

Overtourism and Animal Abuse in Santorini

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Abstract

This research aims to analyze and describe overtourism issue and the animal abuse related to this phenomenon in one of the most touristic islands in South Europe, Santorini. The research focuses on problems that happened before the covid-19 pandemic. This research methodology is qualitative, in which the information is gathered using literature research and empirical data. The data comes from literature studies and media with written sources related to this research and the questionnaire with open questions to the organizations that protested against the issue before the pandemic.

The results show that Santorini shares some overtourism problems such as overcrowding, animal abuse, and energy overconsumption. These problems have provoked the local residents to do protest rallies to react to an unwanted situation they experience.

Keywords: *Overtourism; Animal Abuse, Santorini*

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INTRODUCTION

In 2019, according to the United Nations World Tourism Organization, the number of international tourist arrivals (overnight visitors) reached a total of 1,46 million. (UNWTO, 2020). This was the seventh consecutive year of above-average international tourism growth after the 2009 global economic crisis. Therefore, this number definitely led us to the number of international tourism receipts contributing to world GDP.

Europe was the destination of 744 million international tourists in 2019, equal to half of the world's total international tourist arrivals, as France is the most favourite destination country, followed by Spain and Italy (UNWTO, 2020). Southern or Mediterranean Europe is the most touristic region in Europe. This region received an 40.85% share of all international tourist arrivals in Europe in 2019. It has received more tourists than ever. The most visited tourist destination countries in the region are Spain, Italy, Turkey, and Greece (UNWTO, 2020).

The massive tourist flow benefits the destination, but unfortunately, it also has a destructive impact. This phenomenon is known as Overtourism. Overtourism is the situation in the destinations where local residents or visitors feel that numerous visitors make the quality of life in the tourist destination and the home country of the local residents or the quality of the experience of visitors has deteriorated unacceptably (Goodwin, 2017).

Overtourism protests are currently spreading around Europe. The phenomenon happens because the tourist destination's residents have sentiment against tourism. This unhappiness led the people to do protest rally and have anti-tourist attitudes. The Anti-tourist phenomenon is not only observable in Spain but also in other countries in Southern Europe, such as Italy and Greece. This occurrence tends to spread to different cities in Europe.

The phenomenon happens worldwide in many mature tourist destinations, especially in Southern European countries.

According to the UNWTO (2020), Greece is the country that has made a new record of receiving more than 31 million tourists in 2019, and this number keeps increasing this year. This number is already tripled the country's whole population. Even though the overtourism protest in Greece is not as big as in Spain and Italy, the government has already made anticipation by limiting tourist arrivals. One of the examples that have been done is limiting the daily number of cruise tourists to Santorini, the most popular tourist destination in Greece, since the island has become overcrowded during peak season.

Since the start of the COVID-19 pandemic in April 2020, the number of tourist visits has decreased, and this overtourism issue has not occurred. During this time, people worldwide, including Santorini, suffered from the absence of tourism activities. The number of tourist visits in 2019 became the highest limit and a benchmark for tourism recovery. Recovery can be said to be perfect if it touches the highest number. Even so in 2021, the recovery in Greece is going very fast, with the highest figure in August 2021 (UNWTO, 2022).

Figure I. Greece International visitor

	2021	2020	2019
Jan	95.717	789.951	659.982
Feb	76.433	627.318	503.540
Mar	98.895	410.837	772.507
Apr	107.282	37.566	982.084
May	285.448	55.568	2.386.667
Aug	4.074.152	1.806.946	6.761.996
Sep	2.995.234	1.334.766	5.111.116
Oct	2.143.864	954.797	2.773.322
Nov	561.226	175.747	929.502
Dec	380.480	96.565	692.184

Source: UNWTO (2022)

However, overtourism is a severe problem that calls for our attention and requires to be solved immediately. Otherwise, it may become a bigger problem. This problem can happen again after the pandemic. The main factor of overtourism is carrying capacity. Carrying capacities have strong relations to overtourism. Knowing the carrying capacity of a tourism system is fundamental to avoiding and/or overcoming the occurrence of overtourism. The more developed the tourism in the city, the less interested the residents in the tourist. This will happen if the number of tourists in the destination exceeds its social carrying capacity. The side effect of overtourism will affect not only the local residents but also the visitors. Usually, the local residents will protest rallies to symbolize their disappointment.

