

SUSTAINABLE TOURISM DEVELOPMENT THROUGH ALTERNATIVE TOURISM FORMS IN NAXOS

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Abstract

In the 1980s, environmental degradation became increasingly apparent, with its impacts often irreversible. To mitigate these consequences, there was a need to implement policies aimed at environmental protection.

The tourism sector is highly dependent on natural resources and their quality. In Greece, the prevalence of the mass tourism model, combined with the seasonality of tourism product demand, has led to natural environment degradation, resource waste, infrastructure inadequacy, and, in many cases, the alteration of the local identity of areas with intense tourist interest.

Naxos has relied on mass tourism for decades for its development. The prevalence of this form of tourism has created problems on the island, such as insufficient basic infrastructure, issues in wastewater and waste management, and overall environmental quality degradation.

The purpose of this article is to present the natural and unique characteristics of Naxos that can contribute to the promotion and differentiation of its tourism product, aiming at sustainable tourism development. Through alternative forms of tourism, which can be developed and are proposed following the conducted literature review, simultaneous environmentally friendly development of Naxos will be achieved, without limiting the income from its economic activities.

Key words: *Alternative Tourism Forms, Sustainable Development, Naxos*

Introduction

In recent years, the rapid expansion of the tourism sector has emerged as a global issue. While tourism can strengthen local communities and boost the economy, it simultaneously creates social and environmental challenges. These challenges draw attention to the planning of tourism patterns (Khan et al., 2021).

In Greece, the mass tourism model has prevailed in recent decades, focusing mainly on coastal areas and islands. This model is characterized by the increased influx of tourists, the construction of large hotel units, and the focus on "sun and sea" holiday packages. Although mass tourism has significantly contributed to the country's economic development, it has also raised concerns about environmental and social impacts, such as infrastructure overload and the alteration of local character.

Among the regions that have developed mass tourism the most is the South Aegean, with its popular islands such as Santorini, Mykonos, and Rhodes. The region receives millions of tourists annually, resulting in intense tourism activity (Delitheou, Podimatas & Michalaki, 2021). However, the excessive concentration of tourists has led to problems such as water shortages, traffic congestion, and environmental strain.

The mass tourism model has also developed in Naxos, albeit at a slower pace compared to other Cycladic islands. Despite the increasing trend of tourism in recent years, the island has largely maintained its traditional character and authenticity. However, the growing tourist traffic has put pressure on natural resources and highlighted the need for sustainable tourism development.

The goal is to implement an environmentally friendly development policy without reducing economic revenues. This can be achieved through sustainable tourism development, which includes a planning process aimed at creating and strengthening a balance between society, economy, and environment (Niñerola, 2019). Economic sustainability focuses on the efficient use of resources to achieve long-term profitability. Social sustainability includes social justice, social capital, community development, and social responsibility. Meanwhile, environmental sustainability requires the conservation of natural resources at a level that does not deplete them, given that many of them are non-renewable (Goodland, 1995).

Naxos' Physiognomy

Naxos is located in the center of the Cyclades and approximately 200 km southeast of Athens (Evelpidou, et al, 2021). In terms of area, it is the largest island in the Cyclades. The population of the Municipality of Naxos and Small Cyclades, according to data from the Population-Housing Census by the Hellenic Statistical Authority (ELSTAT) (2021), is 20,578 residents. According to the classification of European islands by ESPON (2016), based on the number of their inhabitants, it belongs to the category of medium-sized islands. According to the General Framework for Spatial Planning and Sustainable Development, Naxos is a Secondary National Development Pole (Papadaskalopoulos, 2008).

According to the ELSTAT (2021) population census, the number of employed persons in the municipality of Naxos and Small Cyclades was 8,098. 11.63% are employed in the primary sector, 4.32% in the secondary sector, and 84.03% in the tertiary sector (see Figure 1).

Figure 1: Percentage of employees per employment sector in the municipality of Naxos and Small Cyclades



Source: Hellenic Statistical Authority, 2021

Regarding travel to Naxos, this can be done either by air or by sea. It has a state airport located at "Alykes Naxos," which is approximately 4 km from Naxos Town and 3 km from Agios Prokopios. Naxos Airport "Apollon" is the twenty-second (22nd) busiest airport in Greece.

According to data from the Hellenic Civil Aviation Authority (2024), it is observed that in 2023 there was an increase in flights (4,112 flights), in visitor arrivals (74,505 visitors), and in the total number of arrivals and departures (154,751 visitors) (see Table 1).

