UNIVERSITY OF WEST LONDON
The Career University

UWL REPOSITORY

repository.uwl.ac.uk

Tourism development and impacts: lessons from the Island of Rhodes, Greece

Pappas, Nikolaos and Tsartas, Paris (2009) Tourism development and impacts: lessons from the Island of Rhodes, Greece. Acta Turistica, 21 (2). pp. 184-209. ISSN 0353-4316

This is the Published Version of the final output.

UWL repository link: https://repository.uwl.ac.uk/id/eprint/1361/

Alternative formats: If you require this document in an alternative format, please contact: open.research@uwl.ac.uk

Copyright:

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy: If you believe that this document breaches copyright, please contact us at open.research@uwl.ac.uk providing details, and we will remove access to the work immediately and investigate your claim.

Rights Retention Statement:

IZVORNI ZNANSTVENI RAD

ORIGINAL SCIENTIFIC PAPER
UDK: 338.485:338>(495.86)
JEL classification: L83018

Nikolaos Pappas *
Paris Tsartas **

UTJECAJ RAZVOJA TURIZMA NA OTOKU RODOSU U GRČKOJ

TOURISM DEVELOPMENT AND IMPACTS: LESSONS FROM THE ISLAND OF RHODES, GREECE

SAŽETAK: U razdoblju poslije II. Svjetskog rata otok Rodos prošao je kroz promjene na nekoliko razina gospodarstva, društva i okoliša. Sve su promjene izravno ili neizravno bile povezane s brzim razvojem turizma. Turizam ostavlja dubok utjecaj na lokalno stanovništvo i posjetitelje. Cilj ovoga rada je ispitati percepcije glavnih ispitanika na Rodosu prema utjecaju turizma. Štoviše, to povezuje percepcije ispitanika i rezultate prethodnih studija u regiji. Konačno rad daje informaciju vezano za percipirane buduće strategije i politiku koje će trebati provoditi te razmatra razvoj turizma na Rodosu temeljen na različitim teorijama turističkog razvoja.

KLJUČNE RIJEČI: turizam, razvoj, otok, destinacija

SUMMARY: During the post Second World War period, the island of Rhodes experienced significant changes at several levels of its economy, society, and environment, associated directly or indirectly with rapid tourism development. The tourism impacts are profound on both locals and visitors. The purpose of this paper is to examine the key informants' perceptions in Rhodes toward tourism impacts. Moreover it correlates the respondents' perceptions with the previous studies' outcomes in the region. Finally, it produces information concerning the perceived future strategies and policies that have to be followed and discusses tourism evolution in Rhodes based on various theories of tourism development.

KEYWORDS: Tourism Impacts, Development, Urban, Island, Destination

* Dr. Nikolaos Pappas, Technological Education Institute of Crete, Greece, Erithreas 88, PC: 71409, Crete, Greece, Tel: (+30)6944500276 Fax: (+30)2271035099, E-mail: pappasnikolaos@yahoo.gr

** Professor Paris Tsartas, University of Aegean, Chios, Greece , Michail Livanou 54, P.C.: 75100, Chios, Greece, E-mail: ptsar@aegean.gr

1. UVOD

Briga oko socio-ekološke promjene je "pokretačka snaga rasprave o održivom razvoju zbog njene svjesnosti o dubini međudjelovanja čovjeka i okoliša" (Miller & Twining-Ward, 2005). Shvaćanje da pitanja okoliša i prirodnih nesreća imaju ozbiljne posljedice pojačalo je potrebu da se bolje razumije međudjelovanje čovjeka i prirode. Evolucija turističkog razvoja teži održati turizam kao posrednika u društveno-kulturnom i gospodarskom razvoju (Kates & Clark, 1996). Vjeruje se da bi pristup temeljen na sudjelovanju olakšao uvođenje principa održivog turističkog razvoja stvaranjem boljih mogućnosti za lokalno stanovništvo koje bi dobilo još veću i uravnoteženiju korist od turističkog razvoja koji se odvija na njihovim lokalitetima (Tosun, 2000). To će onda rezultirati pozitivnijim odnosom prema turističkom razvoju (Inskeep, 1994) i očuvanju lokalnih resursa te širenju lokalne tolerancije prema turizmu (Tosun, 2006). Ovo bi moglo osigurati i zadovoljstvo posjetitelja te stalnu korist za stanovnike u turističkim destinacijama (Simmons, 1994).

Sudjelovanje više dionika koji imaju različite interese i ciljeve može ohrabriti dublje razmatranje raznih društvenih, kulturnih, gospodarskih, političkih i pitanja zaštite okoliša koja utječu na održivi razvoj (Bramwell & Lane, 1993; Medeiros de Araujo & Bramwell, 1999). Kao što navodi Timothy (1998), djelovanje raznih sudionika u turističkom planiranju može promovirati održivi razvoj povećavajući efikasnost, vrijednost i sklad.

Heterogeni i dinamični odnosi među sudionicima i strukturama konceptualizirani su kao usputni mehanizmi socioekonomske promjene (Bathelt, 2006; Urry, 2003). Međutim, društvene akcije koje utječu na turističku politiku smatraju se kako ovisnim o putanji tako i kreatorom putanje, jer prošle odluke utječu na one koje se donose danas.

1. INTRODUCTION

Concern about social-ecological change has been "the driving force behind the sustainable development debate, owing to an awareness of the shear scale of human interaction with the environment" (Miller & Twining-Ward, 2005). Realising that environmental issues and disasters have severe consequences reinforced the need to better understand human-nature interactions (Kates & Clark, 1996). The evolution of tourism development seeks to sustain tourism as an agent for socio-cultural and economic development (Tosun, 2006). It is actually believed that a participatory approach would facilitate the implementation of principles of sustainable tourism development by creating better opportunities for local people to gain larger and more balanced benefits from tourism development taking place in their localities (Tosun, 2000), resulting in more positive attitudes to tourism development and conservation of local resources (Inskeep, 1994), and by extending the limits of local tolerance to tourism (Tosun, 2006). These may ensure both visitor satisfaction and ongoing benefits for the residents of destination areas (Simmons, 1994).