This research intends to analyze the association between the issues caused by overtourism and the animal abuses on the island. This research is done to identify the main characteristics of overtourism, and to detect shared and specific problems in one of the most visited South European tourist destinations, Santorini. Knowing these problems' characteristics will help us identify the reasons that happen caused by overtourism that may contribute to a better design of policies and programs to solve the problem, knowledge contribution and an insight into how to reduce the problems produced.

THEORETICAL FRAMEWORK

Sustainable development in tourism development concept

In 1999, the UNWTO adopted the Global Code of Ethics as an essential frame of reference for responsible and sustainable tourism. Through the Global Code of Ethics for Tourism, UNWTO considers that all tourism actors should include the interests of and benefit the community, environment, and cultural heritage. The tourists should respect the ethical code to respect the destination place and the local community, and the investor should share their profit in good percentage to the community and their workers.

The UNWTO and the United Nations Environment Programme (2005) define sustainable tourism as:

Tourism takes complete account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. (p.11-12)

Beech and Chadwick (2006) define sustainable tourism as the practice of tourism that sustains three economic, sociocultural, and environmental aspects. These impacts are neither everlasting nor irreversible.

Figure 1. Diagram of the triple bottom line of the sustainable aspects



Source: Writers Analysis

Overtourism definition

Overtourism is a new terminology. The word is spreading swiftly fast in the tourism industry. The word was firstly introduced on twitter as #overtourism in August 2012. Goodwin (2017) stated that "Overtourism describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably."

Carrying Capacity

The UNWTO (1981) defined carrying capacity as the limit number of people that may visit a tourism destination at the same time, without causing destruction of the physical, economic and socio-cultural environment, and without decreasing in the quality of visitors' satisfaction.

Animal Abuse

Pedran (2009) defined animal abuse as a multidimensional construct that includes severity, duration, frequency, and lack of empathy. The lack of standardized definitions of animal

abuse, types of animals involved, and the time frame within which the abuse occurred have been viewed as methodological shortcomings when it concerns reporting animal cruelty incidents.

Ascione (1993) characterized animal abuse as a socially unacceptable action that intentionally causes, from unnecessary pain to the death of an animal.

METHODS

The writer identifies the problem and looks at the theory and actual data behind the phenomenon, such as overtourism, carrying capacities theory, and animal abuses theory. In this research, the writer describes the tourism statistics, several cases resulting from overtourism, its effect, and the residents' perspective regarding overtourism.

Qualitative methodology is used to describe the phenomenon of overtourism and its effect through various perspectives and the situation of animal abuse in Santorini.

The writer collects and gathers the data in the form of a literature study with written sources related to this research, such as books, scientific journals, theses or dissertations, and official documents from relevant institutions, such as UNWTO, World Travel & Tourism Council (WTTC), Greek The Hellenic Statistical Authority (ELSTAT), as well as media such as newspaper. While the empirical data was collected by assessing the opinion toward tourism. The writer collected the information from the organisations representing the social reaction to the destination.

FINDINGS

Overtourism in Santorini

Santorini is the most visited place in Greece. This destination received around 2 million international tourists in 2018. (Krinis, 2018). According to Statista (2022), the number of international air arrivals to Santorini dropped by 380 thousand in 2020 due to the impact COVID-19 pandemic compared to the highest number with 520 thousand flights in 2019. Then the number of international air arrivals in Santorini increased again until they reached around 472 thousand in 2021. At the cruise level, Santorini had 592 cruise arrivals in 2019 and 980,771 passengers, and in 2018 this island received 474 cruise arrivals and 749,286 passengers, making it Greece's second destination behind Piraeus, which is the country's largest port (Papadopoulou, 2020).

