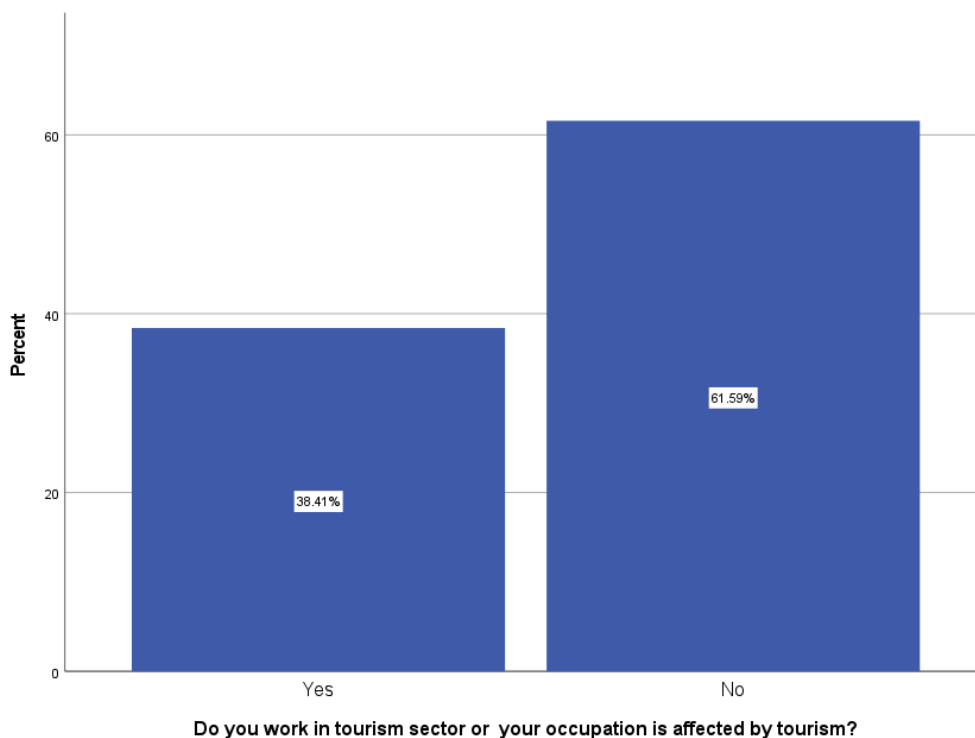


Figure 11: Occupation related to tourism

Hypothesis 1

H₀: There is no association between economic dependence on tourism (employment in tourism or occupation affected by tourism) and perceptions of tourism impacts.

H₁: There is an association between economic dependence on tourism and perceived tourism impacts.

The null hypothesis was partially rejected, as statistically significant associations emerged for selected variables.

Table 5 Significant Associations – Tourism-Related Occupation and Tourism Perceptions

Relationship tested	Pearson χ^2	df	p-value
Are the infrastructures sufficient?	6.318	2	0.042
Does tourism negatively affect parking?	6.825	4	0.033
Does tourism help the development of local businesses?	10.391	4	0.034
Does tourism contribute to the promotion of cultural heritage?	20.491	4	< 0.001

Statistical significance assessed at $\alpha=.05$.

After running the Chi-square independence test, the results indicate that there are no statistically significant differences in most cases regarding the perception of tourism impacts. Significant differences were observed regarding infrastructure sufficiency, parking pressure, local business development and the promotion of cultural heritage.

Specifically, regarding infrastructure sufficiency, although the majority of both categories consider local infrastructure inadequate, residents whose occupation is affected by tourism evaluate infrastructure slightly more positively. More specifically, 30.2% of residents economically connected to tourism answered “yes”, compared with 14.0% among residents whose occupation is not affected by tourism.

Regarding parking issues, although both categories agree that tourism indeed affects parking availability, residents whose employment is independent of tourism perceive the problem more intensely. More specifically, 92.0% of those whose occupation is not affected by tourism answered “very much”, while the same percentage among residents whose occupation is affected by tourism was 79.4%. This suggests that residents who do not financially benefit from tourism may perceive tourism-related negative externalities more strongly.

A statistically significant difference was also observed regarding tourism’s contribution to local business development. Residents whose occupation is affected by tourism evaluate this contribution more positively.

Approximately 28.6% of residents economically linked to tourism selected “very much”, compared with only 13.9% among residents whose occupation is not related to tourism.

The next case where a statistically significant difference was observed is related to the contribution of tourism to the promotion of cultural heritage. Here, the differences are more intense, since residents whose occupation is affected by tourism evaluate this contribution more positively. Approximately 38.1% of residents economically linked to tourism selected “much” or “very much”, compared with only 16.8% among residents whose occupation is not related to tourism.

Overall, these findings indicate that economic dependence on tourism influences selected perceptions regarding tourism impacts. Residents who benefit directly or indirectly from tourism tend to evaluate tourism’s economic and cultural contribution more positively, while residents without financial benefits from tourism perceive tourism pressure and related urban problems more strongly.

Hypothesis 2

H₀: There is no association between supplementary tourism-related income and perceptions of tourism impacts.

H₁: There is an association between supplementary tourism-related income and perceptions of tourism impacts.

The null hypothesis was partially rejected.

Table 6 Significant associations – Additional tourism income

Relationship tested	Pearson χ^2	df	p-value
City degradation	8.850	4	0.031
Local business development	19.739	4	0.001

The second Chi-square test examined differences between residents who receive supplementary tourism-related income (e.g., Airbnb, seasonal restaurants) and those who do not.

Significant differences emerged regarding perceptions of city degradation. Residents without additional tourism income perceive stronger degradation, with 44.5% selecting “very much”, compared with 25% among those

with supplementary income. This suggests that those not benefiting financially from tourism may experience its urban pressures more critically.

Significant differences were also observed regarding tourism's contribution to local business development. Residents with supplementary tourism income perceive these benefits more positively, with 36.4% selecting “very much”, compared with only 13.3% among residents without supplementary income.

These findings indicate that supplementary tourism income influences perceptions of economic benefits, while non-beneficiaries tend to perceive tourism's negative impacts more strongly. Some cells had expected frequencies below 5; therefore, results should be interpreted with caution, particularly given small subgroup sizes.

4.9 Regression analysis of perceived tourism pressure

A multiple linear regression analysis was conducted in order to examine whether demographic characteristics and residents' economic relationship with tourism predict the Perceived Tourism Pressure Index. More specifically, the analysis aimed to identify whether variables such as age, gender, occupation, employment in tourism and supplementary tourism-related income influence the degree to which residents perceive tourism pressure in Chania.

Hypothesis 3

H₀: Demographic and tourism-related economic characteristics do not influence residents' perceptions of tourism pressure.

H₁: Demographic and tourism-related economic characteristics influence residents' perceptions of tourism pressure.

Multiple regression analysis allows the simultaneous examination of several independent variables and their effect on a single dependent variable. In this study, the Perceived Tourism Pressure Index was used as the dependent variable, while demographic and tourism-related economic variables were entered as predictors.

The regression model was not statistically significant, $F(8,154) = 1.574$, $p = .137$. The model explained 7.6% of the variance in the Perceived Tourism Pressure Index ($R^2 = .076$), while the adjusted R^2 was .028, indicating limited explanatory power. None of the independent variables emerged as statistically significant predictors of perceived tourism pressure. Length of residence showed the strongest, although non-significant, association with the Pressure Index ($\beta = .148$, $p = .086$).

Therefore, the null hypothesis cannot be rejected, as demographic and tourism-related economic characteristics do not appear to significantly influence residents' perceptions of tourism pressure.

Overall, the findings suggest that perceptions of tourism pressure are relatively widespread across different demographic and economic groups and are not strongly determined by individual socio-economic characteristics or direct economic dependence on tourism.

4.10 Correlation analysis between tourism pressure and management measures

A Spearman correlation analysis was conducted to examine the relationship between the Perceived Tourism Pressure Index and residents' support for tourism management measures. The purpose of this analysis was to investigate whether residents who perceive stronger tourism pressure are also more likely to support restrictive or sustainability-oriented tourism management policies.

Hypothesis 4

H₀: Perceived tourism pressure is not related to support for tourism management measures.

H₁: Perceived tourism pressure is related to support for tourism management measures.

Spearman's rho is a non-parametric correlation test used to examine the strength and direction of association between ordinal or non-normally distributed variables. The test is appropriate for Likert-scale variables commonly used in perception-based survey research.

The analysis included the Perceived Tourism Pressure Index and several proposed tourism management measures, including visitor limits, entrance fees, infrastructure upgrades and the promotion of alternative forms of tourism.

The results showed no statistically significant correlations between the Pressure Index and any of the tourism management measures ($p > .05$). More specifically, no significant relationship was found between perceived tourism pressure and support for visitor limits ($\rho = .020$, $p = .801$), entrance fees ($\rho = -.087$, $p = .271$), infrastructure upgrades ($\rho = -.012$, $p = .882$), promotion of alternative tourism ($\rho = -.107$, $p = .173$), or other measures ($\rho = -.018$, $p = .818$).

Therefore, the null hypothesis regarding tourism management measures cannot be rejected, as stronger perceptions of tourism pressure do not appear to be associated with greater support for specific management interventions.

Hypothesis 5

H₀: Perceived tourism pressure is not related to broader perceptions associated with overtourism conditions.

H₁: Perceived tourism pressure is related to broader perceptions associated with overtourism conditions.

However, statistically significant correlations were observed between the Perceived Tourism Pressure Index and broader tourism perception variables. Specifically, the Pressure Index was significantly associated with the overall perceived impact of tourism ($\rho = -.304, p < .001$) and with the perception that tourism creates negative impacts ($\rho = -.318, p < .001$). These findings indicate that residents who perceive stronger tourism pressure also tend to evaluate tourism more negatively overall and are more likely to recognize its adverse impacts.

Therefore, the null hypothesis regarding broader overtourism-related perceptions is rejected, as perceived tourism pressure is significantly associated with more negative overall evaluations of tourism and stronger recognition of tourism-related negative impacts.

Additionally, statistically significant positive correlations were found between support for visitor limits and support for the promotion of alternative tourism ($\rho = .213, p = .006$), as well as between infrastructure upgrades and promotion of alternative tourism ($\rho = .202, p = .009$). This suggests that residents who support one tourism management measure are also more likely to support broader sustainable tourism strategies.

4.11 Summary of empirical findings

Overall, the findings indicate that residents of Chania recognize both the economic importance of tourism and the negative pressures associated with tourism growth. Tourism is mainly perceived as contributing positively to employment creation, local business activity and the economic development of the prefecture. However, residents also expressed strong concerns regarding parking pressure, traffic congestion, overcrowding, rent increases and environmental degradation.

The descriptive analysis revealed that tourism-related pressures are perceived strongly by the majority of respondents, while the Tourism Pressure Index further confirmed high levels of perceived tourism pressure among residents. The index demonstrated good internal consistency and showed that tourism pressure is experienced broadly across the local population.

Regarding tourism management, residents generally expressed dissatisfaction with the effectiveness of current management practices and existing measures addressing tourism pressure. At the same time, respondents demonstrated support for sustainable tourism interventions, particularly infrastructure upgrading, visitor limitations and the promotion of alternative forms of tourism.

The comparative analyses using Chi-square tests revealed several statistically significant associations between economic dependence on tourism and selected perceptions regarding tourism impacts. Residents economically connected to tourism tended to evaluate tourism's economic and cultural contribution more positively, while residents without direct tourism-related income perceived certain negative impacts more strongly. Nevertheless, these differences were relatively limited and mainly reflected variations in the intensity of responses rather than fundamentally different perceptions between groups.

Similarly, the regression analysis showed that demographic characteristics and tourism-related economic variables did not significantly predict the Perceived Tourism Pressure Index, suggesting that tourism pressure is perceived relatively uniformly across different social and economic groups. The correlation analysis further indicated that stronger tourism pressure is associated with more negative overall evaluations of tourism and stronger recognition of tourism's adverse impacts, although it is not significantly associated with support for specific tourism management measures.

Overall, the findings suggest that tourism-related pressures and conditions associated with overtourism are widely recognized among residents of Chania, regardless of demographic or economic background.

Chapter 5: Discussion of Findings

5.1 Introduction

The purpose of this chapter is to discuss and interpret the empirical findings presented in the previous chapter in relation to the research objectives and the existing literature on tourism impacts and overtourism. The discussion focuses on residents' perceptions regarding the economic, social and environmental impacts of tourism in the Prefecture of Chania, the existence of tourism pressure conditions, and residents' attitudes toward tourism management measures.

5.2 Residents’ perceptions of tourism benefits

The findings indicate that residents generally recognize tourism as an important economic activity for the region. Tourism was strongly associated with employment creation, local business activity and the economic development of the prefecture. Job creation received the highest mean value among the positive tourism impacts ($M = 3.99$), while tourism’s contribution to economic development ($M = 3.77$) and local business development ($M = 3.65$) were also evaluated positively.

These findings are consistent with previous studies suggesting that residents of tourism-dependent destinations tend to recognize tourism primarily through its economic contribution. Similar conclusions have been reported in overtourism research conducted in Mediterranean destinations, where tourism is often viewed simultaneously as an economic necessity and a source of increasing pressure.

However, the contribution of tourism to cultural heritage promotion received lower evaluations ($M = 2.88$), indicating that residents do not perceive tourism as contributing equally across all dimensions of local development. This finding may reflect concerns regarding the commercialization of local culture or the dominance of mass tourism models focused primarily on economic activity.

Overall, the results suggest that residents associate tourism benefits mainly with economic outcomes rather than with broader cultural or social enhancement.

5.3 Perceived Tourism Pressure and Overtourism Conditions

Despite the recognition of tourism’s economic importance, residents expressed particularly strong concerns regarding the negative impacts generated by tourism growth. High levels of agreement were recorded regarding parking pressure ($M = 4.84$), traffic congestion ($M = 4.67$), overcrowding ($M = 4.32$) and rent increases ($M = 4.38$). Environmental pollution, city degradation and noise pollution were also evaluated negatively by a large proportion of respondents.

These findings suggest that tourism pressure in Chania is experienced primarily through everyday urban functionality and quality-of-life issues. Similar patterns are frequently identified in overtourism literature, where local residents tend to associate excessive tourism growth with congestion, housing pressure, environmental stress and declining urban liveability.

The Tourism Pressure Index further reinforced this interpretation. The index demonstrated strong internal consistency (Cronbach’s Alpha = 0.844), while its high mean value ($M = 4.06$) indicates substantial levels of

perceived tourism pressure among residents. The relatively low standard deviation additionally suggests a broad consensus regarding the existence of tourism-related pressure.

An important aspect of the findings is the convergence between residents' subjective perceptions and the objective tourism indicators presented earlier in the study. High Tourism Intensity, Tourism Density and Bed Function Index values support the argument that the pressures identified by residents correspond to measurable tourism concentration patterns in the region. This strengthens the interpretation that Chania increasingly exhibits characteristics commonly associated with overtourism conditions.