Participation by multiple stakeholders having differing interests and perspectives may encourage deeper consideration of the varied social, cultural, environmental, economic and political issues affecting sustainable development (Bramwell & Lane, 1993; Medeiros de Araujo & Bramwell, 1999). As Timothy (Thimothy, 1998) states, participation in tourism planning by many stakeholders may promote sustainable development by increasing efficiency, equity and harmony.

The heterogeneous and dynamic relations among participants and structures are conceptualized as causal mechanisms of socio-economic change (Bathelt, 2006; Urry, 2003). However, social actions that shape tourism policy are seen as both path-dependent and path-creating, since past decisions influence those taken today (Bramwell & Meyer, 2007).

Kao što navode Bramwell i Meyer (2007), politički procesi nisu predodređeni jer su i slučajni i novi i dovode do devijacija u postojećim strukturama te stvaraju nove.

Otok Rodos jedna je od glavnih turističkih destinacija Grčke i na njega otpada oko 1/10 svih turista koji posjećuju Grčku. Utjecaji turističkog razvoja na otok važni su i posjetiteljima i domaćem stanovništvu. Kvaliteta turističkog proizvoda Rodosa postepeno se smanjuje, sezona je kraća, ekološki problemi koje stvara turizam su u porastu, ponašanje i način života lokalnog stanovništva se mijenja, prihodi od turizma su neravnomjerno raspoređeni.

Butler (1980) sažima evoluciju turizma u njegov turistički model od šest životnih ciklusa. Ova formulacija je jedna od svjetski najpopularnijih konceptualizacija. Ciklusi ovog modela su "Istraživanje", "Uključivanje", "Razvoj", "Konsolidacija", "Stagnacija" te "Pad" ili "Oživljavanje". Faza "Istraživanje" započela je na Rodosu početkom XX. stoljeća. Faza "Uključivanje" pojavljuje se između dva Svjetska rata. Nakon II. Svjetskog rata te do sredine 70-ih turizam je na Rodosu bio u fazi "Razvoja". Do kraja 80-ih razvoj turizma na Rodosu karakterizirala je faza "Konsolidacije". Faza "Stagnacije" došla je u kasnim 90-im prošlog stoljeća. Neposredno prije ulaska u novi milenij turizam Rodosa je ušao u fazu "Pada".

Evolucija turizma na Rodosu traži agresivnu politiku i strategije kako bi se prevladao "pad" i prešlo u fazu "oživljavanja". Perspektive glavnih ispitanika vezano za utjecaje turizma i razvoj ključne su za razumijevanje utjecaja turizma u razvojnom procesu.

Cilj je ovoga rada istražiti percepciju glavnih ispitanika u gradu Rodosu vezano za gospodarske, društvene i utjecaje na okoliš. Osim toga, istražuju se i percepcije glavnih ispitanika vezano uz razvoj suvremenih strategija turizma i politike na lokalnoj, regionalnoj i nacionalnoj razini. Uz to ovaj rad unakrsno ispituje rezultate prethod-

As Bramwell and Meyer (Bramwell & Meyer, 2007) state, policy processes are not predetermined, as they are also contingent and emergent, leading to deviations from existing structures and the creation of new ones.

The island of Rhodes is one of the main tourism destinations in Greece, accounting for approximately the 1/10 of national tourists. The impacts of tourism development on the island are important for both locals and visitors. The quality of the Rhodian tourist product is gradually reduced; the length of the tourist season is shorter; environmental problems created by tourism increase; the behavior and way of life of the locals change; and tourism receipts are unequally distributed.

Butler (1980) encapsulated tourism evolution in his six stage life cycle tourism model. This formulation is one of the most popular conceptualizations worldwide. The stages of this model are "Exploration", "Involvement", "Development", "Consolidation", "Stagnation", and "Decline" or "Rejuvenation". The stage of 'exploration' in Rhodes started in the beginning of the 20th century. The Rhodian tourism 'involvement' emerged in the period between the first and the Second World War. After the Second World War and until mid 1970's, Rhodes experienced the tourism stage of 'development'. Until the end of 1980's, Rhodian tourism was characterized by the stage of 'consolidation'. 'Stagnation' came in the late 1990's. Just before the new millennium, tourism in Rhodes entered in the process of 'decline'.

The evolution of tourism in Rhodes necessitates aggressive policies and strategies to overcome 'decline' and enter the stage of 'rejuvenation'. The key informants' perspectives concerning tourism impacts and development are crucial to understand tourism implications in the development process.

The purpose of the paper is to examine the key informants' perceptions in the city of Rhodes regarding economic, social, and environmental tourism impacts. Furthermore, it examines the key informants' perceptions for the contemporary tourism development strate-

nih studija u regiji s nalazima kod istraživanja primarnih podataka i uspoređuje rezultate sličnih destinacija. Istovremeno, raspravlja buduće strategije i politike koje bi trebalo slijediti kako bi turizam pružio maksimum lokalnoj zajednici i usputno smanjio negativne utjecaje na ekonomskoj, društvenoj i ekološkoj razini. Rezultati istraživanja pokazuju očekivanja glavnih ispitanika i korelaciju njihovih perspektiva s prethodnim studijama i istraživanjima napravljenim u regiji. Pored toga, turistički se razvoj raspravlja u kontekstu osnovnih teorija turističkog razvoja.

2. TURIZAM NA RODOSU

Osnovnu turističku infrastrukturu otoka (uglavnom grad Rodos) izgradili su Talijani u prvoj polovici XX. stoljeća. U razdoblju između dva Svjetska rata turisti koji us posjećivali Rodos dolazili su u paket-aranžmanima brodovima. U 1938. tijekom dvomjesečne sezone (kolovoz i rujan) Rodos je ugošćavao više od 28.000 turista od kojih su polovica bili stranci. Tijekom II. svjetskog rata turizam je propao zbog sudjelovanja Italije u ratu. Pripojenje Dodekaneza (Rodos je jedan od otoka dodekaneške skupine) Helenskoj Republici dogodilo se 1948.