Table 1: Air Traffic at Naxos Airport

	Flights	Passenger Arrivals	Passenger Departures	Total Passenger Arrivals - Departures
2023	4,112	74,505	80,246	154,751
2022	3,462	59,787	63,433	123,220
2021	2,820	44,894	47,170	92,034
2020	1,916	25,586	26,859	52,445
2019	2,690	43,849	48,095	91,944

Source: Hellenic Civil Aviation Authority (2024)

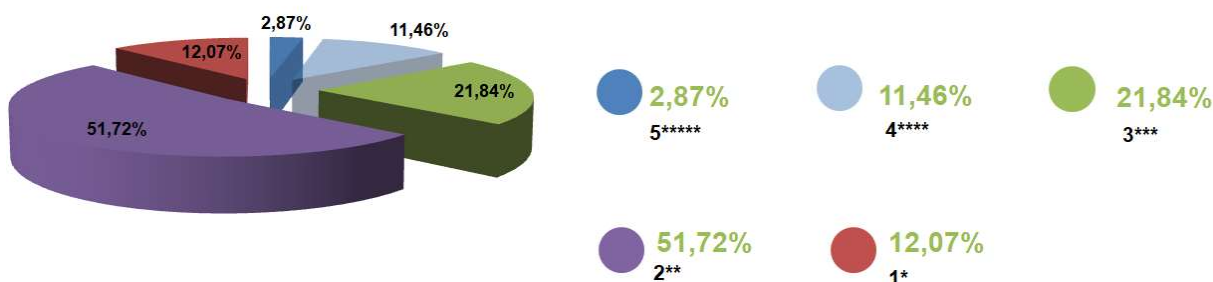
Regarding the hotel capacity of Naxos, according to data from the Hellenic Chamber of Hotels (2024), it has a total of 174 hotel units, with the largest percentage of these (51.72%) being rated with two (2) stars (90 units) (see Table 2 and Figure 2).

Table 2: Percentage distribution of Naxos Hotel Capacity in 2023

	5*****	4****	3***	2**	1*	Total
Units	2.87%	11.49%	21.84%	51.72%	12.07%	100.00%
Rooms	5.14%	17.68%	30.59%	39.72%	6.87%	100.00%
Beds	5.44%	18.38%	30.21%	39.00%	6.97%	100.00%

Source: Developed by the authors based on the Hellenic Chamber of Hotels (2024)

Figure 2: Percentage of Hotels in Naxos in 2023



Source: Developed by the authors based on the Hellenic Chamber of Hotels (2024)

The rooms offered by the island's hotel units are 3,930 and have 7,910 beds. The category with the most rooms and the most beds are those belonging to the two (2) star category (1,561 rooms and 3,085 beds) (see Table 3).

Table 3: Naxos Hotel Capacity in 2023

	5*****	4****	3***	2**	1*	Total
Units	5	20	38	90	21	174
Rooms	202	695	1,202	1,561	270	3,930
Beds	430	1,454	2,390	3,085	551	7,910

Source: Hellenic Chamber of Hotels (2024)

Cultural tourism

Cultural tourism protects and promotes cultural heritage and preserves the cultural identity of the areas where it develops. Significant advantages include strengthening the local economy and creating new jobs in areas located near places of cultural interest (Kokkosis and Tsartas, 2020).

The creation of cultural routes and the organization of cultural events, exhibitions, and festivals will contribute to attracting more tourists. However, actions must be organized taking into account the specificities of each area and the needs of local communities. Therefore, cooperation between the Ministry of Culture and each Municipality with local associations, local organizations, and the residents of the area is essential for the sustainable development of cultural tourism and the preservation and protection of cultural heritage.

Naxos is an island with a significant history and intense cultural interest. Its main historical monuments are the Portara, the Kouros in the settlement of Apollonas, the Temple of Demeter, the Temple of Yria, the Archaeological Museum, and the aerial emery transport railway.

To the west of Naxos harbor, specifically on the Palatia islet, lies the Portara. It is one of the most significant landmarks of Naxos, as it is where the gate of the unfinished Temple of Apollo is built. The marble gate weighs 20 tons, with a length of 59m and a width of 28m respectively. The Portara is connected to the harbor by a narrow path (Ministry of Culture and Sports - ODYSSEUS, 2012).