5.4 Residents' Attitudes Toward Tourism Management Measures

The findings also reveal dissatisfaction regarding the effectiveness of current tourism management practices. A large proportion of residents disagreed that sufficient measures are currently being implemented to address tourism pressure and overtourism-related problems.

At the same time, respondents appeared relatively supportive of sustainable tourism interventions. Infrastructure upgrading, visitor limitations and the promotion of alternative forms of tourism received considerable support among participants. These findings indicate that residents are not necessarily opposed to tourism itself, but rather to the absence of effective management capable of reducing tourism pressure and improving the balance between tourism development and residents' quality of life.

The support for alternative tourism development is particularly important, as it reflects residents' preference for more sustainable and diversified tourism models instead of excessive concentration around mass seasonal tourism. Similar findings have been identified in studies emphasizing the importance of sustainable destination management in mature tourism destinations.

5.5 Comparative analysis of residents' perceptions

The Chi-square analyses revealed that economic dependence on tourism influences selected aspects of residents' perceptions, although the observed differences were relatively limited.

Residents whose occupation was connected to tourism evaluated tourism's economic contribution and its effect in local business development more positively. They also expressed more favorable views regarding tourism's

contribution to cultural heritage promotion. In contrast, residents without direct tourism-related economic benefits perceived certain negative impacts, particularly parking pressure and city degradation, more strongly.

However, the differences between groups mainly concerned the intensity of responses rather than fundamentally different perception toward tourism. Both economically connected and non-connected residents generally recognized the existence of tourism-related pressure and acknowledged the negative impacts generated by tourism growth.

This broader pattern is also reflected in the regression analysis. Demographic variables and tourism-related economic characteristics did not significantly predict the Tourism Pressure Index. The regression model explained only a limited proportion of variance ($R^2 = .076$) and none of the independent variables emerged as statistically significant predictors.

Consequently, the results suggest that tourism pressure in Chania is experienced relatively uniformly across the local population and tourism-related challenges seem to affect residents regardless of age, gender, occupation or economic involvement in tourism activity.

5.6 Correlation between tourism pressure and management attitudes

The correlation analysis further contributes to the interpretation of residents' attitudes toward tourism pressure and management interventions.

The findings indicated that residents who perceived higher levels of tourism pressure tended to evaluate tourism more negatively and to recognize its adverse social and environmental impacts more strongly. Residents who perceived higher tourism pressure were therefore more likely to evaluate tourism critically. However, no statistically significant relationship was identified between tourism pressure and support for specific tourism management measures, such as visitor limitations or entrance fees, meaning that support for management interventions is not determined exclusively by the degree of tourism pressure perceived by residents.

At the same time, positive correlations were observed between support for different management measures themselves. Residents who supported visitor limitations also tended to support alternative tourism development and infrastructure improvement measures. This pattern indicates a broader orientation toward sustainable tourism management approaches among part of the local population.

5.7 Conclusions

Overall, the findings suggest a relatively homogeneous perception of tourism impacts among permanent residents of Chania. Although some statistically significant differences emerged between residents economically connected to tourism and those without direct tourism-related benefits, these differences were relatively limited and mainly concerned the intensity of responses rather than fundamentally different attitudes toward tourism.

Both groups broadly recognized the existence of tourism-related pressure, particularly regarding congestion, housing affordability and urban stress. The regression analysis further reinforced this interpretation, as demographic and tourism-related economic variables did not significantly predict perceived tourism pressure.

Consequently, the study indicates that tourism pressure and overtourism-related challenges are experienced and recognized relatively similarly across the local population, suggesting that the impacts of tourism in Chania are perceived as collective rather than group-specific issues.

Chapter 6: Conclusions and Recommendations

6.1 Main Conclusions

The study examined residents' perceptions regarding tourism impacts and overtourism conditions in the Prefecture of Chania. The findings demonstrate that residents broadly recognize both the economic importance of tourism and the increasing pressures generated by tourism growth.

While tourism is strongly associated with employment and economic development, residents also perceive substantial pressure related to congestion, housing affordability, environmental degradation and urban functionality. These pressures appear to affect the wider local population rather than specific demographic or economic groups only.

The findings additionally indicate that residents support the adoption of more sustainable tourism management strategies and express dissatisfaction with the effectiveness of current tourism management practices.

Overall, the study suggests that tourism development in Chania increasingly reflects characteristics associated with overtourism conditions and highlights the importance of more balanced and sustainable tourism planning.

6.2 Practical Recommendations

Based on the findings of the study and the literature presented, several recommendations can be proposed for tourism management in the region.

To begin with, infrastructure improvement should become a priority, particularly regarding transportation systems, parking facilities and urban services in the Region, while tourism planning authorities should strengthen visitor management strategies during peak tourism periods in order to reduce excessive congestion and pressure on local community.

The promotion of alternative forms of tourism could additionally contribute to a more balanced distribution of tourism activity across the prefecture and throughout the year. Such approaches may reduce pressure on highly concentrated areas while supporting more sustainable destination development. Greater attention should also be given to the regulation of short-term rentals, since housing pressure emerged as one of the most significant concerns among residents.

Finally, residents’ perceptions should be incorporated more actively into tourism planning and policy-making processes in order to improve the long-term sustainability and social acceptance of tourism development.

6.3 Future Research

Future studies could examine overtourism perceptions using larger and more representative samples, while comparative analyses between different tourism destinations in Greece could further contribute to understanding how tourism pressure varies across destinations with different tourism characteristics and levels of development. More targeted sampling approaches could also help achieve a sample composition that more accurately reflects the structure of the local population.

Further research could combine subjective perceptions with objective environmental and tourism indicators or adopt qualitative approaches in order to explore residents’ experiences in greater depth. Beyond examining respondents according to their degree of tourism specialization, future studies could also incorporate interviews with key local stakeholders, including representatives from municipalities, regional authorities, professional associations and chambers of commerce. This dimension was included in the initial design of the present study; however, it was not implemented due to time limitations and the practical difficulties associated with coordinating stakeholder participation.

Longitudinal studies examining how residents’ perceptions evolve over time would additionally contribute to a better understanding of tourism pressure dynamics in rapidly developing destinations. Another aspect that could not be implemented due to time constraints, as well as the specific period during which the survey was

conducted, was the development of a separate questionnaire addressed to foreign visitors. Including tourists' perspectives could provide a more comprehensive understanding of tourism pressure, visitor behaviour and attitudes towards tourism management measures.

6.4 Final Remarks

Tourism remains one of the most important economic sectors for the Prefecture of Chania. However, the findings of this study demonstrate that the rapid growth of tourism activity increasingly generates pressures affecting residents' quality of life and the sustainability of the destination.

The future challenge for the region is not simply maintaining tourism growth, but achieving a more balanced tourism model capable of supporting economic development while simultaneously protecting the local community and urban environment.

References

- Mediterranean Agronomic Institute of Chania (MAICH). (2025). *Assessment of the tourist profile of foreign visitors to Western Crete*. Chania: MAICH.
- Berenson, M. L., Levine, D. M., Szabat, K. A., & Stephan, D. F. (2019). *Basic Business Statistics Concepts and Applications*. London: Pearson.
- Cruz, M. S., & Peñarrubia, M. (2019, 3 3). Analysis of the Accommodation Density in Coastal Tourism Areas of Insular Destinations from the Perspective of Overtourism. Zaragoza.
- Dodds, R., & Butler, R. (2019). The Phenomena of Overtourism: A Review. *De Gruyter*.
- European Commission. (2016). *The European Tourism Indicator System, ETIS toolkit for sustainable destination management*. European Commission.
- European Commission. (2025). *Unbalanced tourism: which European destinations are potentially vulnerable?* European Commission.
- European Commission. (2026). *Dubrovnik – European Green Pioneer of Smart Tourism 2026*. Retrieved from Smart Tourism Capital: https://smart-tourism-capital.ec.europa.eu/winners-and-finalists/cities-2026/dubrovnik-2026-european-green-pioneer-smart-tourism_en
- European Commission. (2026, 5 12). *EU Tourism Dashboard – Map View*. Retrieved from EU Tourism Dashboard: <https://tourism-dashboard.ec.europa.eu/map-view?lng=en&ctx=tourism&ts=TOURISM&is=TOURISM&tl=3&cl=tourism&clc=basic-20descriptors&pil=indicator-level&y=2020&pn=indicator-level&stu=EL434&tv=2021>
- Eurostat. (2024). *Methodological Note – Tourism Satellite Accounts*. Retrieved from Eurostat: <https://ec.europa.eu/eurostat/documents/7894008/19439020/methodological-note-tourism-satellite-accounts.pdf>
- Eurostat. (2025). *Regional gross domestic product (GDP) statistics*. Eurostat.
- Eurostat. (n.d.). *Eurostat Municipal Waste Statistics*. Retrieved from https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Municipal_waste_statistics&
- Gössling, S., Peeters, P., Hall, M., Ceron, J.-P., Dubois, G., Lehmann, L., & Scott, D. (n.d.). Tourism and water use: Supply, demand, and security. An international review. *ELSEVIER*.
- Hellenic Statistical Authority (ELSTAT). (n.d.). *Labour Force Survey*. Retrieved from <https://www.statistics.gr/>
- Hellenic Statistical Authority (ELSTAT). (2025). *Consumer Price Index (CPI)*. Hellenic Statistical Authority (ELSTAT).
- Hellenic Statistical Authority (ELSTAT). (n.d.). *Population and Housing Census 2021*. Retrieved from <https://www.statistics.gr>
- INSETE. (2025). *Bulletin 2025 special edition*. Retrieved from insete.gr: https://insete.gr/wp-content/uploads/2026/04/Bulletin_2025_special_edition-1.pdf
- INSETE. (2025). *Crete – Tourism Profile*.

- INSETE. (2025). *The Contribution of Tourism in Greek Economy 2024*. INSETE.
- Kavussanos, M. G. (2005). *Advanced Quantitative Analysis*. Patras: Hellenic Open University.
- Koens, K., Postma, A., & Papp, B. (2018). Is Overtourism Overused? Understanding the Impact of Tourism in a City Context. *Sustainability*.
- Mylonas, S. (n.d.). *Recycling and Solid Waste Management in Greece's Tourism Businesses*. INSETE.
- National Bank of Greece. (2025). *Travel Services Balance*. <https://www.bankofgreece.gr>.
- OECD. (2013). *Indicators for Measuring Competitiveness in Tourism*.
- Peeters, P. (2018). *Research for TRAN Committee – Overtourism: impact and possible policy responses*. Brussels: European Parliament.
- Spitogatos. (n.d.). *SPI – Spitogatos Property Index*. Retrieved from Spitogatos: <https://www.spitogatos.gr/en/property-index>
- The Guardian. (n.d.). Retrieved from <https://www.theguardian.com/cities/2019/apr/30/sinking-city-how-venice-is-managing-europes-worst-tourism-crisis>, <https://www.theguardian.com/world/article/2024/aug/30/mayor-of-santorini-warns-of-overtourism-crisis-greece>, <https://www.theguardian.com/trave>
- The Guardian. (n.d.). Retrieved from <https://www.theguardian.com/world/article/2024/sep/10/people-understand-the-cap-how-a-spanish-eco-beauty-spot-tackled-overtourism>, <https://www.theguardian.com/travel/2025/may/10/greek-island-of-zakynthos-named-most-crowded-resort-in-europe>
- Tzanakakis. (n.d.). Challenges and Opportunities for Sustainable Management of Water Resources in the Island of Crete, Greece.
- Vourdoubas, J. (2025). The water-tourism nexus in the island of Crete, Greece. *International Journal of Current Science Research and Review*.
- World Resources Institute (WRI). (2019). *17 Countries, Home to One-Quarter of the World's Population, Face Extremely High Water Stress*. Retrieved from World Resources Institute: <https://www.wri.org/insights/highest-water-stressed-countries>
- World Tourism Organization (UNWTO). (2018). 'Overtourism'? – *Understanding and Managing Urban Tourism Growth beyond Perceptions*. Madrid: UNWTO.
- Zarpanews. (2026, January 17). *Greek Cruise Sector: Record Arrivals in 2025 – The Growth of Chania*. Retrieved from <https://www.zarpanews.gr/elliniki-kroyaziera-rekor-afixeon-to-2025-i-dynamiki-ton-chanion/>