Nakon II. svjetskog rata Rodos se usredotočio na turizam kako bi promovirao gospodarski razvoj i napredak lokalnog stanovništva. Početkom 50-ih godina prošlog stoljeća na otoku je započeta široka rasprava radi promjene ponašanja lokalnog stanovništva prema turizmu i kako bi se turistički proizvod usmjerio na široke mase. Između 1950. i 1960. godine turizam se na Rodosu ubrzano razvijao. Na kraju 50-ih turizam je, nakon poljoprivrede, bio druga po veličini gospodarska aktivnost s udjelom u BDP –u od 28%. Krajem 60-ih turistički su dolasci premašili brojku od 110.000 dok je devizni prihod narastao na $US 3,2 milijuna (32% BDP-a). Uz to, mnoge su turističke tvrtke

gies and policies in a local, regional and national perspective. In addition, it cross-examines the results of previous studies in the region with the findings of the primary data research and compares results from similar destinations. In parallel, it discusses future strategies and policies to be followed to maximize the benefits of tourism for the local society with a parallel reduction of negative impacts at the economic, social, and environmental level. The results of the research show the key informants' expectations of tourism, and their perspectives' correlation with previous studies and research held in the region. Additionally, the tourism development process is discussed in the context of fundamental tourism development theories.

2. TOURISM IN RHODES

The fundamental tourism infrastructure on the island (mainly in the city of Rhodes) was created by the Italians during the first half of the 20th century (The Rhodian; Vrondis, 1922). In the period between the first and the Second World War, packaged tourists used to visit Rhodes by ships (The Rhodian). In 1938, during its two months' tourist season (August and September), Rhodes hosted more than 28,000 tourists, half of them being foreigners (The Rhodian). During the Second World War tourism in Rhodes collapsed because of the Italian participation in the conflicts. The annexation of the Dodecanese prefecture (Rhodes is one of the Dodecanese islands) in the Hellenic Republic took place in 1948.

After the Second World War, the island of Rhodes focused on tourism to promote economic development and prosperity of the local population (Apostolopoulus, 1994). In the beginning of the 1950's a wide discussion started on the island to change the tourist behavior of the locals (Hatzipappas, 1951; Progress of Dodecanese, 1950), and to orient the tourist product in a more mass formation (The Rhodian). Between 1950 and 1960, tourism in Rhodes developed rapidly. In the end of the 1950's tourism was the second largest economic sector on the island, accounting for

ulagale u otok. Nakon 1961. godine broj turista koji posjećuju Rodos prelazi 1 milijun, a prihodi od turizma rastu na 580 milijuna US dolara.

Danas je oko 40% lokalnog stanovništva izravno ili neizravno zaposleno u turizmu. U 2000. godini Rodos je posjetilo 1,4 milijuna turista, a noćenja su premašila brojku od 10,9 milijuna. Turistička gustoća otoka je 1.150 turista na km^2 dok je nacionalna gustoća 73,9.

Slučaj Rodosa potvrđuje činjenicu da čak i ako su utjecaji turističkog ulaganja bili od koristi za lokalnu ekonomiju dugoročni utjecaji na društvo i okoliš su negativni. Kao posljedica toga domaće stanovništvo stvorilo je svoje vlastite percepcije vezano za utjecaj turizma na otok.

3. METODOLOGIJA ISTRAŽIVANJA

Obilježja istraživanja

Istraživanje je bilo kvalitativno i provedeno je između 7. listopada 2004. i 31. siječnja 2005. godine. Uključivalo je sve glavne ispitanike koji su povezani s turizmom i ugostiteljstvom otoka Rodosa. To je pionirsko istraživanje, jer se malo zna o dominantnim uvjetima. To je bilo i terensko istraživanje jer su ispitanici ispitani u svom redovitom radnom okruženju. Štoviše, istraživanje je temeljeno na polustrukturiranim osobnim intervjuima.

Istraživanje je ispitalo percepcije glavnih ispitanika vezano za gospodarske, društvene i utjecaje vezane za prostorno planiranje postavljajući kao temeljno pitanje primjenu održivog turističkog razvoja i politike prostornog planiranja. Kako bi bolje razumjeli rezultate, ispitana populacija je podijeljena u tri grupe. U prvoj su glavni ispitanici povezani s lokalnom administracijom. Intervjuirana populacija uključena u tu grupu trebala je biti na vodećim pozicijama (gradonačelnici, načelnici, načelnici turističkih

28% of the G.D.P. (Gross Domestic Product), just after agriculture. In the end of 1960's tourist arrivals surpassed the 110,000 benchmark, while the foreign exchange rose to $ 3.2 million (32% of the G.D.P.). In addition, many tourism firms heavily invested on the island (Finas, 1991; Logothetis, 1990). After 1961, tourism becomes the most productive economic sector of the island. In the early 1990's, tourists visiting Rhodes exceeded one million, while tourist receipts reached $ 580 million (Finas, 1991).

Nowadays, approximately 40% of the locals are directly or indirectly employed in tourism. In 2000 1.4 million tourists visited Rhodes, and the overnights exceeded 10.9 million (N.S.S.G., 2003). Tourist density on the island is 1,150 tourists per km^2, while the national tourist density is 73.9 (Hellenic Network of Ecologic Organizations, 2003).

The case of Rhodes confirms the fact that even if the tourism investments' impacts were beneficial for the local economy, the long-term impacts in the society and the environment were negative (Apostolopoulus, 1994). As a consequence, the Rhodian host population has formed its own perspectives concerning tourism impacts on the island.

3. RESEARCH METHODOLOGY

Research Characteristics

The research of this study was qualitative, and was conducted from the 7th of October 2004 until the 31st of January 2005. It included all key informants related with tourism and hospitality on the island of Rhodes. It was an exploratory research since not much is known about the prevailing conditions. It was also a field study since all respondents were examined in their normal working environment. Moreover, the research was based on semi-structured personal interviews.