The Kouros, located near the settlement of Apollonas, is one of the most significant archaeological finds of Naxos, dating back to the 6th century BC. It depicts a male statue lying on the ground, measuring 10,45m in height. The Kouros is believed to represent either the god Apollo or the god Dionysus, as its construction was never completed. Additionally, the bay of Apollonas in Naxos has been declared and designated as an underwater archaeological site to protect the ancient harbor located in the area where the modern harbor has been built (Government Gazette 292 / A.A.P./20.09.2012).

The Temple of Demeter, located in the Gyroula area, is considered one of the most remarkable buildings of ancient Naxos, contributing to the evolution of architecture. It was built in 530-520 BC and was used for the worship of the goddess Demeter and her daughter Persephone. The "Gyroula" archaeological museum has been created, which has been awarded for its architecture, and visitors can admire part of the pediment, the magnificent Kouros statues, the roof, and the inscriptions that have been preserved (Municipality of Naxos and Small Cyclades, 2024).

To the south of Naxos town, the Sanctuary of Yria is built and is dedicated to the god Dionysus. The temple was built in 550 BC but was destroyed by Christians to build a Basilica church in the 5th-6th century. During the 2nd century AD, because the church was destroyed by floods, the marble pieces of the temple were used to erect the church of Agios Georgios (Municipality of Naxos and Small Cyclades, 2024). Visits to the archaeological site of Yria Naxos in 2020 were 2,051 people and in 2021 were 3,960 people.

The Archaeological Museum of Naxos (established in 1973) is housed in the Kastro of Naxos Town, in the former Commercial School where Nikos Kazantzakis studied. It was created to house exhibits from Naxos, Keros, Donousa, and Koufonisia, chronologically ranging from the Late Neolithic period to the Early Christian years. It also includes a mosaic floor depicting a semi-nude woman riding a sea monster. Additionally, it conducted educational programs for children and adults for a specific period, with the primary goal of promoting Early Cycladic culture and art (Municipality of Naxos and Small Cyclades, 2024).

The aerial emery transport railway is a unique industrial monument located in Moutsouna, approximately 37.5 km from Naxos Town. This project was built between 1926-1929 and was used from 1929 to 1982. The aerial railway spans 9 km from the Stravolagada area to Moutsouna. It includes 72 pylons, 170 wagons, 2 engines, and 7 observation posts. The railway's purpose was to transport emery, a unique mineral used as an abrasive for metals, glass, wood, or rocks, and as an anti-slip material for floors and roads. The railway transported a total of 340,000 tons of emery. Today, its facilities and engines remain and constitute a unique monument for Naxos, designated by the Ministry of Culture as a monument of Modern Greece (Municipality of Naxos and Small Cyclades, 2024).

Diving Tourism

Diving tourism develops in areas with natural marine landscapes, clear waters, and a significant underwater environment. Conducting dives with respect for the underwater environment contributes to local development by protecting underwater ecosystems, maintaining biodiversity, and boosting the local economy (Venetsanopoulou, 2006).

To make diving tourism a driver for attracting tourists, environmental impacts must be minimized. Therefore, diving parks should be created, certified diving centers and training centers with specialized personnel should operate, strict rules for conducting dives should be implemented, and education and information for those interested in the underwater ecosystem should be provided (Kokkosis and Tsartas, 2020).

Additionally, diving centers and training centers can conduct dives to showcase the area's history by exploring its shipwrecks and rich marine biodiversity. Frequent visits will deter pollution and destruction of these areas due to the deterrent effect of regular diving activity.

Naxos is a popular destination for diving, as it has a rich underwater ecosystem, crystal-clear turquoise waters, beautiful locations, shipwrecks, and a long coastline. It features caves, rich marine life, numerous reefs such as "Graviera Reef," "Calypso Reef," "Agios Nikolaos Reef," "Virgin Reef," "No Name Reef," "Black Rock Reef," the Mariana shipwreck, and the Beaufighter Fighter Plane wreck (Municipality of Naxos and Small Cyclades, 2024).

The beauty of Naxos' underwater areas makes it one of the regions in Greece where diving centers and training centers have developed. Diving centers offer organized individual or group dives for both experienced and novice divers. Additionally, training centers operate for beginners who can take Scuba Diving lessons under the supervision of a professional, with a maximum depth of 12 meters. For experienced divers, there is the opportunity to take lessons depending on their experience, such as independent diving, wreck diving, cave diving, night diving, boat diving, and, if desired, to obtain the corresponding certification. They can also rent the necessary equipment (Municipality of Naxos and Small Cyclades, 2024).