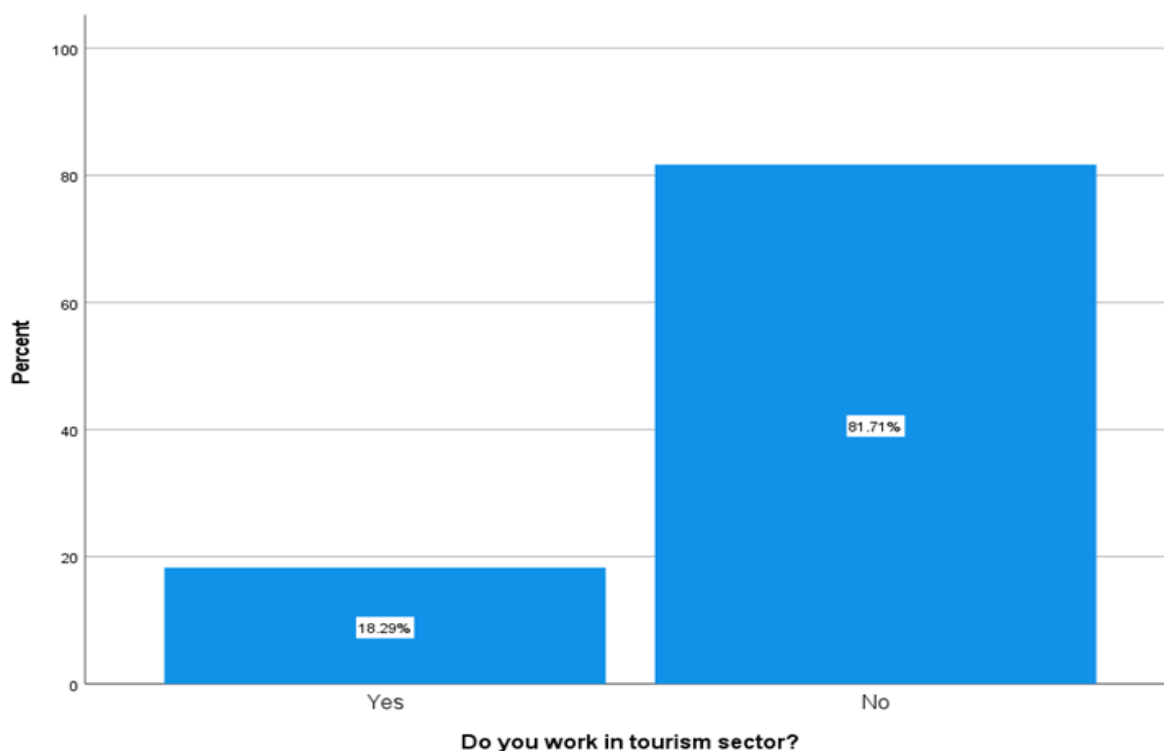


Figure 12: Employment in Tourism Sector

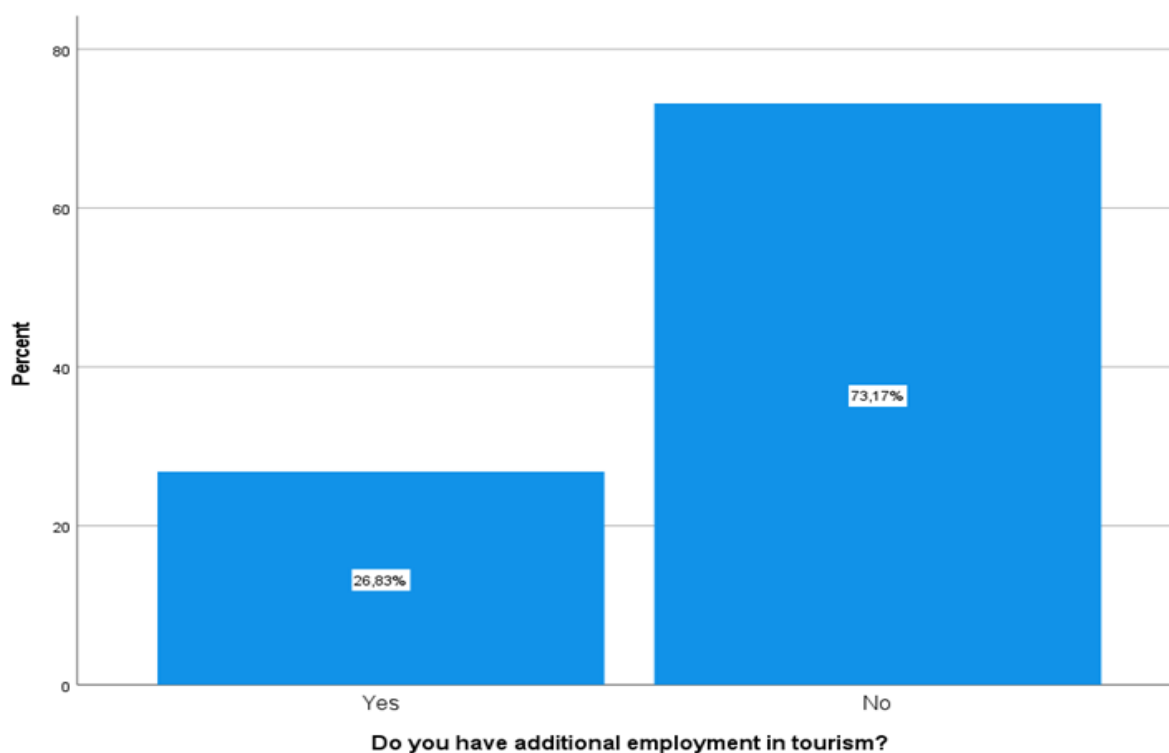


Figure 13: Supplementary Income Coming from tourism

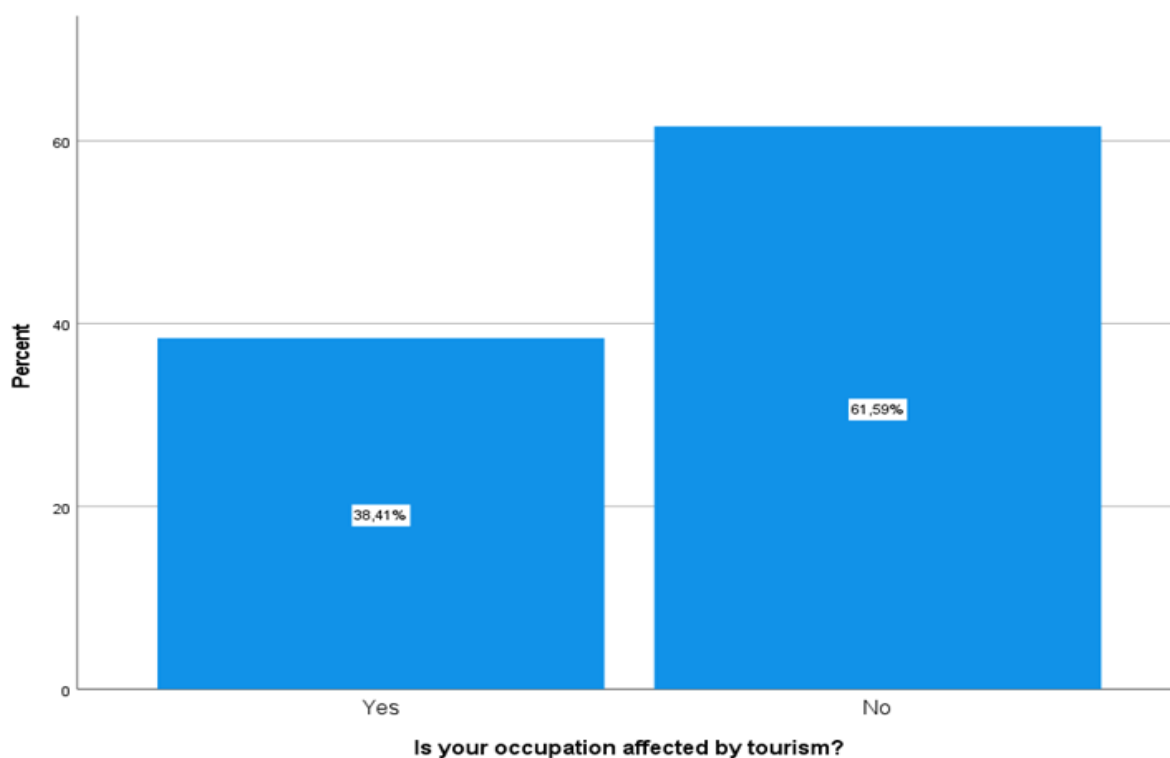


Figure 14: Occupation Affected by Tourism

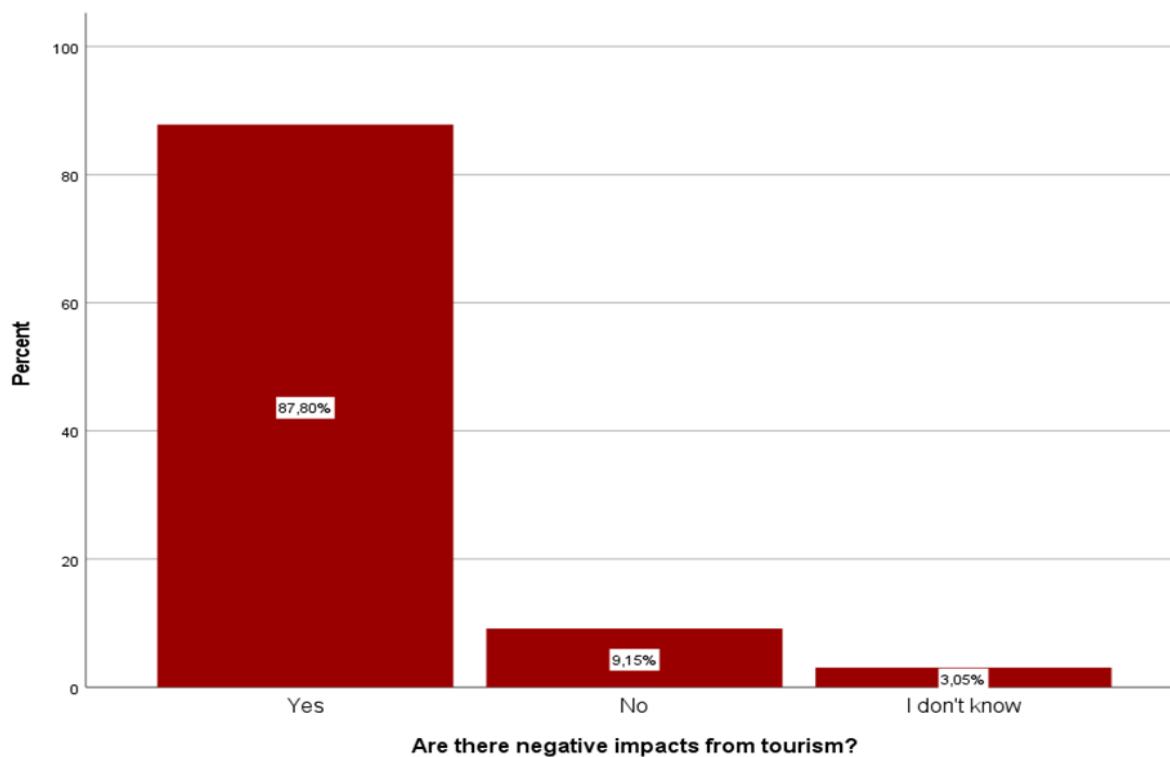


Figure 15: Residents' Perceptions of Tourism Negative Impacts

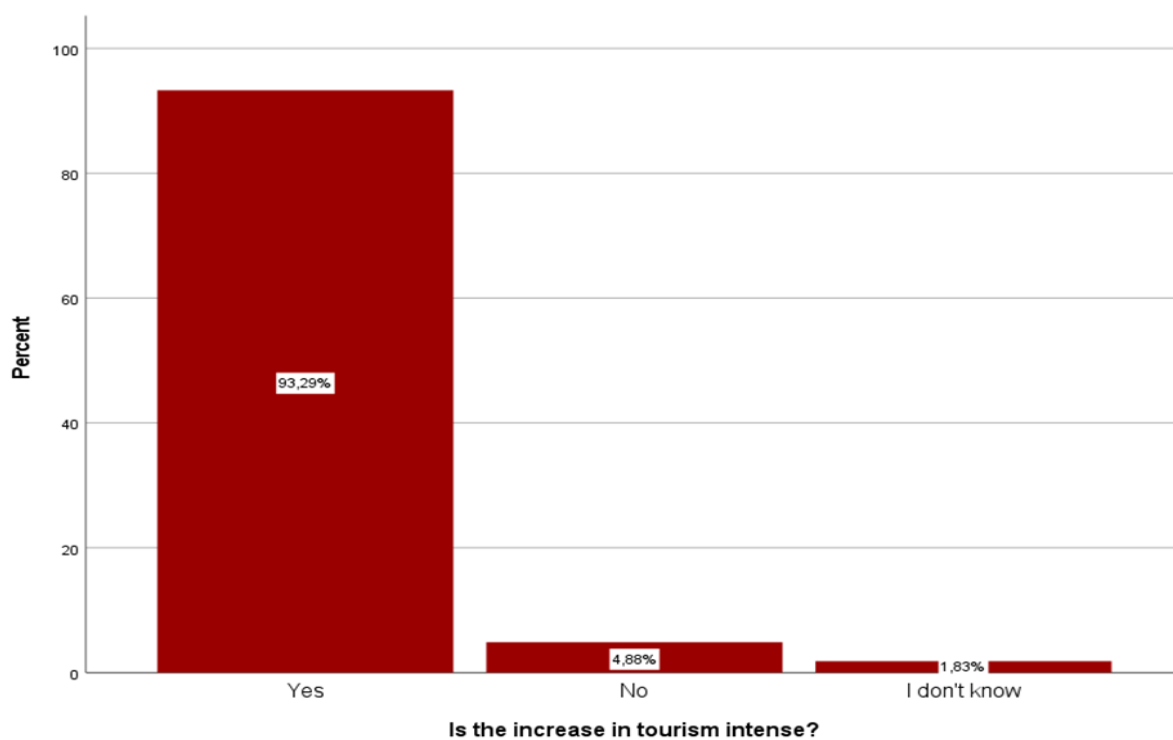


Figure 16: Perceptions Regarding the Increase in Tourism Activity

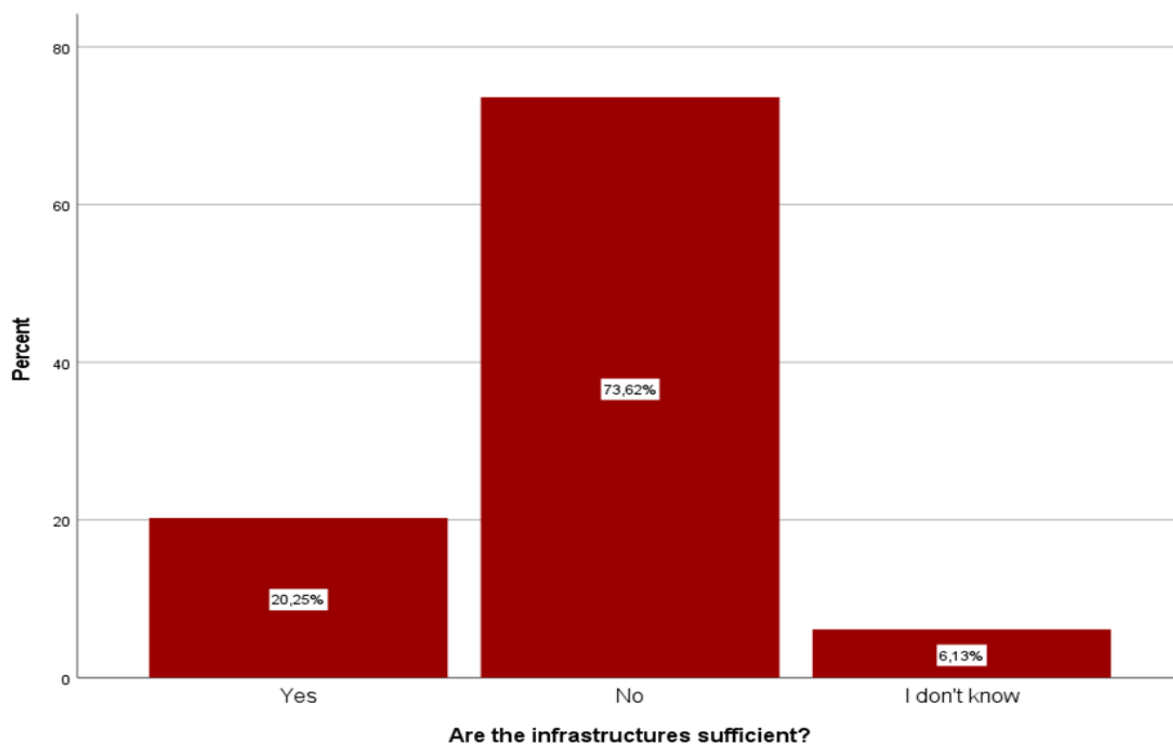


Figure 17: Residents' Evaluation of Infrastructure Sufficiency

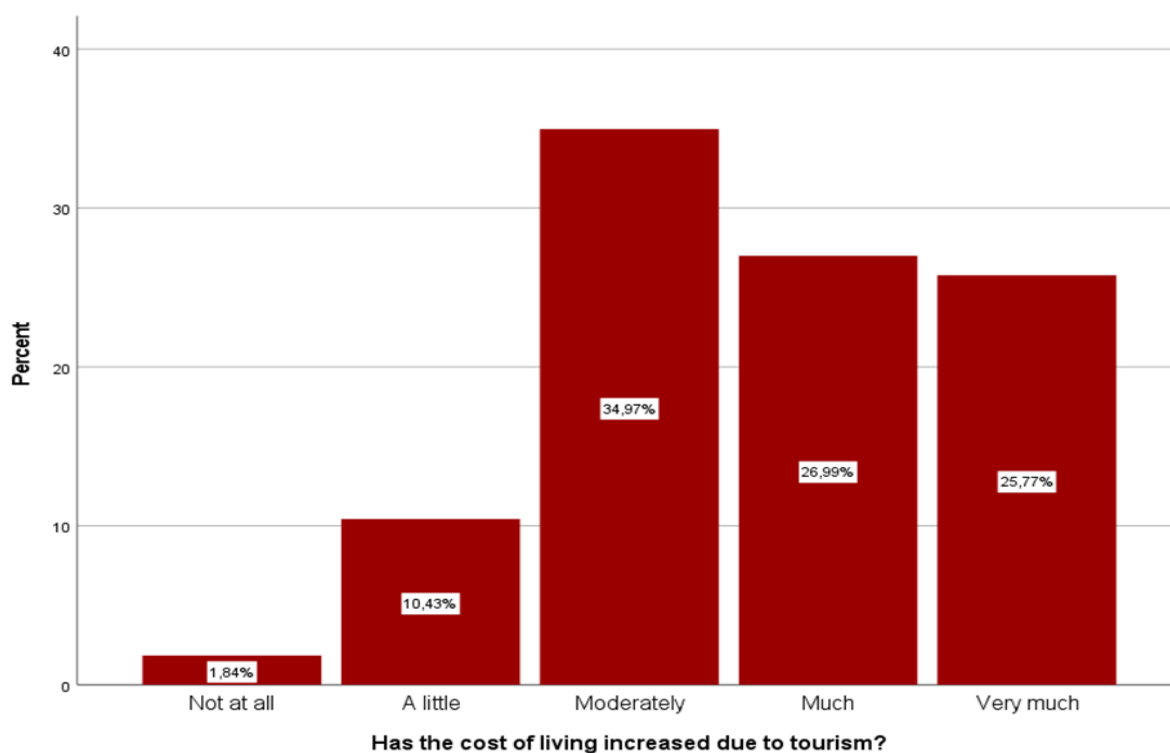


Figure 18: Perceived Increase in Cost of Living Due to Tourism

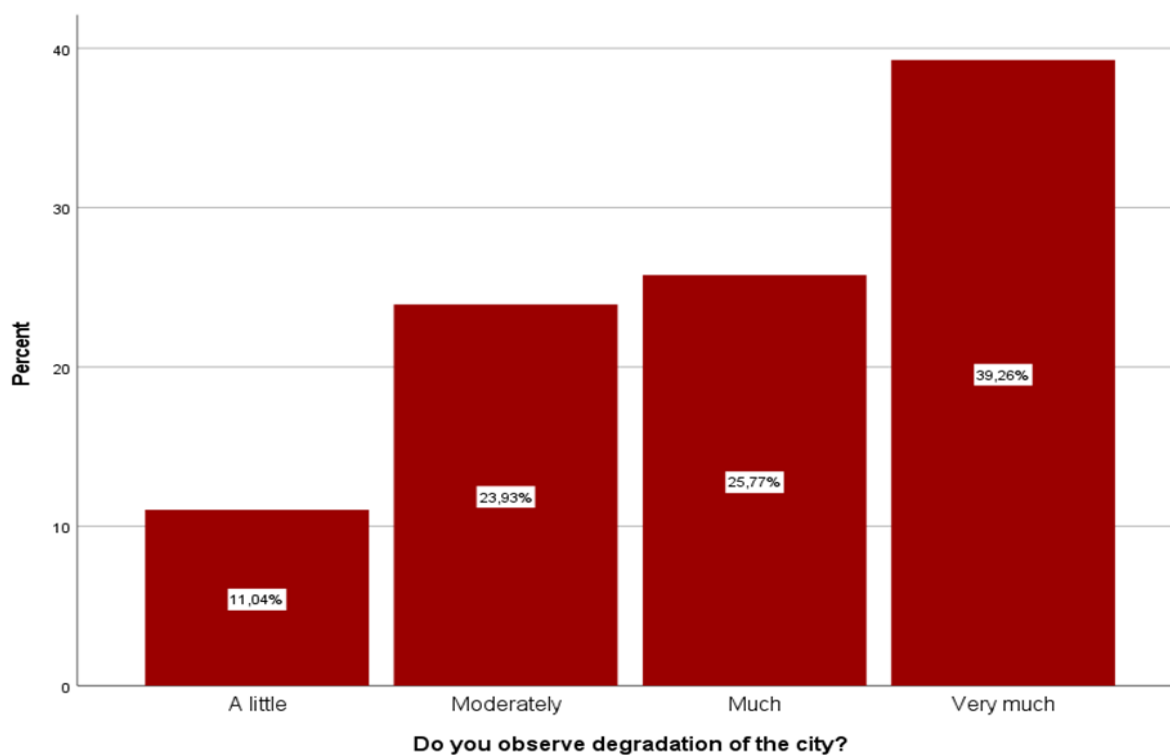


