



Over-tourism in Greece:
Challenges and
Strategies for
Sustainable Tourism

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Challenges and Strategies

Importance of Tourism in Greece

- Economic and Cultural Significance: Tourism is a major economic driver, with picturesque islands, historical landmarks, and cultural traditions attracting millions annually.
- Transformation Over Time: Shift from simpler, localized tourism in the 1980s to modern mass tourism reliant on intermediaries and digital marketing.



Challenges of Over-tourism

Environmental Impacts:

- **Degradation of landscapes and ecosystems (e.g., Santorini faces waste management and water shortages).**
- **Damage to mountain areas (e.g., deforestation, soil erosion, biodiversity loss).**

Economic Issues:

- **Over-reliance on mass tourism and intermediaries reduces service quality and increases environmental and community pressures.**
- **Uneven economic benefits, with high concentration in iconic destinations like Mykonos and Santorini.**



Socio-cultural Effects:

- **Commodification of culture—traditions simplified or altered for tourists, leading to loss of authenticity.**
- **Rising living costs and conflicts between residents and tourists.**

Safety Concerns:

- **The strain on infrastructure, leading to issues like increased road accidents during peak seasons.**

Strategies for Sustainable Tourism

Environmental Sustainability:

- **Implement eco-friendly lodging and waste reduction programs.**
- **Invest in sustainable tourism infrastructure, such as low-impact trails and rainwater harvesting.**

Cultural Preservation:

- **Support local artisans and promote authentic traditions through community-based tourism initiatives.**
- **Enforce architectural harmony in tourism development to maintain cultural authenticity.**

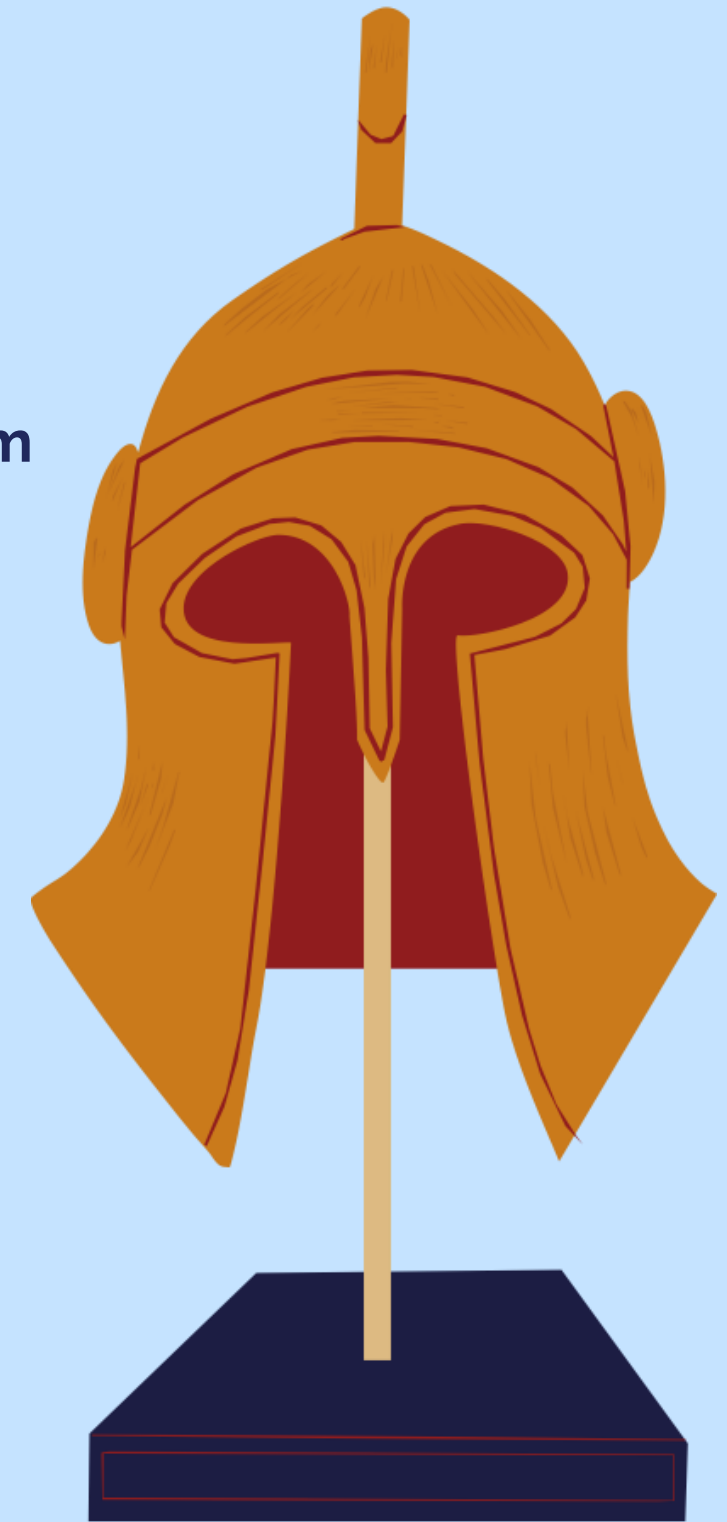
Sustainable Mountain Development

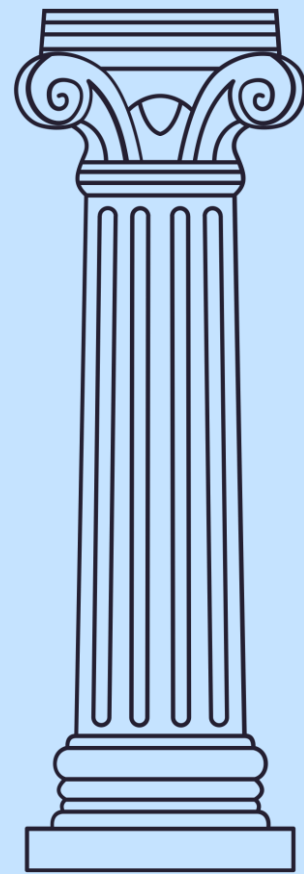
Challenges:

- **Water scarcity, pollution, and unsustainable development threaten ecological and cultural balance.**
- **Marginalization of traditional livelihoods due to the shift toward tourism.**

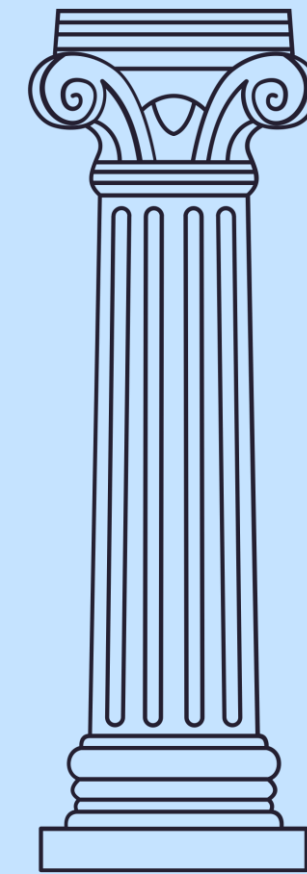
Solutions:

- **Invest in eco-tourism infrastructure like eco-lodges.**
- **Educate tourists on responsible travel practices.**
- **Integrate climate adaptation strategies to address vulnerabilities like rising temperatures and natural disasters.**





THANK YOU!



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