Diving tourism can contribute to the development of Naxos by providing services that offer the necessary equipment to interested parties, either for rental or purchase, creating training centers for those interested, and transporting them to areas of underwater interest. To attract this specific category of tourists, advertising companies that promote this particular tourism product, as well as travel agencies that focus on meeting their needs, should attract

new visitors and inform interested parties about the island's potential, its underwater ecosystem, with the aim of diving tourism.

Gastronomic Tourism

Gastronomic tourism attracts visitors who seek new culinary experiences and to discover and enjoy traditional local cuisine. For them, local products are part of the destination's cultural heritage and part of the specific area's cultural characteristics (Kokkosis & Tsartas, 2019).

To develop this form of tourism, the quality and authenticity of flavors and produced goods should be maintained (Talukder et al, 2024). Therefore, local producers should be supported, local varieties of agricultural products should be cultivated, production methods should be preserved, and agricultural, livestock, and fishery resources should be protected (Katsoni, 2020).

The development of gastronomic tourism, in addition to its positive impact on tourism activity, also contributes to the primary sector. The demand for local agricultural, livestock, and fishery products increases the income of workers and creates new jobs.

Actions to enhance gastronomic tourism include organizing festivals and events to promote gastronomy and creating gastronomic routes. Programs and events related to it appear as attractions in the tourism market, thus contributing to attracting tourists to the area (Gonda, Angler & Cóska, 2021).

Furthermore, direct contact between tourists and local producers is encouraged. They can guide and inform them about the production process of local products (e.g., visits to cheese dairies and olive presses), contributing to environmental awareness, rational resource consumption, and enjoying unique and authentic experiences.

Naxos is one of the Greek islands with a particularly developed livestock sector and the production of dairy products. The geographical, geomorphological, and climatic characteristics of mountainous and semi-mountainous Naxos are extremely favorable for the breeding of goats and sheep.

The regional unit of Naxos has the largest number of cattle among all the Regional Units (RU) of the island regions. As of December 31, 2022, it had a total of 6,348 cattle (ELSTAT, 2023). Similarly, according to ELSTAT (2023) data, the number of sheep was 64,377, goats were 54,996, and pigs were 862. According to ELSTAT (2023) statistical data on milk production, by region and regional unit, the RU of Naxos produced 11,230 tons of cow's milk, 5,966 tons of sheep's milk, and 6,740 tons of goat's milk.

The particularly high milk production contributes to the production of dairy products, the most important of which are "GRAVIERA NAXOS" and "ARSENIKO." In 1969, at a meeting of the European Communities committee regarding the registration of geographical indications and designations of origin, it was decided to register "GRAVIERA NAXOS" and "ARSENIKO" as Protected Designation of Origin (PDO) products (Ministry of Rural Development and Food, 2013).

The registration specifications of the name Graviera Naxos PDO describe it as "a hard cheese of cylindrical shape, with a pleasant taste from cow's milk or mixtures thereof with sheep and goat in proportions of the latter not greater than 20% by weight." However, to be considered "GRAVIERA NAXOS," a cheese must have been produced within the geographical boundaries of the Island of Naxos in the Cyclades prefecture from milk originating from breeds of cows and goats that are raised in Naxos and whose diet is based on its flora (Ministry of Rural Development and Food, 2012).

"Arseniko Naxou P.O.P." is a table, mature, hard cheese, produced in the traditional way from unpasteurized goat and sheep milk. It comes from free-grazing animals, belonging exclusively to local breeds, traditionally raised and adapted to the soil and climatic conditions

of the mountainous and semi-mountainous areas of Naxos. For the production of Arseniko Naxou, according to the specifications of the European Union Regulation on quality schemes for agricultural products and foodstuffs (European Union, 2012), a mixture of goat and sheep milk is required, with the proportions depending on the season and the availability of goat and sheep milk. The production and ripening of Arseniko Naxou must take place in mountainous and semi-mountainous areas of Naxos. More specifically, it includes the entire administrative territory of the Communities of Apeiranthos, Damarionas, Danakos, Keramoti, Koronida, Koronos, Kinidaros, Mesi, Moni, Filoti and Halkeio of the Municipality of Naxos and Small Cyclades, of the South Aegean Region.

The variety of Naxos potato is one of the most well-known crops of Naxos, which began in the late 18th century. The factors that contributed to its cultivation are the good climatic conditions, the large plain area of Naxos, and the good soil composition. Since the 1950s, the Naxos potato has been produced in its southwestern part, specifically in the Glinado and Livadochoria areas. In total, its production in 2022 is estimated at 2,260 tons, and the cultivated areas were 1,063 acres (ELSTAT, 2023). The Union of Agricultural Cooperatives of Naxos, in 2014, helped in the distribution and sale of potatoes to retail stores throughout the country. Also, on the island every year, specifically in August, the "Potato Festival" is celebrated in the Agia Anna area. In particular, locals and visitors gather to enjoy the potato cooked with their local gastronomic recipes and local wines (Greek Gastronomy Guide, 2020).