Actually, this number is enormous compared to the size of the island and also the number of its population. , the population of Santorini is only 15,231, and its size is only 76 km² (Karagiannis, Sotirios & Thomakos, Dimitrios, 2020). Quantitative Assessment of the Tourism Carrying Capacity in Greece: A Case Study of Cyclades.. The combination of the beautiful village and its Vulcan beach is its greatest attraction. Besides, Santorini also has a beautiful sunset. In addition, this tourist attraction has a lot of access through frequent flights from big European cities, such as London, Paris, and Rome. It makes Santorini highly accessible for international tourists. However, like most tourist destination in Mediterranean Europe, Santorini also suffers the impact of overtourism.

The island has started to suffer from the real problem of overtourism and has reached its saturation point. However, while the whole country suffers from the economic crisis, Santorini receives financial benefit from tourism. Tourism is a blessing for most of Santorini's

population. The protest or social reaction about Santorini's economic situation is almost never heard.

Before the pandemic era, Santorini had a different problem regarding overtourism. Most of the difficulties in Santorini came from environmental issues. The increasing number of tourists was also leaving an environmental impact. At least 11 % of the island has been constructed, and water consumption has been augmented by 46 % (Smith, 2017). The need for supply is essential, but the island simply cannot afford the costs involved in facilitating those assets. The most significant factor that is causing damage to the environment on the island is the massive number of tourists that consume enormous energy and the number of cruise ships that arrive on the island.

Actually, the risk of environmental damage is not worth the benefit. The benefit seems small in comparison. According to the Greek Port Association (2018), Santorini received 783,893 cruise visitors in 2016, making Santorini the number one cruise destination in Greece. Data from the Bank of Greece (2016 & 2017) shows that the economic contribution of cruise tourism is 509 million euros, with Piraeus profiting at a rate of 43.8%, Corfu 14.7% and Santorini at only 8.6%. Therefore, the southeast Aegean island only received 43.7 million Euros from 509 million Euros. If this number is divided by the number of passengers, the average per capita expenditure will be 55.8 euros. This number is smaller than the nationwide average, which is 97.9 euros per passenger (Bellos, 2017).

A real problem comes when the environmental quality confronts mass tourism. Moreover, the media has the influence to affect the reputations of the destination. Therefore, the government should take action to control overtourism. There were several actions that the Santorini authorities took to prevent overtourism. One of them was limiting the cruise ship passengers to embark on the island. In 2017, Santorini authorities put a daily cap on cruise passengers in a bid to stem the tide of tourists. He limited the number of cruise ship passengers disembarking daily to 12,000 in 2017. This action has a strong reason. The Santorini authorities have limited daily cruise ship arrivals to the island to 8,000 in 2018 (TNH, 2018).

Anastasios Nikolaos Zorzos, the previous mayor of Santorini, realizes the effect of overconsumption on the island. He stated that the energy and water consumption and the volume of trash in Santorini is skyrocketing. The overexploitation will result in environmental destruction, and the waste of natural resources will impact the island. Mayor Zorzos also gave some statements in an interview, such as "A lot of people here depend on cruisers, but something has to give" and "The electricity grid and water supply are at their limit. Garbage has doubled in five years. It will backfire and ruin us if we do not control the crowds." He feared that tourism will be a curse than a blessing (Smith, 2018). Smith mentions that Santorini hosted more than 5.5 million of overnight stays in 2017, with huge water and energy consumption levels. The problem in Santorini is that the overtourism has not arrived at the point where the local people protest. Instead of opposing, the local people are happy because tourism brings more benefits to the local people. Moreover, the economic situation in Greece is not in good condition.