The research examined the key informants' perceptions regarding economic, social and spatial tourism impacts setting as fundamental question the application of a sustainable tourism development and planning pol-

zajednica) u tri općine (Rodos, Kalitea i Ilisos) koje zauzimaju ključnu turističku periferiju otoka tj. njegov sjeveroistočni dio. Ispitivanje je uključilo i ljude na čelnim mjestima u Dodekaneškoj prefekturi te središnjim državnim institucijama. Druga se grupa sastojala od glavnih ispitanika koji su direktno ili indirektno povezani s turističkim razvojem. Sastoji se od ljudi koji rade na razvoju turizma Rodosa i na prostornim planovima, turističkih i drugih znanstvenika s Rodosa, načelnika nacionalnih ministarskih ureda i institucija na Rodosu (Ministarstvo zaštite okoliša i prostornog planiranja, Ministarstvo obrazovanja, Ministarstvo kulture, Ministarstvo gospodarstva itd.) Posljednja grupa se sastojala od predstavnika turističkih i ugostiteljskih sindikata i društava (predstavnika hotela, turističkih agencija, menadžera, zaposlenika, šefova kuhinja, agencija za iznajmljivanje automobila, itd.).

Lista studija o turističkom razvoju i utjecajima na lokalno stanovništvo mediteranskog otoka je poprilično duga i uključuje istraživanja Apostopulosa (1994), Ioannidesa (1995), Tsartasa (1995), Smitha i Kranicha (1998), Saveriadesa (2000) i Bramwella (2003). Bez obzira na značenje turizma za mnoge lokalne zajednice, istraživanje o percepcijama urbanog stanovništva o turizmu još je uvijek ograničeno, pogotovo u slučaju percepcija glavnih ispitanika povezanih s turizmom i ugostiteljstvom. Kao posljedica dostupne informacije o utjecajima turizma na urbane lokalne otočne zajednice u tradicionalnim mediteranskim destinacijama su zanemarive. Za ovo područje je napravljeno tek nekoliko studija. U takvim slučajevima mora se napraviti ekstenzivni preliminarni rad kako bi se fenomenu približilo *in situ*, i prije nego se model razvije. Istraživačke studije su važne radi dobrog razumijevanja fenomena interesa i kako bi se unaprijedilo znanje kroz dobru izgradnju teorije i testiranje hipoteza.

icy. To better understand the results, the examined population was divided in three groups. The first one includes key informants related with local administration authorities. The interviewed population included in that group had to hold senior posts (municipality mayors, municipal councils' senior members, heads of municipal tourism organizations etc.) in the three municipalities (Rhodes, Kallithea and Ilissos), which comprise the main tourism periphery of the island, i.e. the north-eastern part of Rhodes. Additionally, it included people holding senior posts in the prefecture of Dodecanese, and central state government. The second group consists of key informants related directly or indirectly with tourism development. It consists of people working in Rhodian tourism development and planning organizations, tourist scientists and academics in Rhodes, and the heads of national ministerial departments and organizations in Rhodes (Dept. of Environment and Planning, Dept. of Education, Dept. of Culture, Dept. of Industry etc.) The final group consists of representatives from tourism and hospitality unions and societies (representatives of hotel and travel agencies' owners, the executive councils of tourism enterprises' managers, employees, chefs, rent a car associations etc.).

The list of studies on tourism development and impacts in Mediterranean island host societies is rather long and includes research by Apostolopoulos (1994), Ioannides (1955), Tsartas (1995), Smith and Crannich (1998), Saveriades (2000), and Bramwell (2003). Despite the significance of tourism for many host societies, 'research on urban residents' perspectives on tourism is still limited' (Andriotis, 2004), especially in the case of the perceptions of key informants related with tourism and hospitality. As a consequence, the information available about tourism impacts on urban island host societies in traditional Mediterranean destinations is minimal. Just a few studies have been undertaken in this particular area. In such cases, extensive preliminary work needs to be done to gain familiarity with the phenomena in situ, before the model development. Exploratory studies are impor-

Utvrđivanje veličine uzorka

Reprezentativnost veličine uzorka bio je temeljni kriterij pri utvrđivanju veličine uzorka. Stoga je sljedeći korak bio određivanje populacije za intervjue kako bi se odredila tehnika prikupljanja podataka. Kako je istraživanje provedeno među glavnim ispitanicima povezanim s turizmom i ugostiteljstvom na Rodosu, svi su glavni ispitanici uključeni u uzorak. Od 115 glavnih ispitanika pronađenih i uključenih u ispitanu populaciju njih 108 sudjelovalo je u istraživanju. Točnije, ispitano je 93,91% glavnih ispitanika. Zbog ovako velikog postotka rezultati istraživanja smatrani su vjerodostojnim.

Kako je cijela populacija glavnih ispitanika izabrana, istraživanje je imalo uzorak nevjerojatnosti. Postupak koji je bio korišten bio je pristran: ispitana populacija bila je identificirana i odabrana prema interesu ispitivača jer na taj su se način mogla naglasiti specifična pitanja vezana za istraživanje fenomena.

Analiza varijabli izrađena je pomoću Statističkog programa za društvene znanosti. Prikupljeni podaci analizirani su uporabom tablica učestalosti, unakrsnih tabulacija, ANOVA, t-testom i x^2-testom. Za pitanja zatvorenoga tipa korištena je Likertova skala (1:minimum – 5:maksimum). Statistički značajna razlika određena je na razini od 0,05% (naglašena podebljanim slovima), a ona se odnosi na razlike izraženih perspektiva između raznih kohorti (tijela lokalne administracije, ispitanici koji su izravno ili neizravno povezani s turističkim razvojem, te turistički i ugostiteljski sindikati i udruge).

Nalazi istraživanja

Stotinu i osam ispitanika klasificirano je prema mjestu i ulozi koju su imali u turizmu i ugostiteljstvu Rodosa. Prva grupa je imala 34 glavna ispitanika: svi su bili povezani s

tant for obtaining a good understanding of the phenomena of interest and for advancing knowledge through good theory building and hypothesis testing (Sekaran, 2000).

Sample Size Determination

The representativeness of the sampling size was a fundamental criterion to determine the size of the sample. As a result, in order to determine the technique of data collection, the next step was the determination of the interviewed population. Since the research was conducted among key informants related with tourism and hospitality in Rhodes, all key informants were included in the sample. From the 115 key informants found and included in the examined population, 108 participated in this research. More specifically, 93.91% of the key informants were examined. Because of this high proportion the results of the research were considered credible.