According to the Association of Greek Distillers of Alcoholic Beverages, the citron tree has been cultivated in Naxos for over three centuries. More specifically, citron trees are found mainly in the Engares and Sagri plain, as well as in the valleys of Naxos. Additionally, the leaves of the citron tree are used both for the production of a drink ("Kitro Naxou") and for the production of Naxos sweets. In 1870, a new distillate was created with alcohol and citron leaves, the now known Kitro Naxou, and its first export took place in 1928. Russia, America, Egypt, Asia Minor are some of the places where Kitro Naxou was exported. The harvesting of the leaves takes place from September to October. Then the leaves are distilled in alcohol and give three types of citron, white, yellow and green. The Kitro Naxou distillate, which is included in the Greek PDO products, is made from the essential oils found in the leaves of the citron tree (Greek Gastronomy Guide, 2020). Also, according to the Agricultural Statistical Survey of ELSTAT (2023), in 2022, 1,066 tons of must were produced in Naxos.

The inhabitants of the island are also involved in the cultivation of olive trees. According to the annual Agricultural Statistical Survey of ELSTAT for the year 2022, there were 271,105 olive trees which are cultivated on more than 30,000 acres. The olive groves are located on the Tragea plateau in central Naxos. Some of the varieties of Naxos olive are throuba, manaki and koronia. According to ELSTAT, in 2022 the olive production of Naxos was 311 tons of edible olives and 1,215 tons for olive oil production. The annual produced olive oil in 2022 was 94 tons. For the production of olive oil there are many olive presses that the tourist can visit to learn how the oil is produced. The most well-known are Koronos Olive Presses or Factories, Ioannis Sakelliadis Olive Press, Smirida Olive Press and finally the traditional Damalos Olive Press. Every year (late January to early February) in the village of the Damala olive press, the "Traditional Oil Extraction Festival" takes place, where visitors and locals can watch the process of extracting olives into oil. Thus, on the occasion of the oil extraction, a festival is held that includes music and local food (Municipality of Naxos and Small Cyclades, 2024).

SWOT Analysis for the Island of Naxos

The reason why the construction of a SWOT analysis (see Figure 3) was deemed necessary is that it constitutes a tool that will identify the strengths and weaknesses of Naxos' internal environment and the opportunities and threats of its external environment.

Figure 3: SWOT Analysis for the Island of Naxos



Source: Own Construction (2024)

Strengths

The strengths of Naxos' internal environment include its geographical location, as it is located in the center of the Cyclades. Also, there is very good accessibility both by sea and by air. Its connection with other islands is done by sea, and with mainland Greece, it can be done either by air or by sea.

The island has very important cultural attractions, beautiful coasts, and seas. Thus, it has the natural characteristics and capabilities to develop alternative forms of tourism, such as cultural tourism, marine tourism, diving tourism, and gastronomic tourism. The promotion of

alternative forms of tourism can contribute to the protection of the natural and cultural environment, the strengthening of the local economy, and the improvement of the quality of life of the residents. It should not be overlooked that the island has created a strong brand name. Furthermore, due to the development of the primary sector, excellent local products are produced here, many of which are sold throughout the country.

Weaknesses

The weaknesses of Naxos' internal environment include the fact that the tourism product shows strong seasonality, which leads to significant fluctuations in demand. However, despite Naxos' potential to develop alternative forms, the prevailing phenomenon is mass tourism. The over-concentration of tourists during the summer months burdens its infrastructure, such as waste and wastewater management, and the water and electricity supply network. Moreover, like all the islands of the South Aegean region, it faces the phenomenon of "Double Insularity," i.e., it combines the small size of the island with the long distance from mainland Greece (Konsolas, et al, 2016). Additionally, the island's airport is national and not international, and consequently, there are no direct flights from abroad, while there are several deficiencies in transportation infrastructure (road network and local transport). One of the most significant problems identified on the island is its water supply, as the need for water increases and at the same time there is no replenishment of water resources, both underground and surface, especially during the summer months. Also, there are not many five (5) and four (4) star hotels, but its hotel capacity consists mainly of units that are classified in the two (2) star category. Additionally, there is a limited degree of specialization of employees in the island's businesses.