Environmentally, the cruise ships also cause an environmental problem in Santorini since it contributes to loads of air pollutants. The most contaminated area in Santorini is around their seaport (Haines, 2018). This pollution is dangerous for older people with pre-existing health problems and has been associated with strokes and heart attacks (Gabbatis, 2018).

Another significant environmental problem in Santorini is energy consumption. The island cannot stand its massive consumption in this state. It needs to be overcome soon. Santorini has a small population but a massive number of tourists. Authorities performed some actions to

reduce the overtourism problem and changed the policy. The authorities seem to realize the bad impact of overtourism and have taken several measures before the more significant problems came.

Animal Abuse in Santorini

A donkey is a form of public transport in Santorini long ago. Not only as a transport, the donkeys also become the identity of Santorini. Donkey riding was no problem for the local people until tourism hits Santorini. The local people mistreat the donkeys, drawing the animal lovers' attention. The donkeys are forced to do 600 steps to get to the main village of the island, Thira, from the port. These rides take place from 9 am until sunset. Not only work enforcement, the owners also whip the donkeys and use other forms of violence to force them. This situation attracts animal rights organizations to hold some protests. *The protests have shown good result. Now, the donkeys are protected under the regulation of a 12-hour workday.* The municipality has guaranteed to improve the donkeys' working conditions. They also held charity events to help the donkeys (Jet, 2018).

Donkeys, as the identity and a part of the social aspect to Santorini residents, become one of the crucial aspects. The identity could be jeopardized from the prohibition of donkeys. It is not impossible if the government will change the donkeys to other bigger animals in the future. So far, the government has built cable car to divide the traffic and reduce donkey utilization.

The groups that are aware of overtourism in Santorini are the authorities and animal rights organizations. The authority is concerned about environmental issues in Santorini and the organizations are concerned about animal rights, especially in donkeys and mules' exploitation in Santorini. The second group protested on animal exploitation in Santorini. The protest against tourism in Santorini comes from the animal rights defender organization because Santorini is well known as a hilly island where the people need to hike to the top. The best way to enjoy Santorini's best view is from the top of its hills. The thing that not all visitors know is that motor transport is forbidden in Santorini. Instead of using motor transport, the people of Santorini use donkeys and mules as their transportation. Donkey and mules become their primary mode of transportation and Santorini's identity. Donkey riding was no problem for local people's life until tourism hits Santorini. This tradition triggered another specific crisis that affected the sociocultural and environmental aspects. The problem is about the animal abuse that happens in Santorini. Overtourism has increased the number of animal abuse (donkeys and mules) in the island. On the other hand, these animal abuse problems in Santorini have provoked animal rights organizations to protest and send a petition to change the law to protect the donkeys and mules.

Due to the tourism boom in the island, the bad treatment of donkeys in Santorini is highly increasing. As time went by, the more tourists came, the worse the donkey treatment was. This becomes a trigger for the animal rights organization. Greek Animal Welfare Fund (GAWF) and The Donkey Sanctuary are these organizations. The GAWF is an animal lover organization that works with street animals, working animals, or pet animals to find practical and sustainable solutions to animal welfare problems. Then, The Donkey Sanctuary is a charitable organization from England dedicated to donkeys' welfare. Both organizations and their

partner organizations organized big protests to help stop the systematic abuse of some 360 donkeys on the island.

The donkeys were forced to carry tourists and their belonging up to 600 steps. 600 steps were the distance from the port to the main village of the Island, Thira. Normally, the donkeys did seven rides back and forth and worked from 9 am until sunset every day. This taxi-donkey ride costs €6-9 nowadays and is used by visitors and locals who make the donkeys carry heavy loads, construction materials, and household appliances. The terrible condition that these animals receive is they need to work with a small amount of food, and water and they almost have no break. Once the donkeys are not healthy enough to work, many are left on a mountain without food or water. Sometimes the owners put them tied on their legs, so the animals will eventually die (Hadjioannou, 2018). The protest was held on 27-29 July 2018 and did not run smoothly. The activists had a big conflict with donkey owners. They filmed the moment when they were attacked by donkey owners in Santorini because they commented that the donkeys were not in their best condition while working.