Since the whole population of key informants was selected, the research had non probability sample. The procedure used was judgemental: the examined population is identified and selected according to the researchers' interests, because this could highlight specific issues regarding the investigation of the phenomenon (Hornby & Simon, 1994).

The analysis of the variables was made by the Statistical Program for Social Sciences (SPSS 13.0). The collected data were analyzed with the use of frequency tables, cross tabulations, ANOVA, t-test, and x^2. For the close ended questions Likert Scale (1: minimum - 5: maximum) was used. The statistical significance was set at 0.05% level, (indicated by bold letters). This statistical significance relates to differences in expressed perspectives between the various cohorts (local administration authorities, directly or indirectly related respondents with tourism development, and tourism and hospitality unions and societies).

Research Findings

The 108 respondents were classified according to the post and the role they were

tijelima lokalne administracije. Drugu je grupu sačinjavalo 36 ispitanika i svi su izravno ili neizravno bili povezani s razvojem turizma. Treća grupa je imala 38 ispitanika koji su zastupali turističke i ugostiteljske sindikate i udruge.

Gospodarski utjecaji

Procvat gospodarstva na Rodosu zbog turizma naveo je glavne ispitanike da uglavnom daju pozitivne komentare na gospodarske utjecaje ali i da ne zanemare gospodarske probleme s kojima se Rodos danas suočava. Ispitanici su se u značajnoj mjeri složili da je privlačenje dodatnih ulaganja zbog turizma koristilo lokalnom gospodarstvu; 45 ispitanika (41,7%) složilo se s ovom izjavom dok se 58 glavnih ispitanika (53,7%) snažno složilo. Ista visoka srednja vrijednost (4,48) pojavila se i kod percepcije ispitane populacije da turizam stvara jedino sezonsku mogućnost zapošljavanja; 37 se ispitanika (34,2%) složilo, a 63 ispitanika (58,3) snažno su se složila.

Glavno neslaganje pokazalo se u izjavama da turizam jedino koristi manjoj grupi ljudi (2,02) i da turizam više poslova stvara za strance nego za lokalno stanovništvo (2,06). U prvoj izjavi opće neslaganje izrazilo je 89 glavnih ispitanika (82,4%) a u drugoj izjavi neslaganje je izrazilo 83 ispitanika (76,8%).

Statistički značajna razlika percepcije ispitane populacije pojavila se jedino kod izjave da glavna odgovornost za niske cijene turističkih proizvoda na Rodosu leži na organizatorima putovanja koji kontroliraju protok turista. Snažno neslaganje s tom izjavom izrazilo je 6 ispitanika, 11 se glavnih ispitanika nije složilo, 42 se složilo a 36 se izrazito složilo. Većina ukupnih neslaganja izražena je kod druge i treće grupe (kod svake grupe 8 glavnih ispitanika).

playing in the Rhodian tourism and hospitality industry. The first group included 34 key respondents; all related with local administration authorities. The second group comprised 36 respondents all related directly or indirectly with tourism development. The third group had 38 interviewed people that are representatives in tourism and hospitality unions and societies.

Economic Impacts

The blooming of the Rhodian economy because of tourism has led the key respondents to generally express positive comments on the economic impacts, without ignoring the economic problems that Rhodes faces today. The respondents agreed to a significant extent that the attraction of more investment because of tourism benefits the local economy. 45 of the interviewed people (41.7%) agree wit this statement while 58 key respondents (53.7%) strongly agree. The same high total mean (4.48) occurred in the interviewed population's perspectives in that tourism creates occupational opportunities only seasonally. 37 respondents (34.2%) agreed, and 63 key respondents (58.3%) strongly agreed with this perspective.

The main disagreements were shown in the statements that tourism is beneficial only for a small group of people (2.02) and that tourism creates more jobs for foreigners than for locals (2.06). In the first statement the overall disagreement was expressed by 89 key respondents (82.4%) and in the second one by 83 ones (76.8%).

Statistical significance in the perspectives of the examined population only occurred in the statement arguing that the main responsibility for low prices in tourism products in Rhodes lies with Tour Operators who control tourist flows. 6 respondents strongly disagreed with this statement, 11 key respondents disagreed, 42 interviewed agreed and 36 people strongly agreed. Most of the overall disagreements were expressed from the second and third group (eight key respondents each).

***Tablica 1: Perspektive gospodarskog utjecaja turizma na Rodosu* / Perspectives of Economic Impacts of Tourism in Rhodes**

Izjave / *Statements*	Srednja vrijednost / *Means*				F omjer / *F Ratio*	Značajna razlika / *Signif.*
	Gr. 1	Gr. 2	Gr. 3	Ukupno srednja vrijednost / *Total means*		
Dodatno privlačenje ulaganja zbog turizma potpuno jača lokalno gospodarstvo / *The attraction of more investments because of tourism, totally enforces the local economy*	4.59	4.47	4.39	4.48	0.882	0.417
Kvaliteta života kod lokalnog stanovništva značajno je poboljšana zbog turizma / *The locals' quality of life has significantly improved because of tourism*	4.26	4.17	4.29	4.24	0.371	0.691
Turizam povećava cijenu proizvoda i usluga / *Tourism increases the prices of products and services*	4.15	4.19	4.00	4.11	0.489	0.615
Turizam donosi korist samo užoj grupi stanovnika Rodosa / *Tourism is beneficial only for a small group of Rhodians*	2.09	2.25	1.74	2.02	2.335	0.102
Turizam je osnovni razlog smanjenja primarnog sektora proizvodnje / *Tourism is the main reason of primary production sectors' decrease*	3.88	3.78	3.29	3.64	2.805	0.065
Glavna odgovornost za niske cijene turističkih proizvoda na Rodosu leži na organizatorima putovanja koji kontroliraju turističke tokove / *The main responsibility for low prices in tourism products in Rhodes is on T.O. that control the tourist flows*	4.32	3.50	3.74	3.84	4.985	**0.009**
Turizam stvara više poslova za strance nego za lokalno stanovništvo / *Tourism creates more jobs for the foreigners than for the locals*	2.12	2.17	1.89	2.06	1.075	0.345
Turizam daje bolje mogućnosti zapošljavanja samo tijekom sezone / *Tourism increases occupational opportunities only seasonally*	4.44	4.61	4.39	4.48	0.920	0.402