Opportunities

Opportunities in the external environment include the safety that Greece offers as a tourist destination for holidays, and consequently, so does Naxos. Furthermore, the connection of Naxos with the port of Piraeus and other destinations is frequent. In this way, it can attract visitors from other nearby islands who had not planned to visit it. Also, the Municipality of Naxos and Small Cyclades and its businesses can take advantage of funding from the NSRF 2021-2027, and other funding instruments for the development of the island's services and infrastructure and its entrepreneurship. They can also participate in certification, training, and upgrading programs for the knowledge and skills of human resources, in order to improve the quality of services provided. Regarding the Mediterranean diet, which is a special characteristic of Naxos' gastronomic tradition, UNESCO has declared it an intangible cultural heritage.

Threats

One of the most significant threats to Naxos' external environment is climate change. This affects its natural environment and beaches, as the temperature increases, drought is observed in its soil, and extreme weather phenomena are observed. Additionally, it should be noted that the geopolitical instability prevailing in the Gaza Strip, but mainly the war in Ukraine, has caused price increases in both products and fuel. Also, the energy crisis has caused increases in electricity and fuel prices, resulting in an increase in operating costs for businesses, hotel units, and rental accommodation. The increase in fuel prices causes an additional increase in product prices in mountainous and inaccessible areas, as the transportation cost increases. All of the above negatively affect the competitiveness of its tourism product.

It should be mentioned that the South Aegean region consists of many islands with similar characteristics. Considering that Naxos is located in the center of the Cyclades, it is observed that competition with other islands is intense. However, Naxos does not only have Greek competitive tourist destinations, but also foreign destinations. Because VAT in Greece is high compared to other countries, its products and services become more expensive. This tax burden has an impact on the island's competitiveness.

Also, in several Greek islands, including Naxos, due to the increased demand for tourist accommodation and buildings for other uses (e.g., catering), several buildings were constructed without a building permit. Uncontrolled construction in it does not, in many cases, maintain its traditional character.

Conclusion

The intense seasonality of tourism in Naxos is one of the most significant problems the island faces. The demand for tourist services peaks during the summer months, resulting in an over-concentration of tourists in specific areas. The number of tourists on the island puts excessive pressure on the island's infrastructure, causing problems in waste and wastewater management, while the water and electricity supply networks are called upon to meet increased needs. The degradation of the quality of services and infrastructure negatively affects the visitor experience, the island's image as a tourist destination, and the daily life of its residents and workers.

Naxos should develop sustainable forms of tourism that will contribute to the protection of its natural and cultural resources, improve the quality of life of its residents, and offer its visitors an authentic and quality experience. It is proposed to promote alternative forms of tourism, such as cultural, diving, and gastronomic tourism, with the aim of highlighting the local tradition and simultaneously supporting the local economy. At the same time, it is considered appropriate to implement measures to protect the natural environment, the proper use of resources, and the promotion of Renewable Energy Sources.

The need to diversify the tourism product in order to extend the tourist season and reduce dependence on mass tourism is a priority for the sustainability of the island as a tourist destination. Alternative forms of tourism, such as cultural tourism, can extend the island's life cycle because attracting visitors to learn about the island's cultural heritage, customs, and traditions takes place outside the peak tourist season. Also, visitors to the island who choose it as a destination for its traditional and local products and its traditional cuisine can contribute to the extension of the tourist season.

In the effort for a radical transformation of Naxos' tourism development model, cooperation and synergy emerge as critical parameters. The South Aegean Region, the Municipality of Naxos and Small Cyclades, the residents of the island, local entrepreneurs, and international tour operators must coordinate their efforts, forming a unified front to promote sustainable tourism development. It is also proposed to implement new support measures for businesses aimed at developing sustainable forms of tourism and contributing to the improvement of the tourism product. However, the change is not limited to the redesign of the offered tourism product. It also requires the cultivation of a new tourist consciousness, which will be reflected in the choices and expectations of visitors.

The transition to a more sustainable tourism model presupposes the diversification of the tourism product. In the effort to design a new tourism development model, entrepreneurs operating on the island, its residents, domestic and international tour operators, the Municipality of Naxos and Small Cyclades, and the South Aegean Region should cooperate.

However, a parallel modification of the demanded tourism product is required. Marketing should be used as a tool to promote alternative forms of tourism through advertising

campaigns and participation in exhibitions (Delitheou, Karagianni & Michalaki, 2020). Information should focus on attracting visitors seeking authentic experiences with respect for the natural environment.

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