Figure 19: Perceived Urban Degradation Caused by Tourism

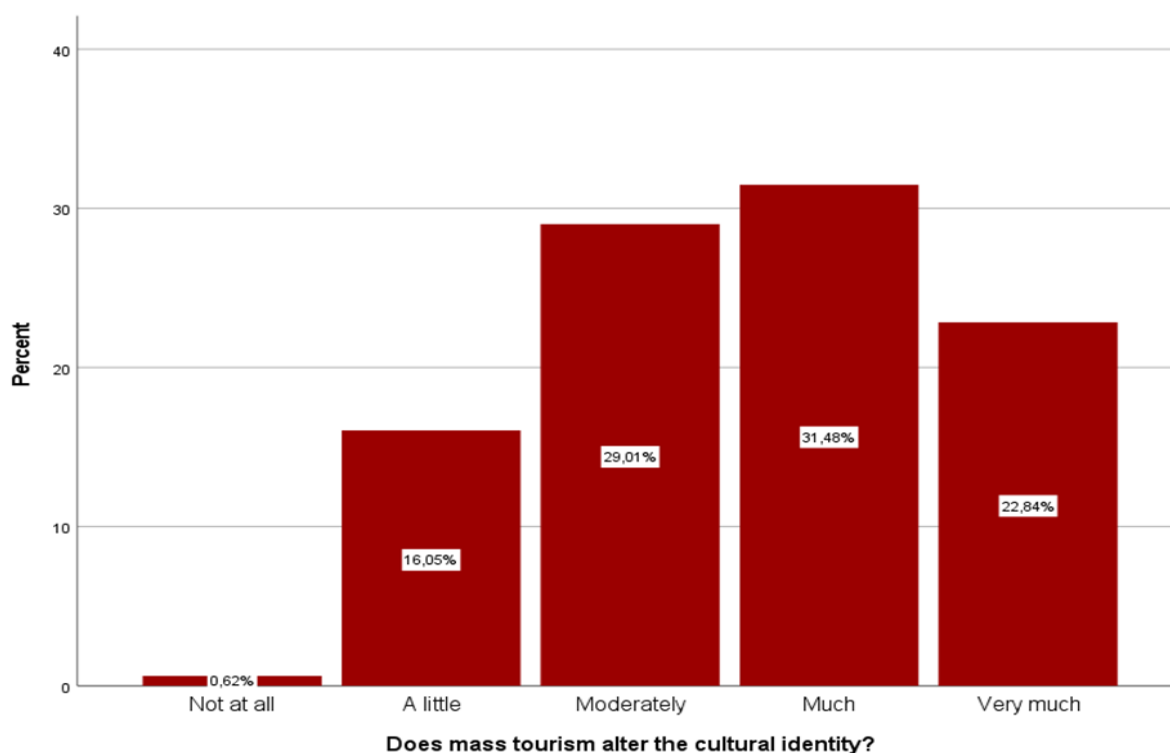


Figure 20: Perceived Impact of Mass Tourism on Cultural Identity

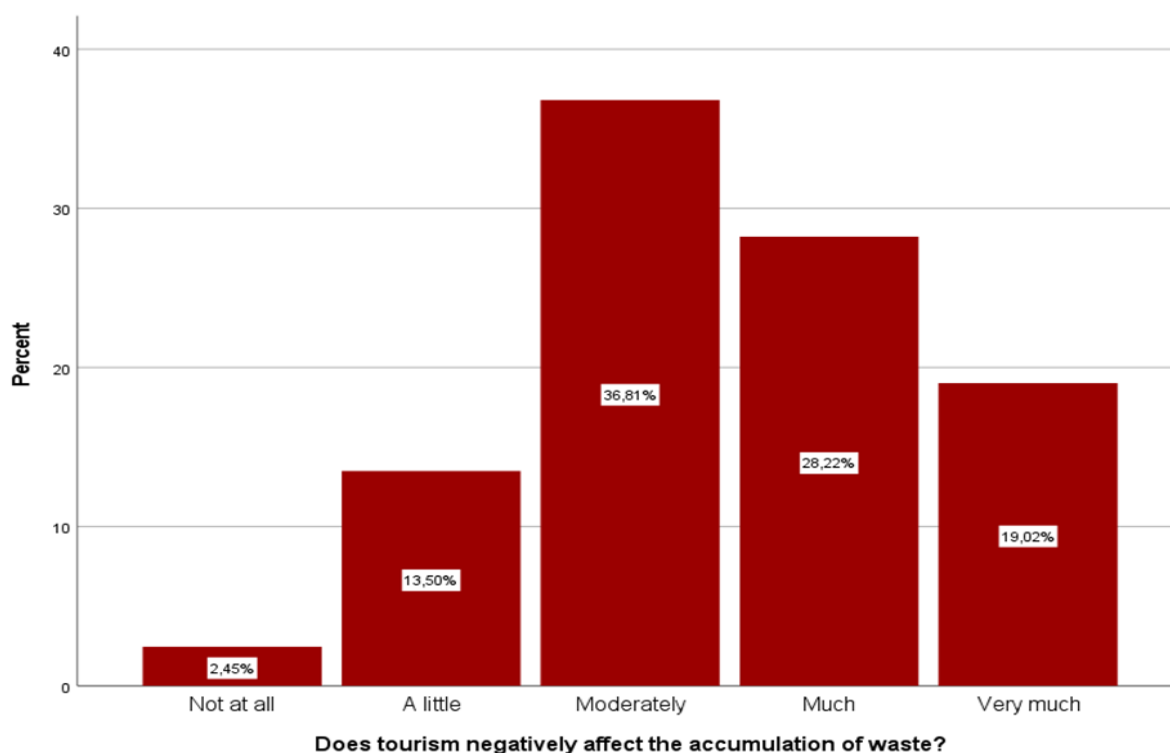


Figure 21: Perceived Impact of Tourism on Waste Accumulation

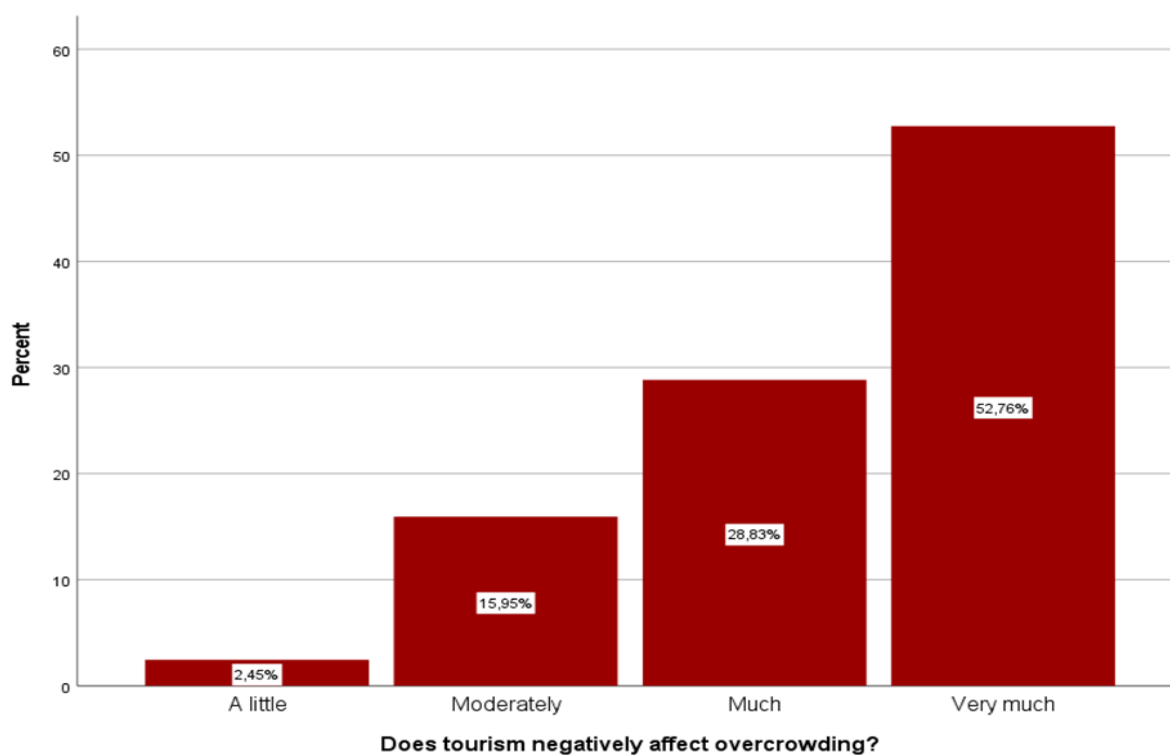


Figure 22: Perceived Impact of Tourism on Overcrowding

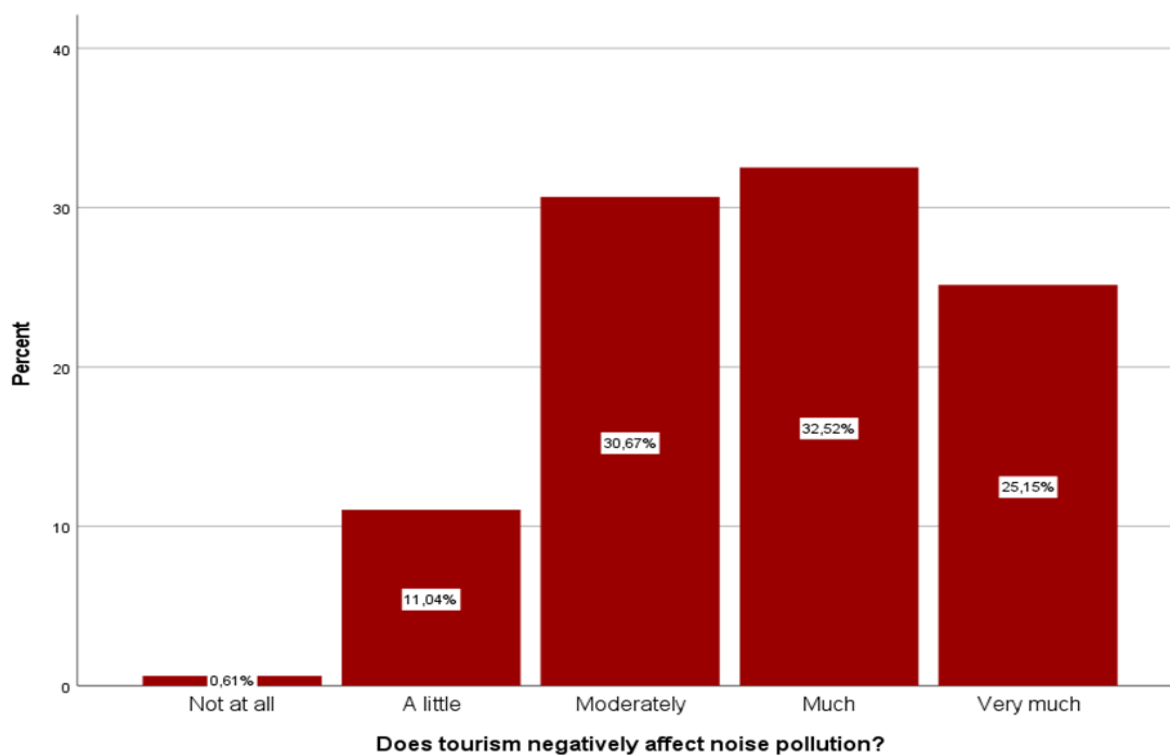


Figure 23: Perceived Impact of Tourism on Noise Pollution

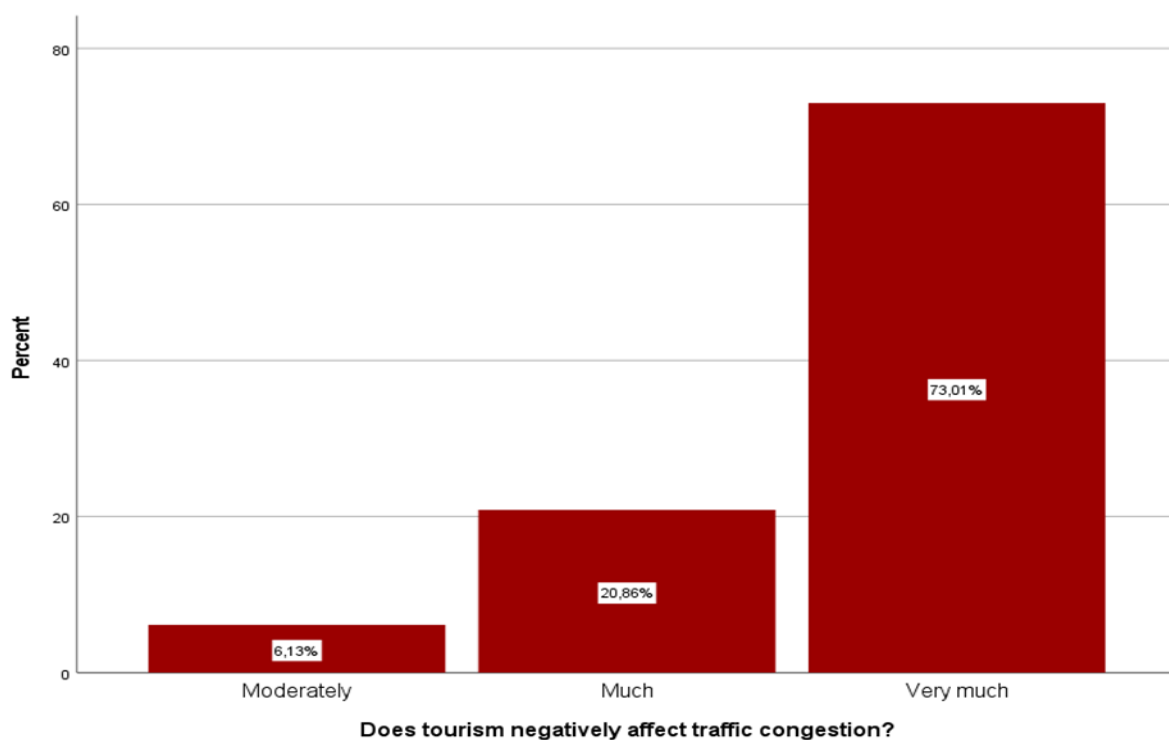


Figure 24: Perceived Impact of Tourism on Traffic Congestion

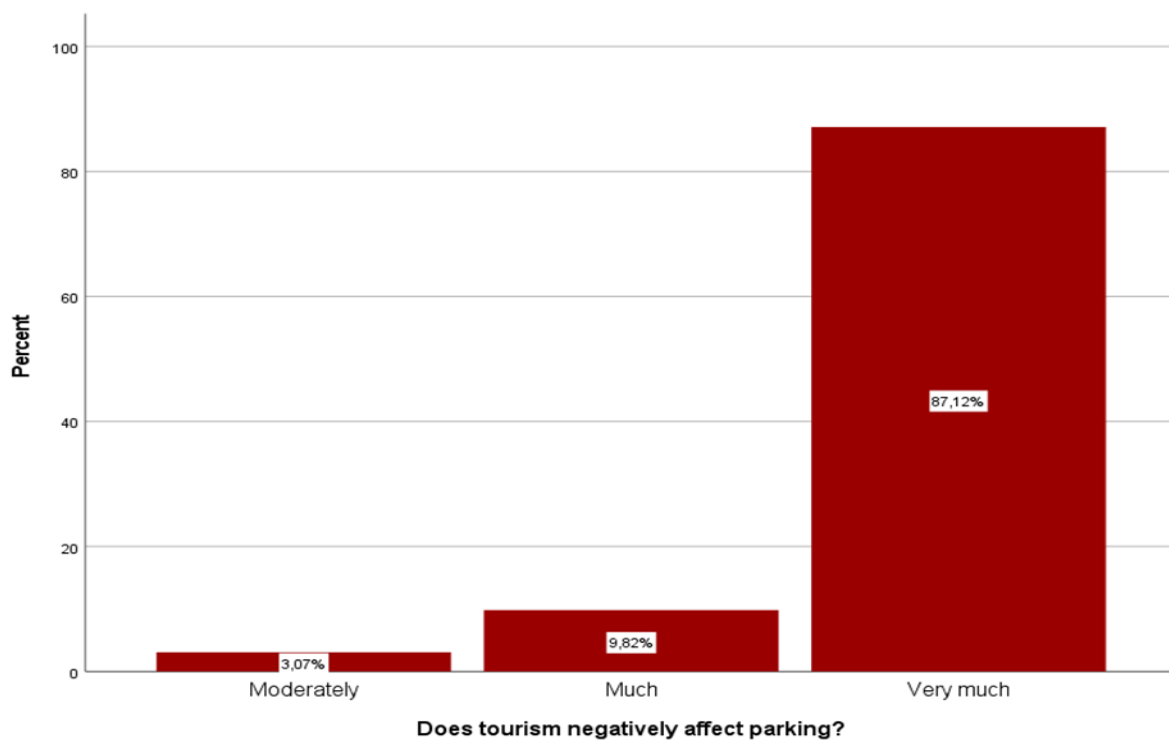


Figure 25: Perceived Impact of Tourism on Parking Availability

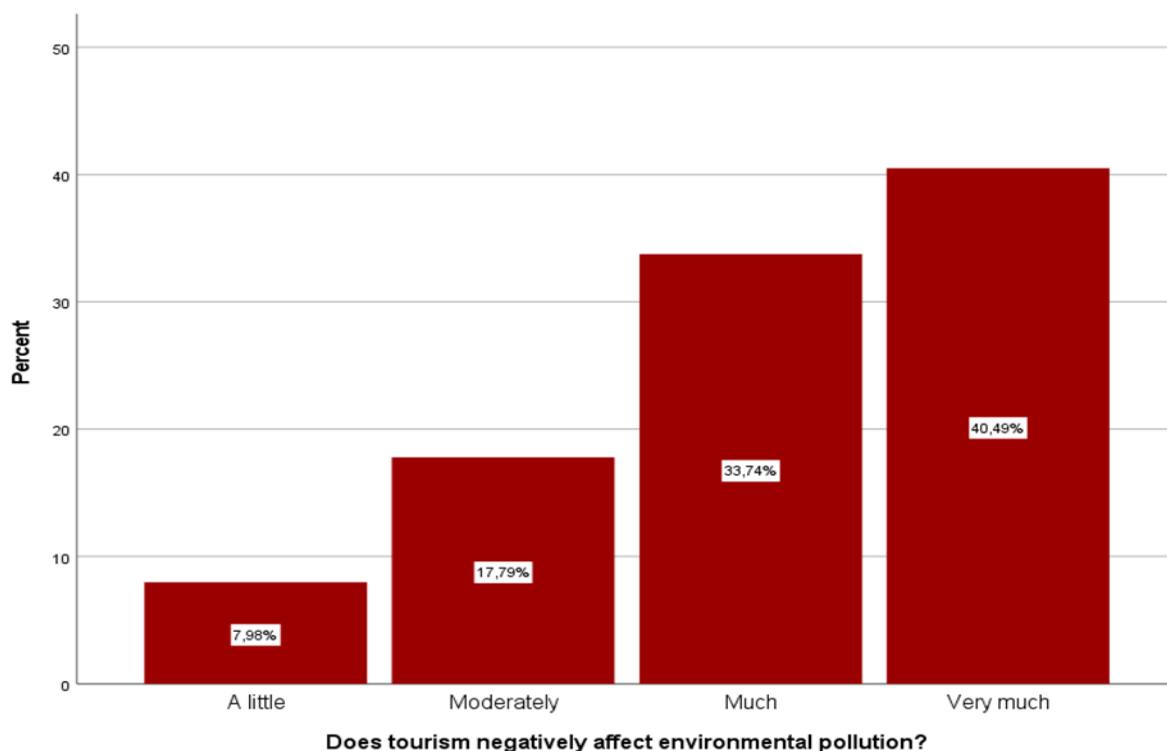


Figure 26: Perceived Impact of Tourism on Environmental Pollution

Table 7: Descriptive Statistics of Perceived Negative Tourism Impacts

Descriptive Statistics	Mean	Std. Deviation
Does tourism negatively affect parking?	4.84	0.443
Does tourism negatively affect traffic congestion?	4.67	0.589
Have rents increased due to tourism?	4.38	0.897
Does tourism negatively affect overcrowding?	4.32	0.829

Does tourism negatively affect environmental pollution?	4.07	0.950
Do you observe degradation of the city?	3.93	1.037
Does tourism negatively affect noise pollution?	3.71	0.987
Has the cost of living increased due to tourism?	3.64	1.034
Does mass tourism alter the cultural identity?	3.60	1.030
Does tourism negatively affect the accumulation of waste?	3.48	1.026