- Gr. 1: Glavni ispitanici vezani uz tijela lokalne administracije / *Key Respondents related with local administration authorities*
- Gr. 2: Glavni ispitanici izravno ili neizravno vezani uz turistički razvoj / *Key Respondents related directly or indirectly with tourism development*
- Gr. 3: Glavni ispitanici vezani uz turističke i ugostiteljske sindikate i udruge / *Key Respondents related in tourism and hospitality unions and societies*

Percepcije glavnih ispitanika potvrdile su nalaze prethodnih studija u odnosu na evoluciju ulaganja (Apostolopoulus, 1994; Coccossis & Mexa, 1994; MAP, 1996; Papaconstantinou, 1992; University of Aegean, 1993), poboljšanje kvalitete života (Apostolopoulus, 1994; Papaconstantinou, 1992; University of Aegean, 1993; Coccossis & Parpairis, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988), povećanje cijena proizvoda i usluga (Coccossis & Parpairis, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988; Y.PE.XO. D.E., 2001), smanjenje primarnog i sekundarnog sektora proizvodnje (Apostolopoulus, 1994; Finas, 1991; Coccossis & Mexa, 1994; Papaconstantinou, 1992; SUDECIR-MIO-ECSDE, 1988; Y.PE.XO. D.E., 2001), pad zaposlenosti kod lokalnog stanovništva (Apostolopoulus, 1994; Coccossis & Mexa, 1994; Papaconstantinou, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988) i povećanje sezonskog zapošljavanja (Logothetis, 1990).

Slična su pitanja iskrsnula i u studijama o sličnim destinacijama. Na Cipru (Sevgin, Peristianis & Warner, 1996), Krfu (Tsartas, 1995) i Kreti (Andriotis, 2004) turizam je privukao velika ulaganja. U Kalviji (Španjolska) (Ministerio de Economia y Hacienda, 2005), Krfu (N.S.S.G., 2005) i La Valleti (Bramwell, 2003; Mitchell, 1996) lokalno stanovništvo ima veće mogućnosti zapošljavanja i bolju kvalitetu života temeljenu na gospodarskom napretku zbog turizma. U Kalviji (Local Agenda 21, 2001) i na Krfu (SUT-Governance, 1995) primarni i sekundarni sektori su oslabili. K tome, zajedničke su karakteristike ljetnih otočkih destinacija, kao što su Kreta (Andriotis, 2004) i Krf (Pappas, 2005) te Kalvija (Local Agenda 21, 2001), sezonalnost zapošljavanja, ovisnost gospodarstva o turizmu te povećanje cijena proizvoda i usluga.

The perceptions of key respondents have confirmed the findings of previous studies concerning the evolution of investments (Apostolopoulus, 1994; Coccossis & Mexa, 1994; MAP, 1996; Papaconstantinou, 1992; University of Aegean, 1993) the quality of life improvement (Apostolopoulus, 1994; Papaconstantinou, 1992; University of Aegean, 1993; Coccossis & Parpairis, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988) the price increase of products and services [16, 36] the decrease of primary (Coccossis & Parpairis, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988; Y.PE.XO.D.E., 2001) and secondary sector of production (Apostolopoulus, 1994; Finas, 1991; Coccossis & Mexa, 1994; Papaconstantinou, 1992; SUDECIR-MIO-ECSDE, 1988; Y.PE.XO.D.E., 2001) the decrease of locals' unemployment (Apostolopoulus, 1994; Coccossis & Mexa, 1994; Papaconstantinou, 1992; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988) and the increase of labour seasonality (Logothetis, 1990).

Furthermore, similar issues have emerged from studies in similar destinations. In Cyprus (Sevgin, Peristianis & Warner, 1996), in Corfu, Greece (Tsartas, 1995) and in Crete, Greece (Andriotis, 2004) tourism has attracted a great amount of investment. In Calvia, Spain (Ministerio de Economia y Hacienda, 2005), in Corfu, Greece, (N.S.S.G., 2005) and in Valetta, Malta (Bramwell, 2003; Mitchell, 1996), locals have more opportunities to work and a better quality of life based on the tourism economic gains. The primary and secondary sectors have deteriorated in Calvia, Spain (Local Agenda 21, 2001) and in Corfu, Greece (SUT-Governance, 1995). Additionally, on summertime island destinations hosting mass tourism like Crete (Andriotis, 2004) and Corfu (Pappas, 2005) in Greece, and in Calvia, Spain (Local Agenda 21, 2001), labour seasonality, eco-

Društveni utjecaji

Ispitanici iz sve tri grupe složili su se da je interakcija s turistima, koji dolaze iz svih dijelova svijeta, dragocjeno iskustvo. Čak su se 33 glavna ispitanika (30,5%) složila i 75 intervjuiranih osoba (69,4%) izrazito se složilo s gornjom konstatacijom. Kao što pokazuje Tablica 3, ova specifična izjava izgleda ima najpozitivniju percepciju od svih izjava vezanih za utjecaje turizma koje su dali glavni ispitanici.

S druge strane, ispitanici se nisu niti složili niti bili protiv percepcije da se stari običaji obnavljaju zbog turizma. Opću negativnu percepciju imalo je 39 glavnih ispitanika (36,1%) dok se 31 glavni ispitanik složio (28,7%). Ispitanu populaciju koja je ostala neutralna činilo je 38 osoba (35,2%) koje su gotovo ravnomjerno raspoređene unutar tri ispitane grupe.

Izražene percepcije nešto su negativnije u svezi konstatacije da lokalno stanovništvo ima lošiji životni standard jer živi u turističkom području. Opće neslaganje s ovom tvrdnjom izrazilo je 70 glavnih ispitanika (64,8%), dok su 22 osobe (20,4%) izrazile slaganje.

nomic tourism dependency, and price increase of products and services is something common.