After receiving a lot of complaints from media coverage. However, the protest yielded a result. Greek government amends new rules to help the animals. The new rules are applied on a national level, not only in Santorini. According to the City Times (2018), an online newspaper in Greece, The Greek Ministry of Rural Development and Food has published a new set of regulations regarding donkeys that states:

- The donkey owners should guarantee that the animals' fitness level is high, without contaminated materials available in their living places and workstations.
- There is no condition where unfit donkeys can be used to work, for example, ill animals, injured animals in advanced pregnancy, and animals with poor maintenance of hooves.
- Working animals should not be loaded with excessive weight for their size, age or physical condition. The load cannot exceed the weight of 220 pounds or 20% of their body weight.

Regardless of this animal abuse problem, riding a donkey is not the only way to get to the city centre. According to Santorini Port (2018), there are 3 ways to get to the city from the port, such as:

1. The cable car option.
2. Donkey riding (€6 -€8)
3. Hiking up for 600 steps

The cable car service operates every day, starting from 06:30 to 22:00. It goes every 20 minutes. The ticket can only be bought at the terminals. A single trip costs €6 for an adult and €3 for a child aged 5-10 years old. Children under 5 years old are free of charge. The surcharge for any luggage is €3 per passenger. The cable car is a convenient way to get to the city without hurting anyone. The only disadvantage is the passengers need to wait up to 20 minutes. Meanwhile, hiking is very tiring and will take more time. The route to the city center by hiking is the same as the donkey riding.

As mentioned before, these organizations organized protests to prevent animal exploitation and its right. The writer has delivered the survey to two organizations, GAWF and Donkeys Sanctuary, to receive their opinions and identify their perspective regarding overtourism problem in Santorini. GAWF responded to it, but they refused to participate in the questions. The reason is that they are not an expert in this tourism area, and their main concern is animal rights. They also suggest the writer to get the information from the city council. Their statement indirectly confirms what the city council does and its response to reduce the overtourism problem in Santorini (see Figure III). Then, Donkey Sanctuary refused to answer the questionnaire, but they explained their position statement regarding the issues. They explained that The Donkey Sanctuary does not actively promote the use of donkeys and mules in any form of tourism but recognizes that donkeys and mules form a vital part of the social, cultural heritage, and economic foundations of Santorini. In Greece, donkeys and mules are an intrinsic part of the tourism industry, providing families and communities with an opportunity to create a sustainable livelihood. However, animal welfare is crucial and must be a priority.

Figure II. Response from GAWF

Dear Riky,

Following up on our previous correspondence regarding your research:

I am afraid that after we have carefully examined your request, both internally with my colleagues and externally with our our partner organisation The Donkey Sanctuary,

We have concluded that your research is not within the area of our expertise and therefore we can't assist you.

For the needs of your research it might be worth contacting the municipality of Santorini <https://www.thira.gov.gr/EN>.

You can also find the most recent updates about our work on the island of Santorini on website as well as on the website of The Donkey Sanctuary.

All the best,

Source: Writers Analysis

The Donkey Sanctuary has stated its concern about the donkeys and mules' working conditions in Santorini, with some challenges around enforcement of regulations and problems such as lack of shelter from the sun, lack of water, excessive working hours, and weight overload (see Figure IV).

Figure IV. Response from The Donkey Sanctuary

Dear Riky,

Thank you for your enquiry below. We were forwarded the same enquiry that you sent to Greek Animal Welfare Fund as they are our partner organisation working in Santorini. I believe that they have replied to you to advise you to contact the Santorini municipality for assistance with your questionnaire/survey. This is therefore just to acknowledge receipt of your email, and to ask you to consider the response from GAWF as being from the Donkey Sanctuary as well.