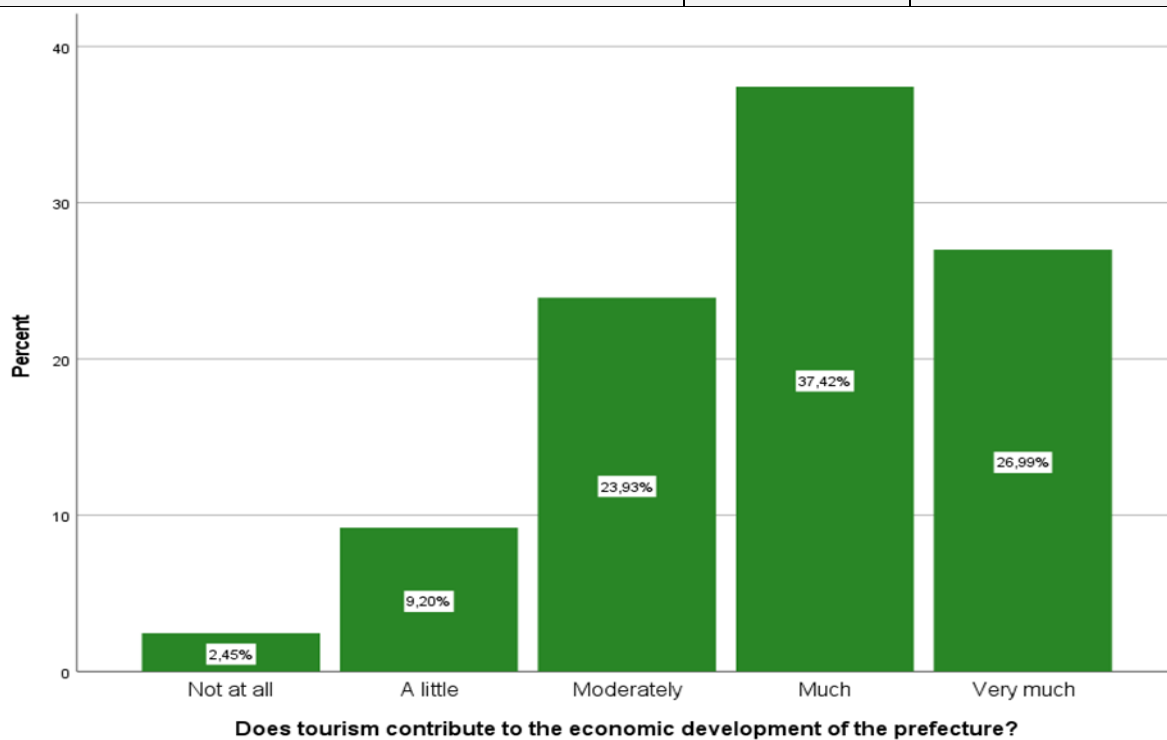


Figure 27: Tourism Contribution to Local Economic Development

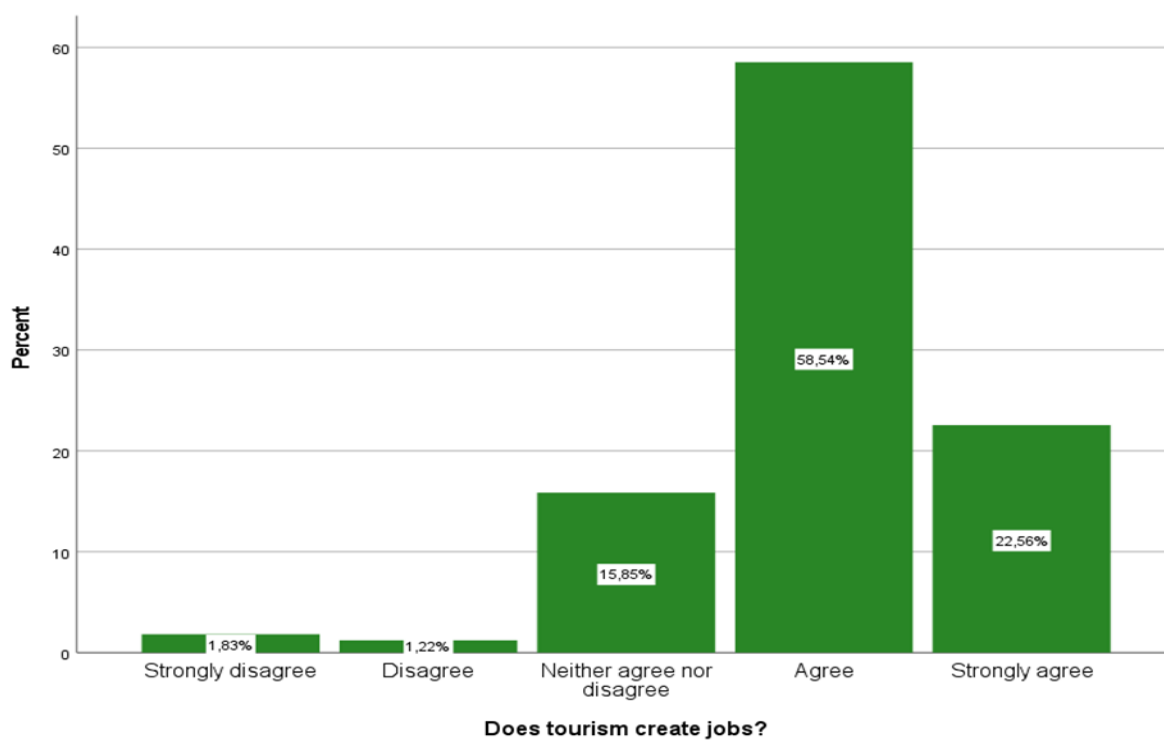


Figure 28: Tourism Contribution to Employment Creation

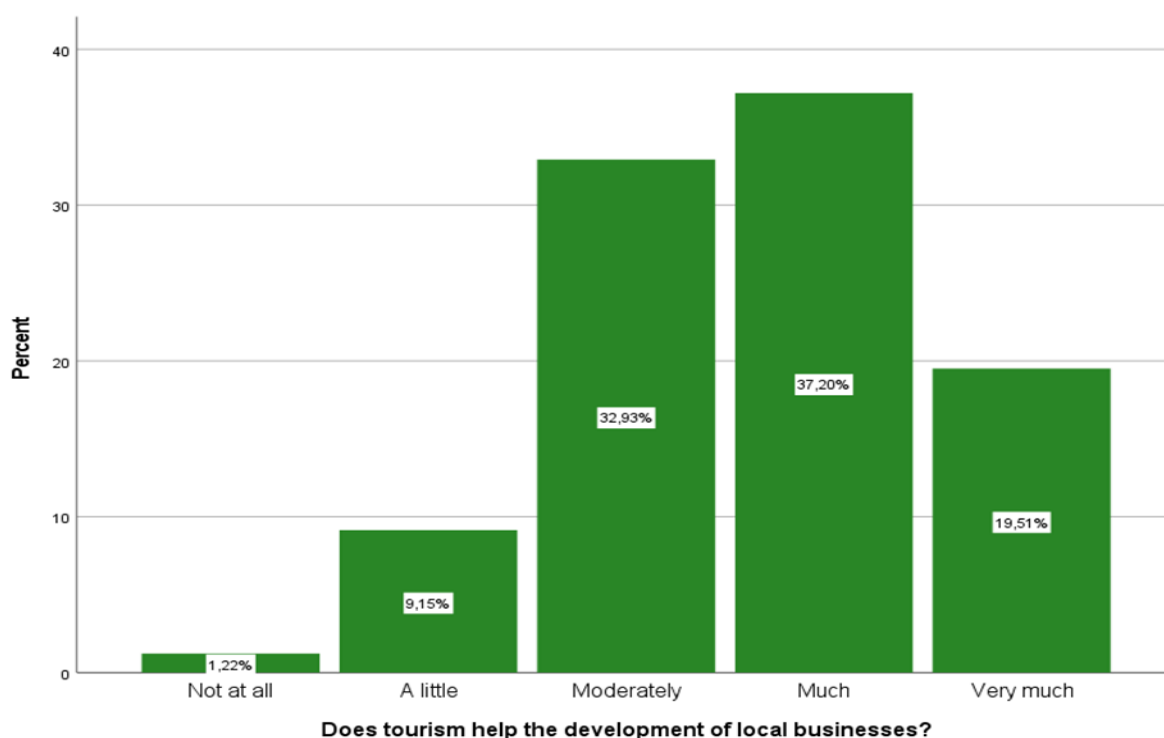


Figure 29: Tourism Contribution to Local Business Development

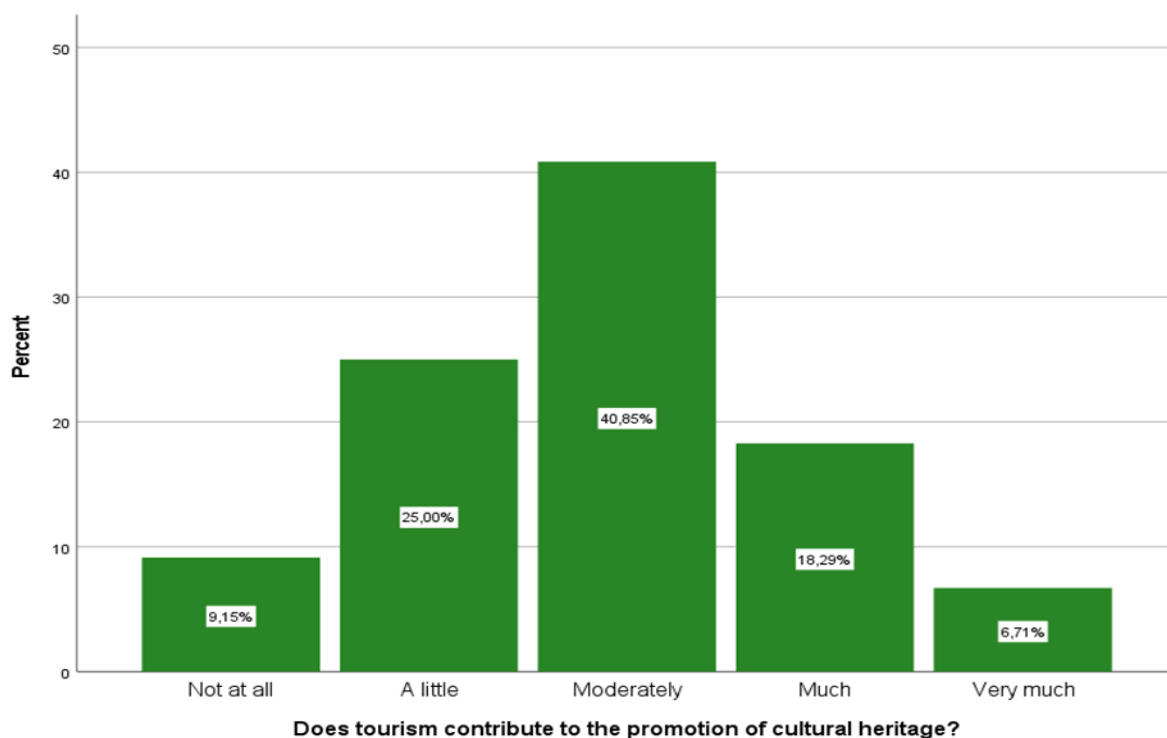


Figure 30: Tourism Contribution to the Promotion of Cultural Heritage

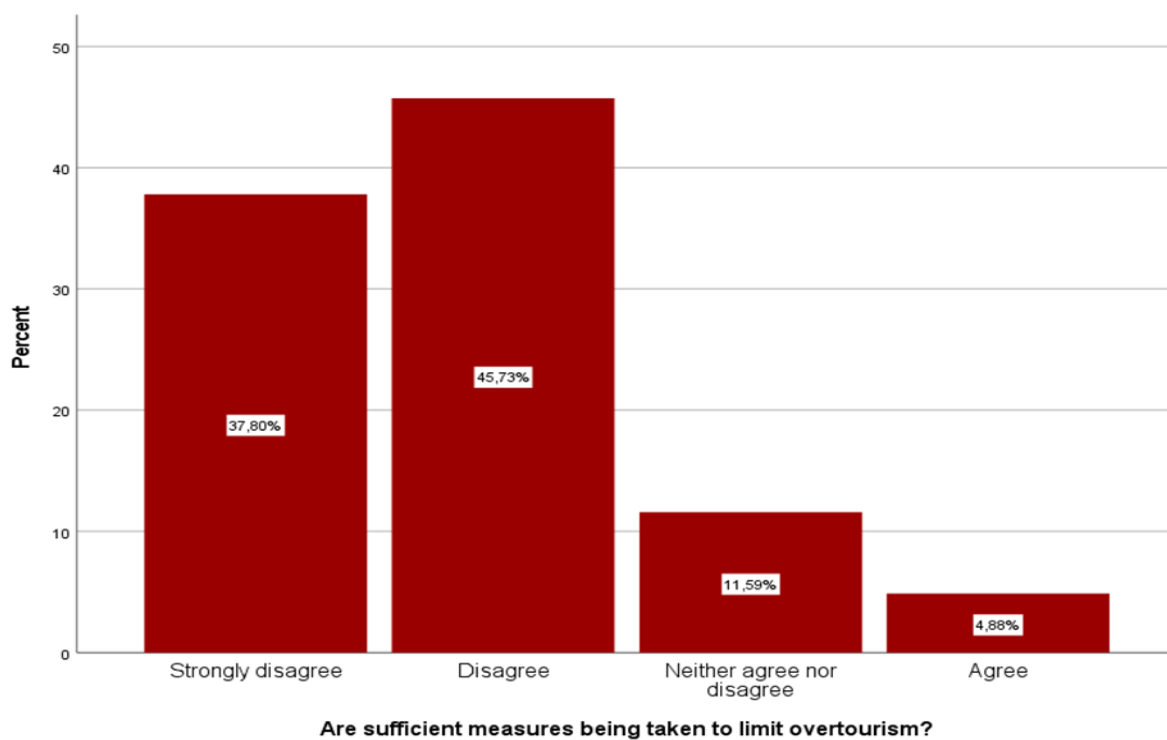


Figure 31: Residents' Evaluation of Measures to Against Overtourism

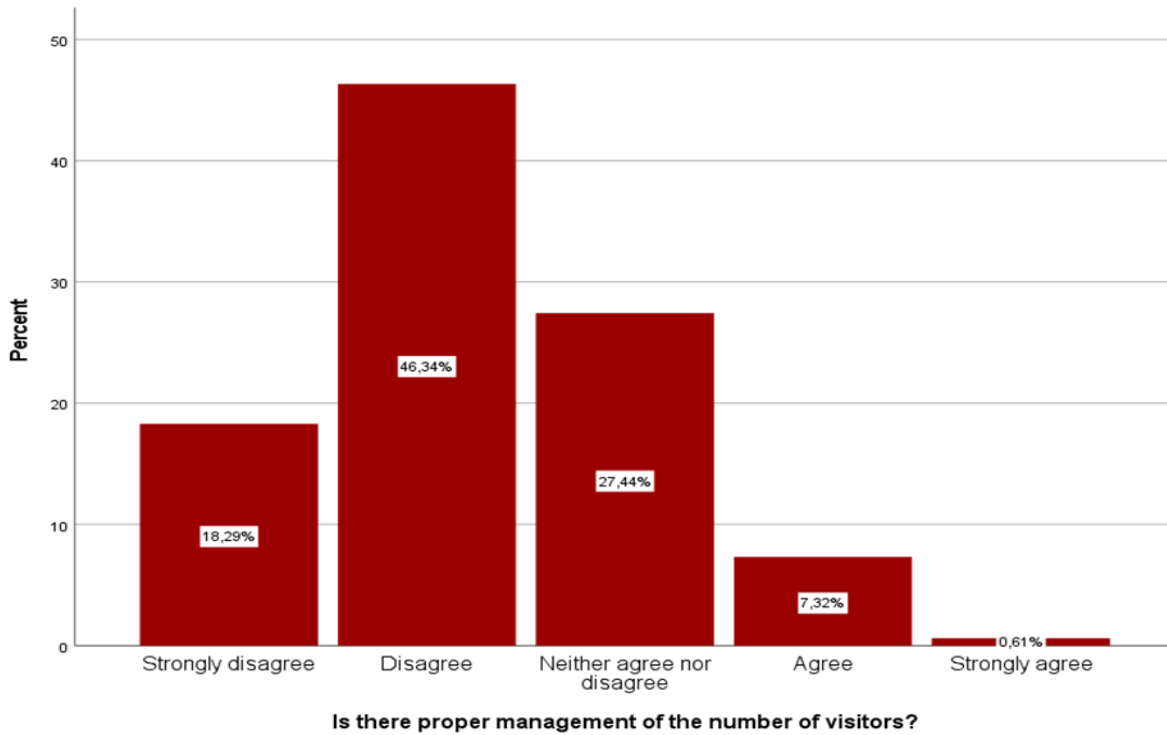


Figure 32: Residents Perception Regarding Management of Visitors

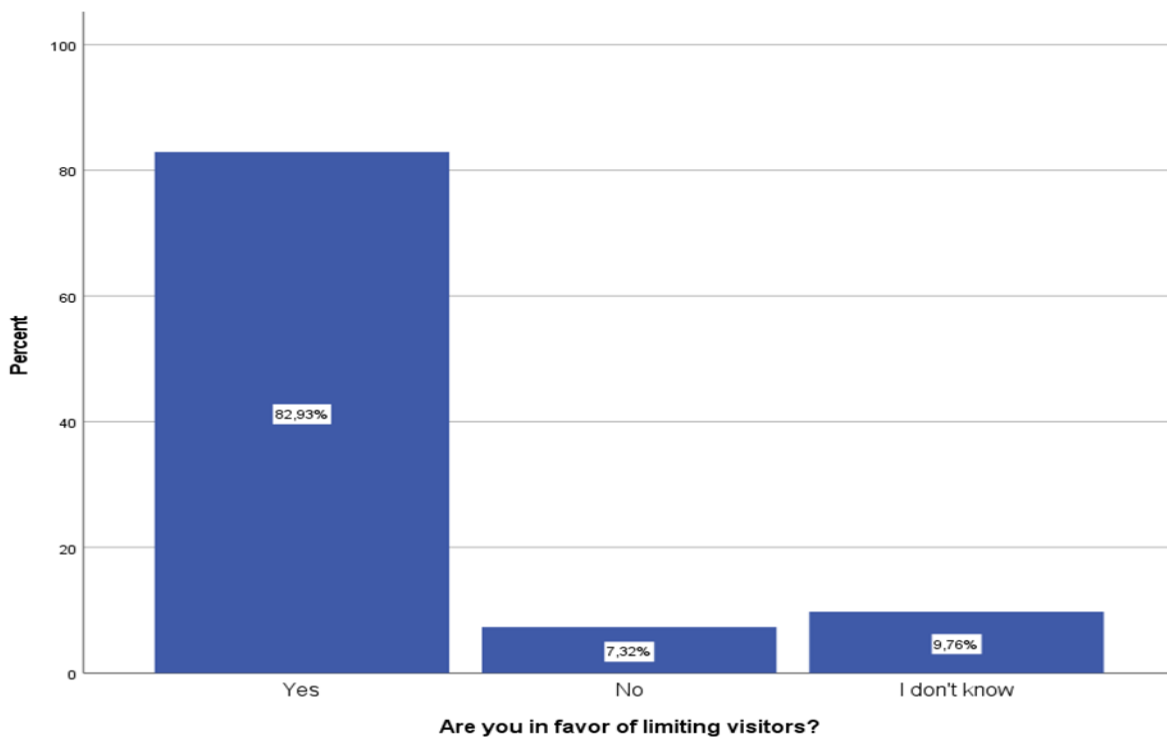


Figure 33: Residents' Support for Visitor Limitation Measures

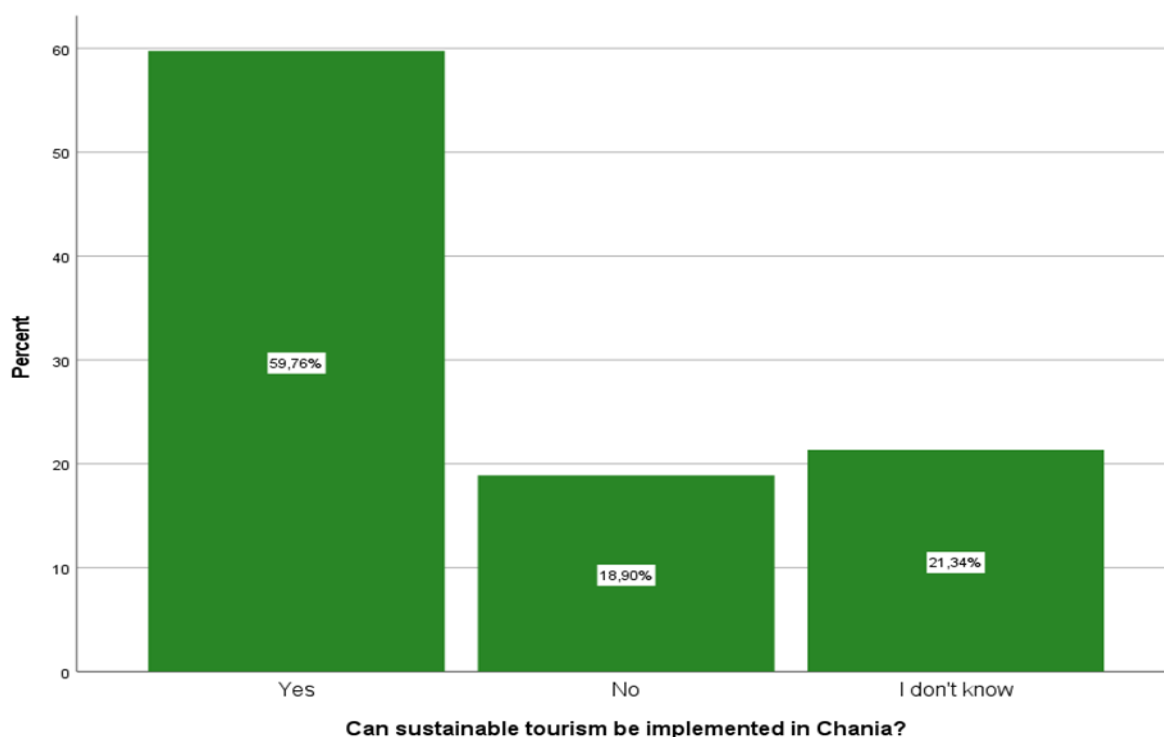


Figure 34: Perceptions Regarding the Implementation of Sustainable Tourism

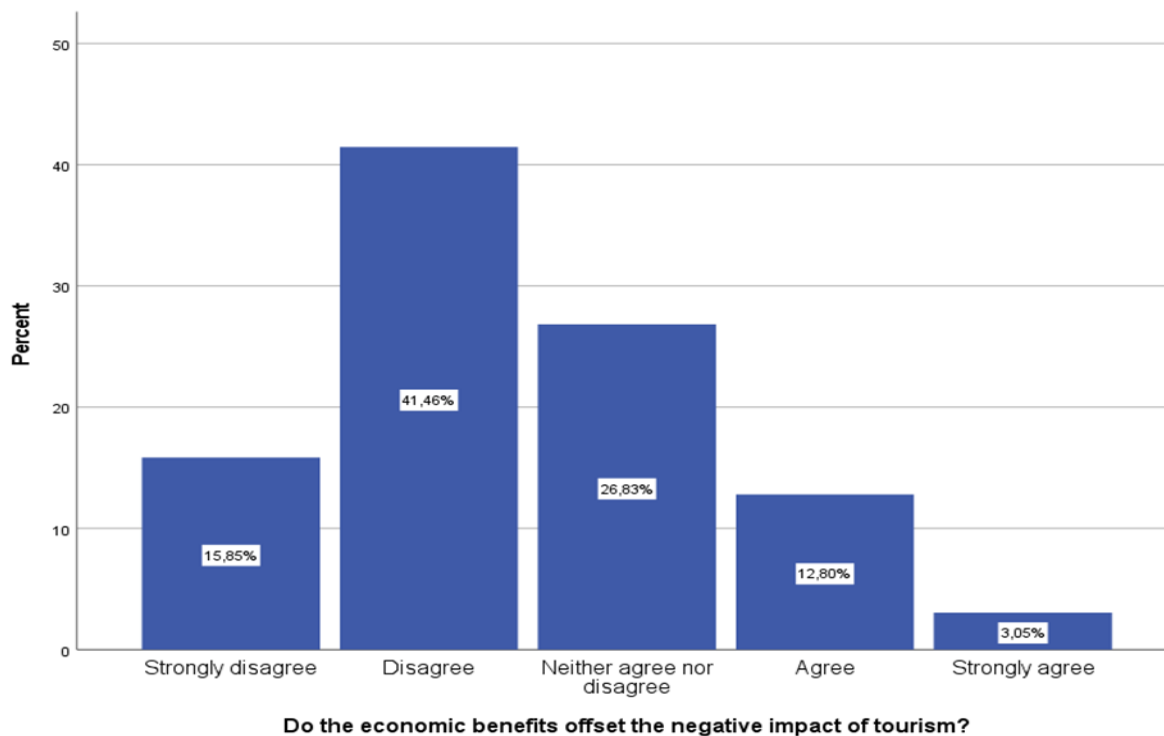


Figure 35: Perceptions Regarding Whether Economic Benefits Outweigh Negative Tourism Impacts

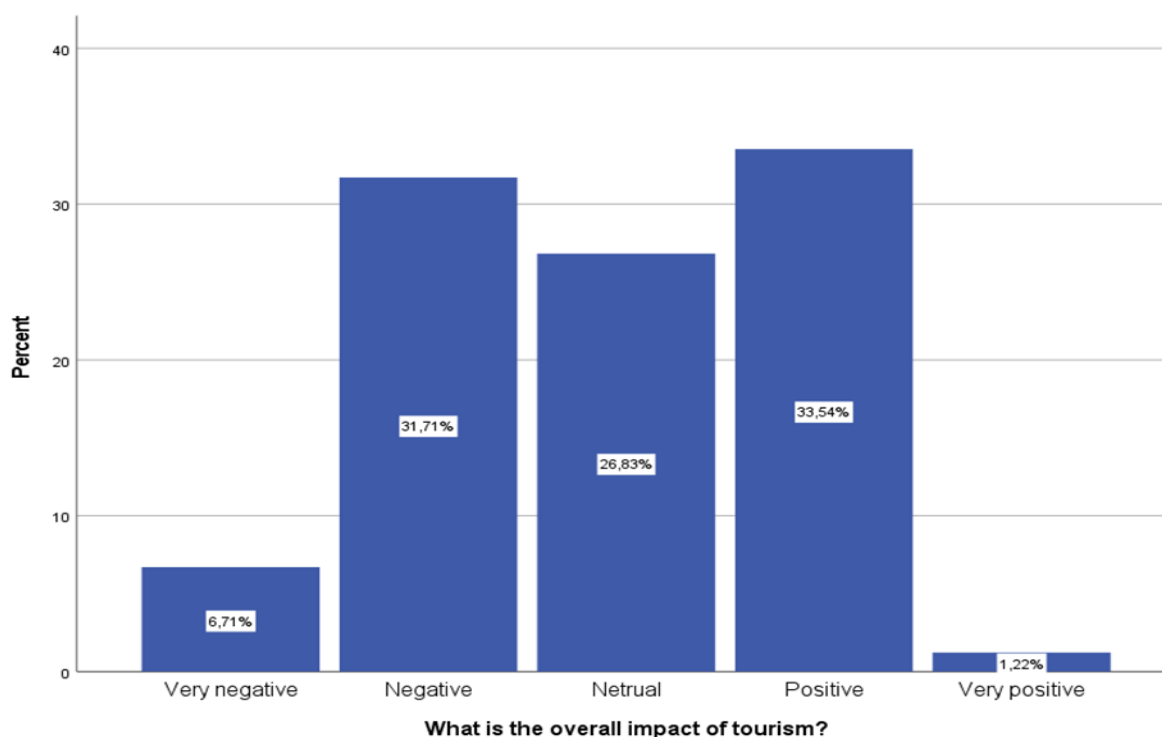


Figure 36: Overall Evaluation of Tourism's Impact

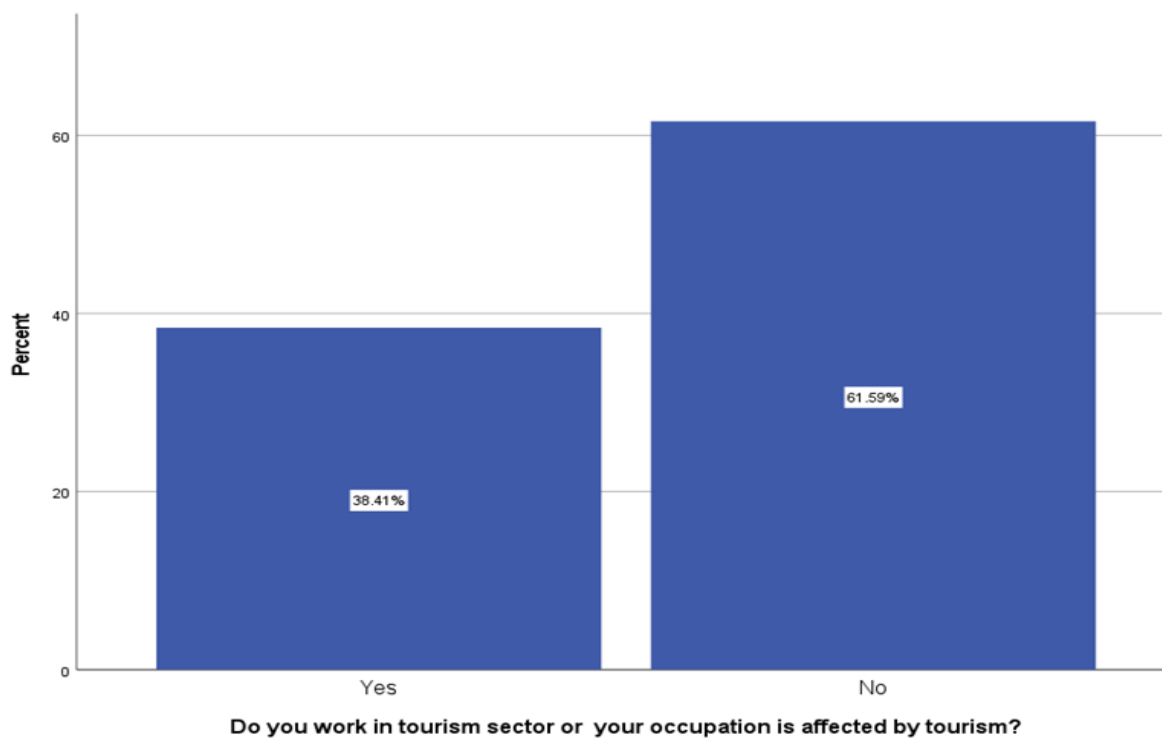


Figure 37: Tourism-Related Employment and Occupation Dependence

Table 8: Chi-Square Analysis Between Tourism-Related Occupation and Perceptions Regarding Effects on Parking

Crosstab

			Does tourism negatively affect parking?			Total
			Moderately	Much	Very much	