Social Impacts

All the respondents from all the examined groups of the research agreed that dealing with tourists coming from all over the world is a precious experience. 33 key respondents (30.5%) agreed, and 75 interviewed people (69.4%) strongly agreed with this statement. As shown in Table 3, the specific statement appears to have the most positive expressed perceptions among all other statements concerning tourism impacts that the key respondents examined.

On the other hand the respondents did not seem to agree or disagree on the perspective that old customs are rejuvenated thanks to tourism. The overall perceptions of disagreements reached 39 key informants (36.1%), while those key respondents who agreed were 31 (28.7%). The interviewed population staying neutral with this statement reached the 38 persons (35.2%), almost equally divided between the three examined groups.

The expressed perceptions were slightly more negative concerning the statement that locals have lower quality of life because of their residence in a tourist area. The overall disagreement with this statement reached the 70 key informants (64.8%) while 22 persons (20.4%) seemed to agree.

Tablica 2: Perspektive društvenih utjecaja turizma na Rodosu / Perspectives of Social Impacts of Tourism in Rhodes

Izjave / *Statements*	Srednja vrijednost / *Means*				F omjer / *F Ratio*	Značajna razlika / *Signif.*
	Gr. 1	Gr. 2	Gr. 3	Ukupno srednja vrijednost / *Total means*		
Povećanje zabavnih aktivnosti zbog turizma poboljšalo je zabavu lokalnog stanovništva / *The increase of entertainment activities because of tourism improved the locals' entertainment*	3.82	3.75	3.76	3.78	0.061	0.941
Način potrošnje kod turista doveo je do oponašanja kod lokalnog stanovništva / *The way tourists consume has led the locals to mimetic behaviors*	3.69	3.69	3.29	3.55	2.287	0.107
Turizam dovodi do komercijalizacije lokalnih tradicija na Rodosu / *Tourism causes commercialization of the local Rhodian traditions*	3.82	3.92	3.79	3.84	0.198	0.821
Lokalno stanovništvo jer živi u turističkom području ima lošiju kvalitetu života / *Locals have lower quality of life because of their stay in a tourist area*	3.18	2.11	2.42	2.56	1.794	0.171
Tranzicija radne snage iz poljoprivrede u turizam dovelo je do napuštanja perifernih područja / *The transition of labor force from agriculture to tourism has left the peripheral areas deserted*	3.91	3.86	3.55	3.77	1.101	0.336
Turizam je među lokalnim stanovništvom smanjio društvene nejednakosti / *Tourism reduced the social inequalities among the locals*	3.50	3.42	3.50	3.47	0.080	0.923
Turizam je glavni razlog smanjenja važnosti obitelji kao osnovnog čimbenika društvenosti / *Tourism is the main reason of the family importance reduction as a primary factor of socialization*	3.18	3.50	2.89	3.19	2.880	0.061

- Gr. 1: Glavni ispitanici vezani uz tijela lokalne administracije / *Key Respondents related with local administration authorities*
- Gr. 2: Glavni ispitanici izravno ili neizravno vezani uz turistički razvoj / *Key Respondents related directly or indirectly with tourism development*
- Gr. 3: Glavni ispitanici vezani uz turističke i ugostiteljske sindikate i udruge / *Key Respondents related in tourism and hospitality unions and societies*

Kod izraženih konstatacija glavnih ispitanika nije se pojavila statistička značajna razlika vezano za društvene utjecaje turizma na grad Rodos.

Opet su percepcije glavnih ispitanika bile direktno povezane s nalazima prethodnih istraživanja napravljenih u regiji koja je bila predmet istraživanja. Percepcije ispitanika poklopile su se s nalazima studije vezane za potrošnju, trendove i zabavu (Apostolopoulus, 1994; University of Aegean, 1993; Scoullos, Karalivanou, Andronikidou i Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988; Mason i Cheyne, 2000), komercijalizaciju lokalnih tradicija (Apostolopoulus, 1994; University of Aegean, 1993; Scoullos, Karalivanou, Andronikidou i Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988), poboljšanje kvalitete života (Mason i Cheyne, 2000; Foreword, 2001; Logothetis, 2002), društvene nejednakosti (Mason & Cheyne, 2000) te smanjivanje važnosti obitelji (Apostolopoulus, 1994; Papaconstantinou, 1992).

Istraživanja i studije u sličnim destinacijama dala su slične rezultate. Na mnogim destinacijama kao što su Krf (Tsartas, 1995) i Kreta (Andriotis, 2004) u Grčkoj, Valette na Malti (Secretariat for Tourism, 1993) i u Kalviji u Španjolskoj (Local Agenda 21, 2001) došlo je do pomaka glede važnosti obitelji i njene kohezije, mimetičkog ponašanja u zabavi i potrošnji, u strukturi društvenih slojeva te kod fenomena društvene patologije. Štoviše, komercijalizacija te promjena lokalnih tradicija dogodila se i na ljetnim otočnim destinacijama kao što su Krf (Tsartas, 1995), La Valetta (Pappas, 2005) i Cipar (Sevgin, Peristianis i Warner, 1996).

Utjecaji na okoliš

Iako su se glavni ispitanici naizgled složili da je turizam čimbenik obnove povijesnih građevina te očuvanja prirodnih potencijala, njihova je percepcija da su na Rodosu ovi pokušaji tek na samom početku.

No statistical significance in the expressed perceptions of key informants seemed to appear concerning the social impacts of tourism in the city of Rhodes.

Once more, the key informants' perspectives were directly connected with the findings of previous research held in the examined region. The respondents' perceptions have met the studies' findings in consumption, trends and entertainment (Apostolopoulus, 1994; University of Aegean, 1993; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988; Mason & Cheyne, 2000), the commercialization of the local Rhodian traditions (Apostolopoulus, 1994; University of Aegean, 1993; Scoullos, Karalivanou, Andronikidou & Konstantianos, 1995; SUDECIR-MIO-ECSDE, 1988), the improvement of life quality (Mason & Cheyne, 2000; Foreword, 2001; Logothetis, 2002), the social inequalities (Mason & Cheyne, 2000), and the reduction of family importance (Apostolopoulus, 1994; Papaconstantinou, 1992).