Our position statement in respect of Santorini is as follows:

The Donkey Sanctuary – donkey and mule tourism Santorini

The Donkey Sanctuary does not actively promote the use of donkeys and mules in any form of tourism. The Donkey Sanctuary does, however, recognise that donkeys and mules form an important part of the social, cultural heritage and economic foundations of many countries. In Greece, donkeys and mules are an intrinsic part of the tourism industry, providing families and communities with an opportunity to create a sustainable livelihood. However, animal welfare is key and must be a priority.

The Donkey Sanctuary has expressed concern about the current working conditions and practices of many of the donkeys and mules working on the island of Santorini, with continued challenges around enforcement of regulations and issues such as lack of shelter from the sun, lack of water, excessive working hours and overloading.

The Donkey Sanctuary and its partner Greek Animal Welfare Fund/Animal Action Hellas have increased their efforts to support the needs of these diligent donkeys and mules, and will seek to work with local government and animal owners to understand the challenges they face in enforcing and complying with working equine policies and practices.

The Donkey Sanctuary is committed to bringing about sustainable change so that the animals have improved working conditions; living better lives, free from suffering and are fully valued.

[DS position statement ends]

We also advise anyone writing to us about donkey welfare at Santorini as follows:

If tourists (or anyone else) witness any injuries, animals being hit, etc, as well as any abusive owners we strongly encourage that they should contact the Municipality directly with photographic/video evidence, and also to file official complaints against the owners to the local Police Authority. Tourists also have a responsibility toward the animals' welfare, as if people didn't ride there would be no requirement to use the mules and donkeys up and down the steps.

The Municipality can be contacted through their website at <https://www.thira.gov.gr/en/ContactUs.htm>

In addition, we have produced a leaflet with important information for tourists to consider before riding a donkey (see attached S.T.E.P.S. leaflet). This has been circulated around the area where the donkeys are working. You can also share this with anyone you know who may be planning to visit Santorini in the future.

If you or any of your friends or family are visiting Santorini again, and if you see any aspects of the way the donkeys are being treated that cause concern, then please report this at the nearest police station and also tell them which law covers these issues - (law 4235/2014).

Thank you again for caring about the donkeys and mules on Santorini and for your support of our campaign to improve their welfare and working conditions.

You can also find the latest information about the Donkey Sanctuary's intervention at Santorini on our website here: <https://www.thedonkeysanctuary.org.uk/news/positive-talks-with-mayor-of-santorini>

I hope you find the above information of some help with your research and I wish you well for the outcome of your Masters degree.

With kind regards,

Source: Writers Analysis

The Donkey Sanctuary and Greek Animal Welfare Fund have increased their efforts to support the needs of these diligent donkeys and mules. They will seek to work with the local government and animal owners to understand the challenges they face in enforcing and complying with working equine policies and practices.

However, it can be seen that overtourism has triggered the exploitation of the donkeys and violates animal rights, and then those organizations appeared to defend animal rights. If

overtourism does not happen in Santorini, the animal abuse case would not come like it is now.

DISCUSSION

Nowadays, most people think tourism positively impacts the tourist destination. Only a small number of people consider that tourists can affect problems to the destinations. On the other hand, the overtourism problem will become a negative trend and force people to do sustainable tourism.

Nevertheless, the information regarding overtourism collected Santorini shows that the overtourism problems affect local residents' lives.

Indeed, the three studied destinations are negatively affected by overtourism. Probably, the most important conclusion of the present research is that those problems depend on the factors such as:

1. Geographic (size)
2. Carrying Capacity
3. Number of visitors

Geographically, the Santorini landscape is an island, unlike a city, consisting of nature, conservation and small villages that allow fewer people to occupy there. Compared to other destinations in Southern Europe. It seems that Santorini has a more significant space ratio for its population and visitors to come. However, it doesn't mean that not all of its land is eligible as a place to live. It differs from Barcelona and Venice, where most of their land is livable. For that reason, Santorini has a more serious difficulty and risks acquiring energy or maximizing consumption. Santorini cannot expand its area for tourists because it is an island. Therefore, limiting the tourist will be a good option.