Do you work in tourism section or is your occupation affected by tourism?	Yes	Count	2	11	50	63
		% within Does tourism negatively affect parking?	40.0%	68.8%	35.2%	38.7%
	No	Count	3	5	92	100
		% within Does tourism negatively affect parking?	60.0%	31.3%	64.8%	61.3%
Total	Count		5	16	142	163
	% within Does tourism negatively affect parking?		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.825 ^a	2	0.033
Likelihood Ratio	6.645	2	0.036
Linear-by-Linear Association	3.225	1	0.073
N of Valid Cases	163		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.93.

Table 9: Chi-Square Analysis Between Tourism-Related Occupation and Local Business Development Perception

Crosstab

			Does tourism help the development of local businesses?					Total
			Not at all	A little	Moderately	Much	Very much	
Do you work in tourism section or is your occupation affected by tourism?	Yes	Count	2	3	18	22	18	63
		% within Does tourism help the development of local businesses?	100.0%	20.0%	33.3%	36.1%	56.3%	38.4%
	No	Count	0	12	36	39	14	101
		% within Does tourism help the development of local businesses?	0.0%	80.0%	66.7%	63.9%	43.8%	61.6%
Total	Count		2	15	54	61	32	164
	% within Does tourism help the development of local businesses?		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.391 ^a	4	.034
Likelihood Ratio	11.088	4	.026
Linear-by-Linear Association	3.094	1	.079
N of Valid Cases	164		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .77.

Table 10: Chi-Square Analysis Between Tourism-Related Occupation and Cultural Heritage Promotion Perceptions

Crosstab

			Does tourism contribute to the promotion of cultural heritage?					Total
			Not at all	A little	Moderately	Much	Very much	
Do you work in tourism section or is your occupation affected by tourism?	Yes	Count	7	8	24	14	10	63
		% within Does tourism contribute to the promotion of cultural heritage?	46.7%	19.5%	35.8%	46.7%	90.9%	38.4%
	No	Count	8	33	43	16	1	101
		% within Does tourism contribute to the promotion of cultural heritage?	53.3%	80.5%	64.2%	53.3%	9.1%	61.6%
Total	Count		15	41	67	30	11	164
	% within Does tourism contribute to the promotion of cultural heritage?		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.491 ^a	4	<.001
Likelihood Ratio	21.690	4	<.001
Linear-by-Linear Association	9.055	1	.003
N of Valid Cases	164		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.23.

Table 11: Chi-Square Analysis Between Tourism-Related Occupation and Perceived Negative Tourism Impacts

Crosstab

Count

		Are there negative impacts from tourism?			Total
		Yes	No	I don't know	
Do you work in tourism section or is your occupation affected by tourism?	Yes	54	6	3	63
	No	90	9	2	101
Total		144	15	5	164

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.052 ^a	2	.591
Likelihood Ratio	1.016	2	.602
Linear-by-Linear Association	.774	1	.379
N of Valid Cases	164		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.92.

Table 12: Chi-Square Analysis Between Additional Tourism Income and Perceived City Degradation

Crosstab

			Do you observe degradation of the city?				Total
			A little	Moderately	Much	Very much	
Do you have additional employment in tourism?	Yes	Count	3 _{a, b}	16 _b	14 _{a, b}	11 _a	44
		% within Do you have additional employment in tourism?	6.8%	36.4%	31.8%	25.0%	100.0%
	No	Count	15 _{a, b}	23 _b	28 _{a, b}	53 _a	119
		% within Do you have additional employment in tourism?	12.6%	19.3%	23.5%	44.5%	100.0%
Total	Count		18	39	42	64	163
	% within Do you have additional employment in tourism?		11.0%	23.9%	25.8%	39.3%	100.0%

Each subscript letter denotes a subset of Do you observe degradation of the city? categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.850 ^a	3	0.031
Likelihood Ratio	8.900	3	0.031
Linear-by-Linear Association	1.866	1	0.172
N of Valid Cases	163		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.86.

Table 13: Chi-Square Analysis Between Additional Tourism Income and Perceived Local Business Development

Crosstab

		Does tourism help the development of local businesses?						Total
			Not at all	A little	Moderately	Much	Very much	
Do you have additional employment in tourism?	Yes	Count	2 _a	1 _b	14 _b	11 _b	16 _a	44
		% within Do you have additional employment in tourism?	4.5%	2.3%	31.8%	25.0%	36.4%	100.0%
	No	Count	0 _a	14 _b	40 _b	50 _b	16 _a	120
		% within Do you have additional employment in tourism?	0.0%	11.7%	33.3%	41.7%	13.3%	100.0%
Total		Count	2	15	54	61	32	164
		% within Do you have additional employment in tourism?	1.2%	9.1%	32.9%	37.2%	19.5%	100.0%

Each subscript letter denotes a subset of Does tourism help the development of local businesses? categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.739 ^a	4	0.001
Likelihood Ratio	19.663	4	0.001
Linear-by-Linear Association	3.225	1	0.073
N of Valid Cases	164		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .54.

Table 14: Multiple Regression Analysis of Tourism Pressure Perceptions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 ^a	.076	.028	.57240

a. Predictors: (Constant), Do you have additional employment in tourism?, Length of residence (in years), Area of residence, Gender, Occupation, Is your occupation affected by tourism?, Age, Do you work in tourism section?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.127	8	.516	1.574	.137 ^b
	Residual	50.456	154	.328		
	Total	54.583	162			

a. Dependent Variable: Pressure index

b. Predictors: (Constant), Do you have additional employment in tourism?, Length of residence (in years), Area of residence, Gender, Occupation, Is your occupation affected by tourism?, Age, Do you work in tourism section?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.549	.389		9.121	<.001		
	Age	.027	.036	.069	.748	.455	.716	1.397
	Gender	.141	.094	.122	1.510	.133	.919	1.088
	Area of residence	-.139	.092	-.120	-1.514	.132	.964	1.038
	Length of residence (in years)	.099	.058	.148	1.725	.086	.818	1.222
	Occupation	-.034	.039	-.073	-.890	.375	.896	1.116
	Do you work in tourism section?	.116	.149	.078	.776	.439	.601	1.664
	Is your occupation affected by tourism?	-.043	.118	-.037	-.367	.714	.605	1.653
	Do you have additional employment in tourism?	.048	.108	.037	.442	.659	.873	1.146

a. Dependent Variable: Pressure index

Table 15: Collinearity Diagnostics for the Regression Model

Collinearity Diagnostics ^a													
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions									
				(Constant)	Age	Gender	Area of residence	Length of residence (in years)	Occupation	Do you work in tourism section?	Is your occupation affected by tourism?	Do you have additional employment in tourism?	
1	1	8.384	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.172	6.981	.00	.55	.00	.15	.00	.01	.00	.00	.00	.00
	3	.109	8.751	.00	.01	.03	.05	.01	.26	.03	.18	.01	.01
	4	.105	8.952	.00	.04	.54	.21	.04	.00	.00	.01	.03	.03
	5	.094	9.446	.00	.19	.18	.30	.01	.25	.01	.01	.04	.04
	6	.054	12.462	.00	.09	.02	.12	.62	.22	.00	.02	.02	.02
	7	.049	13.087	.00	.03	.10	.03	.00	.15	.01	.19	.70	.70
	8	.022	19.718	.01	.02	.05	.00	.08	.01	.78	.59	.09	.09
	9	.011	27.665	.98	.07	.09	.14	.24	.11	.18	.00	.09	.09

a. Dependent Variable: Pressure index

Appendix: Questionnaire

ΟΙ ΕΠΙΠΤΩΣΕΙΣ ΤΟΥ ΤΟΥΡΙΣΜΟΥ ΣΤΟ ΝΟΜΟ ΧΑΝΙΩΝ

Το παρακάτω ερωτηματολόγιο έχει δημιουργηθεί στο πλαίσιο της διπλωματικής μου εργασίας “Οι επιπτώσεις του υπερτουρισμού σε emblematic προορισμούς: Η περίπτωση του Νομού Χανίων”, και έχει ως στόχο να αποτυπώσει την υφιστάμενη κατάσταση στο Νομό Χανίων, να αναδείξει τα προβλήματα που εντοπίζουν οι μόνιμοι κάτοικοι, και να διερευνήσει εάν και σε τι βαθμό υπάρχει το φαινόμενο του υπερτουρισμού. Οι απαντήσεις σας είναι ανώνυμες.

* Indicates required question

ΔΗΜΟΓΡΑΦΙΚΑ ΣΤΟΙΧΕΙΑ

1. Ηλικία *

Mark only one oval.

- ☐ <26
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ >65

2. Φύλο *

Mark only one oval.

☐ Άνδρας☐ Γυναίκα☐ Άλλο

3. Περιοχή Κατοικίας στο Νομό Χανίων *

Mark only one oval.☐ Κέντρο Χανίων☐ Other:

4. Διάρκεια Μόνιμης Διαμονής στο Νομό Χανίων σε χρόνια *

Mark only one oval.☐ <5☐ 5-15☐ 16-25☐ >25

5. Επάγγελμα *

Mark only one oval.☐ Άνεργος☐ Φοιτητής☐ Δημόσιος Υπάλληλος☐ Ιδιωτικός Υπάλληλος☐ Ελεύθερος επαγγελματίας / Επιχειρηματίας

Other:

Εργάζεστε στον τουριστικό τομέα; *

Mark only one oval.

☐ Ναι

☐ Όχι

6. Το επάγγελμά σας επηρεάζεται από τον τουρισμό (πχ εστίαση νυχτερινό κέντρο, ενοικίαση αυτοκινήτων κλπ); *

Mark only one oval.

☐ Ναι

☐ Όχι

7. Έχετε συμπληρωματική απασχόληση στο χώρο του τουρισμού; *

Mark only one oval.

☐ Όχι Skip to question 10

☐ Ναι

8. Εάν έχετε συμπληρωματική απασχόληση στο χώρο του τουρισμού παρακαλώ σημειώστε το χώρο δραστηριότητας *

Tick all that apply.

☐ Airbnb / Ενοικιαζόμενα δωμάτια ή βίλα ☐

Μαγαζί με τουριστικά είδη

☐ Εστιατόριο/μπαρ που λειτουργεί μόνο τη θερινή περίοδο

☐ Other:

ΑΞΙΟΛΟΓΗΣΗ ΤΗΣ ΤΡΕΧΟΥΣΑΣ ΚΑΤΑΣΤΑΣΗΣ

9. Πιστεύετε ότι υπάρχουν αρνητικές επιπτώσεις στο Νομό σας από τον τουρισμό;

*

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δε γνωρίζω

10. Πιστεύετε ότι οι δομές επαρκούν για τον αριθμό των τουριστών που επισκέπτονται το Νομό Χανίων;

*

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δε γνωρίζω

11. Κατά τη γνώμη σας είναι έντονη η αύξηση των τουριστών τα τελευταία χρόνια;

*

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δε γνωρίζω

ΕΠΙΠΤΩΣΕΙΣ

12. Το κόστος ζωής έχει ανέβει λόγω του τουρισμού; *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

13. Το κόστος των ενοικίων έχει ανέβει λόγω του τουρισμού; *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

14. Παρατηρείτε υποβάθμιση, και φθορές στο ιστορικό κέντρο των Χανίων και σε γνωστές παραλίες όπως Ελαφονήσι, Μπάλος, Φαλάσαρνα;

*

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

15. Ο μαζικός τουρισμός αλλοιώνει την τοπική πολιτιστική ταυτότητα; *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

Τα παρακάτω είναι προβλήματα τα οποία παρατηρούνται σε δημοφιλείς τουριστικές περιοχές. Παρακαλώ αξιολογείστε πόσο προβληματική είναι η κατάσταση σχετικά με:

16. Τα απορρίμματα *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

17. Το συνωστισμό *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

18. Τη ηχορύπανση *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

19. Την κυκλοφοριακή συμφόρηση *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

20. Το πάρκινγκ *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

21. Τη ρύπανση των παραλιών και άλλων προστατευόμενων περιοχών *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

Οφέλη

22. Ο τουρισμός δημιουργεί περισσότερες θέσεις εργασίας στην περιοχή; *

Mark only one oval.

- ☐ Διαφωνώ απόλυτα
- ☐ Διαφωνώ
- ☐ Ούτε συμφωνώ / ούτε διαφωνώ
- ☐ Συμφωνώ
- ☐ Συμφωνώ απόλυτα

23. Σε ποιο βαθμό ο τουρισμός ενισχύει την επιχειρηματικότητα και τις τοπικές επιχειρήσεις στον Νομό Χανίων; *

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα Πολύ

24. Πιστεύετε ότι ο τουρισμός συμβάλλει στην προβολή της πολιτιστικής κληρονομιάς και της ταυτότητας του Νομού Χανίων;

*

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα πολύ

25. Σε ποιο βαθμό πιστεύετε ότι ο τουρισμός συμβάλλει στην οικονομική ανάπτυξη του Νομού Χανίων;

*

Mark only one oval.

- ☐ Καθόλου
- ☐ Λίγο
- ☐ Αρκετά
- ☐ Πολύ
- ☐ Πάρα πολύ

26. Λαμβάνοντας υπόψη τις θετικές και αρνητικές επιδράσεις του τουρισμού, * πιστεύετε τελικά ότι η τοπική κοινωνία ωφελείται συνολικά από τον τουρισμό;

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δεν είμαι σίγουρος

Μέτρα και αντιμετώπιση

27. Υπάρχει επαρκής διαχείριση (καθαριότητα, καθίσματα, δημόσιες τουαλέτες κλπ) του αριθμού επισκεπτών στους δημοφιλείς προορισμούς; *

Mark only one oval.

- ☐ Διαφωνώ απόλυτα
- ☐ Διαφωνώ
- ☐ Ούτε συμφωνώ ούτε διαφωνώ
- ☐ Συμφωνώ
- ☐ Συμφωνώ απόλυτα

28. Οι τοπικές αρχές λαμβάνουν επαρκή μέτρα για τον περιορισμό του υπερτουρισμού και την προστασία των παραλιών;

*

Mark only one oval.

- ☐ Διαφωνώ απόλυτα
- ☐ Διαφωνώ
- ☐ Ούτε συμφωνώ ούτε διαφωνώ
- ☐ Συμφωνώ
- ☐ Συμφωνώ απόλυτα

29. Είσαστε υπέρ του περιορισμού του αριθμού επισκεπτών σε ευαίσθητες περιοχές;

*

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δε γνωρίζω

30. Θεωρείτε ότι τα οικονομικά οφέλη αντισταθμίζουν τις συνέπειες; *

Mark only one oval.

- ☐ Διαφωνώ απόλυτα
- ☐ Διαφωνώ
- ☐ Ούτε συμφωνώ ούτε διαφωνώ
- ☐ Συμφωνώ
- ☐ Συμφωνώ απόλυτα

31. Ποια μέτρα θεωρείτε πιο αποτελεσματικά; (πολλαπλή επιλογή) *

Tick all that apply.

- ☐ Όριο επισκεπτών σε παραλίες και προσταυόμενες περιοχές ☐
- Εισιτήριο εισόδου σε παραλίες και προστατευόμενες περιοχές ☐
- Αναβάθμιση των υποδομών
- ☐ Προώθηση εναλλακτικού τουρισμού
- ☐ Other: _____

32. Πιστεύετε ότι ο βιώσιμος τουρισμός μπορεί να εφαρμοστεί αποτελεσματικά στα Χανιά;

*

Mark only one oval.

- ☐ Ναι
- ☐ Όχι
- ☐ Δε γνωρίζω

33. Συνολικά, πώς αξιολογείτε τον αντίκτυπο του τουρισμού στον Νομό Χανίων;

*

Mark only one oval.

- ☐ Πολύ αρνητικός
- ☐ Αρνητικός
- ☐ Ουδέτερος
- ☐ Θετικός
- ☐ Πολύ θετικός

Ευχαριστώ για τις απαντήσεις σας. Παρακάτω μπορείτε να γράψετε τυχόν σχόλια και παρατηρήσεις που δεν καλύπτονται από το ερωτηματολόγιο.

34. Σχόλια

Author's Statement:

I hereby declare that, in accordance with article 8 of Law 1599/1986 and article 2.4.6 par. 3 of Law 1256/1982, this thesis/dissertation is solely a product of personal work and does not infringe any intellectual property rights of third parties and is not the product of a partial or total plagiarism, and the sources used are strictly limited to the bibliographic references.