Regarding the destination's tourism carrying capacity, Santorini received approximately two million visitors in 2017, while its population is 15 thousand people. This number is too much as well. Besides, Santorini's rise keeps rising as the island becomes the country's most popular destination. There is a big possibility that the island will suffer a lot from overtourism problems in the future if the government does not take it seriously.

According to Doxey's irritation index, Santorini is on the third phase, called Annoyance. It is the phase where the saturation point is approaching the local residents who begin to show their hesitations on the tourist industry. However, only a small percentage of the minority who realized the situation. They are the authority of the island and also an animal activist. Actually, the animal rights activist protested only because the tourists and the tourism workers (donkey owners) made a mistake in treating the donkey.

Luckily, the government of Greece has set a new law to protect the donkeys and mules in the whole of the country after receiving complaints in Santorini regarding this issue. As mentioned in the results, the animal abuse problems in Santorini have provoked animal rights organizations to protest and send a petition to change the law to protect the donkeys and

mules. The quick response of the Greek government is a form of their seriousness to respond to the protest. It is important to educate the tourist about animal rights and also the donkeys and mule's situation on the island. The government may suggest or force the tourist to use a cable car instead of riding a donkey. However, in the future, protest organizations will show up in Santorini if the tourism management does not do anything about what is happening.

Also, overtourism is a problem in Santorini. This phenomenon will keep growing and will be a yearly cycle in the future. Overtourism in Santorini does not make people suffer from economic issues. Instead, they see tourism as an industry that helps people. However, the situation could change in the future if wealth redistribution is not maintained. The collaboration between residents and the authorities has an important role in implementing sustainable tourism development to reduce the destination's overtourism problem.

During the covid-19 pandemic era, at least from 2020 to mid 2022, this issue has not risen since the pandemic broke. This moment can be a good time to prepare before the current and out of control. And this will likely happen again in the future when tourism gets back on its feet. Based on the discussion above, we can identify the problems that affect by overtourism when the saturation point is reached. The specific situation can only happen in a particular place since several factors, such as geography, culture, and people, trigger the problem.

CONCLUSION

From the previous discussion above, the present research results show that the island that has been studied has some problems from the effect of overtourism, such as overcrowding, pollutant, energy crisis, and animal abuse. It also can be concluded that overtourism affects basically local resident life in three aspects: Economic, Socio-cultural, and Environment.

The difference between the problems was affected by several factors, such as the number of populations, carrying capacity, and the number of tourist arrivals. Santorini is a small island with a small population that cannot be extended. The comparison between those factors determines the magnitude of the problem. The more number of tourist per population, the more problems come. The studies relevant to overtourism will still be developed since the overtourism problem is getting worse. Especially since the borders are open after the covid-19 pandemic. The number of tourists in Santorini will keep increasing. The number of massive cruise ship passengers became a problem in Santorini, and Santorini planned to decrease the number of cruise ship passengers gradually.

Besides, this research also has identified that the protest has been provoked by overtourism and animal abuse problems. The problems affected the local lives, and they did the demonstration once they could not bear the situation anymore and perceived it as unfair. Some organizations did the movement for common problems, while others preferred to protest for one specific issue.

However, several protest groups demonstrated the reason that tourism fails to harmonize with their interest or concern. They are Donkey Sanctuary and GAWF. These three organizations respectively hold an unfavourable opinion over the impact of tourism in their cities: they consider that tourism brings more bad consequences than the good impact to the island.

Meanwhile, the Santorini authorities are also aware to face the problem as it grows. The consulted organizations consider that proper management is needed to achieve that. Specifically, implementing sustainable tourism development should consider the economic, socio-cultural, and environmental aspects that benefit the local residents and visitors. Otherwise, the mismanagement will destroy the city.

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