Research and studies in similar destinations have revealed similar findings. There were alterations in family cohesion and its importance, mimetic behaviours in products' consumption and entertainment, in the structure of social classes, and social pathology phenomena in many similar destinations such as Corfu (Tsartas, 1995) and Crete (Andriotis, 2004) in Greece, in Valetta, Malta (Secretariat for Tourism, 1993), and in Calvia, Spain (Local Agenda 21, 2001). Moreover, commercialization and change of local traditions occurred in island summertime destinations such as Corfu, Greece (Tsartas, 1995), Valetta, Malta (Pappas, 2005), and Cyprus (Sevgin, Peristianis & Warner, 1996).

Environmental Impacts

Although the key respondents seemed to agree that tourism is a factor of historic buildings' reconstruction and natural resources' preservation, they perceived that these efforts were at a minimum stage in Rhodes.

Glavnina neslaganja glede očuvanja okoliša vežu se uz dileme oko uloge pretjerane koncentracije turista na smanjenje kvalitete turističkog proizvoda. Sveukupno neslaganje vezano za ovu konstataciju izrazilo je 27,8% (30 ispitanika). Nasuprot tomu, 61 glavni ispitanik (56,5%) se slaže. Neslaganje se može objasniti prirodom masovnog turizma na Rodosu koji je uglavnom koncentriran na broj posjetitelja a ne kvalitetu ponuđenih usluga. Iako u posljednjih dvadeset godina brojne studije i izvješća naglašavaju potrebu za izgradnjom postrojenja za desalinizaciju na sjevernom dijelu otoka (Coccossis & Mexa, 1994), većina ispitanika izgleda nije znala za postojanje ovog problema. Nedostatak informacije možda je doveo do toga da je 27 glavnih ispitanika (25%) neutralno po pitanju ove specifične izjave. Još jednom, kao i kod konstatacija o društvenom utjecaju, nema statistički značajne razlike u izjavama glavnih ispitanika.

Kao kod ispitivanja ekonomskih i društvenih utjecaja turizma, izraženi pogledi glavnih ispitanika glede okoliša identični su rezultatima prethodnih studija. Naročito se to odnosi na prirodna bogatstva, očuvanje i obnovu povijesnih građevina (Vrondis, 1922; Coccossis & Mexa, 1994; University of Aegean, 1993; SUDECIR - MIO-ECSDE, 1998; Kitsiou, Coccossis & Karydis, 2002), cestovne mreže (Coccossis & Mexa, 1994; MAP, 1996; Coccossis & Parpairis, 1992; Foreword, 2001; Morphopoulou, Theoulakis & Chrisophakis, 1995), zagađenja (Apostolopoulos, 1994; MAP, 1996; University of Aegean, 1993; Coccossis & Parpairis, 1992; SUDECIR - MIO-ECSDE, 1998; Y.PE.XO.D.E., 2001; Foreword, 2001; Morphopoulou, Theoulakis & Chrisophakis, 1995), uništavanje prirodnog okoliša (Hellenic Network of Ecologic Organizations, 2003; Y.PE.XO.D.E., 2001; Mason & Cheyne, 2000; Kitsiou, Coccossis & Karydis; 2002), desalinizaciju (Apostolopoulos, 1994; Coccossis & Mexa, 1994; University of Aegean, 1993) te energetsku opskrbu (Apostolopoulos, 1994; Coccossis & Mexa, 1994;

Most of the disagreements in the environmental statements seemed to exist in whether the over-concentration of tourists leads to the reduction of tourist product's quality. The overall disagreements regarding this statement reach 27.8% (30 respondents). Conversely, 61 key respondents (56.5%) seemed to agree. The disagreements can be explained because of the mass tourist product of Rhodes, which mainly focuses on the number of tourists that visit the area and not the quality of the provided product. Even though in the last two decades a number of studies and reports highlight the need for building desalination installations in the northern part of the island (Coccossis & Mexa, 1994), many of the respondents did not seem to know the existence of this problem. This lack of information might have led most of the 27 key respondents (25%) neither to agree nor to disagree with this specific statement. Once more, as in social impacts' statements, there was no existence of statistical significance in the key informants expressed perceptions in the environmental impacts' statements.

As in the examination of economic and social impacts of tourism, the expressed views of key respondents for the environment are identical with the previous studies' outcomes. In particular, similar results were reported in the cases of natural resources' preservation and historic buildings' restoration (Vrondis, 1922; Coccossis & Mexa, 1994; University of Aegean, 1993; SUDECIR - MIO-ECSDE, 1998; Kitsiou, Coccossis & Karydis, 2002), the road network (Coccossis & Mexa, 1994; MAP, 1996; Coccossis & Parpairis, 1992; Foreword, 2001; Morphopoulou, Theoulakis & Chrisophakis, 1995), the congestion and pollution (Apostolopoulos, 1994; MAP, 1996; University of Aegean, 1993; Coccossis & Parpairis, 1992; SUDECIR - MIO-ECSDE, 1998; Y.PE.XO.D.E., 2001; Foreword, 2001; Morphopoulou, Theoulakis & Chrisophakis, 1995), the natural environment's destruction (Hellenic Network of Ecologic Organizations, 2003; Y.PE.XO.D.E., 2001; Mason & Cheyne, 2000; Kitsiou, Coccossis & Karydis; 2002) the desalination (Apostolopoulos, 1994;

MAP, 1996; University of Aegean, 1993; Coccossis & Parpairis, 1992; SUDECIR - MIO-ECSDE, 1998; Morphopoulou, Theoulakis & Chrisophakis, 1995).

Coccossis & Mexa, 1994; University of Aegean, 1993), and the energy problems (Apostolopoulos, 1994; Coccossis & Mexa, 1994; MAP, 1996; University of Aegean, 1993; Coccossis & Parpairis, 1992; SUDECIR - MIO-ECSDE, 1998; Morphopoulou, Theoulakis & Chrisophakis, 1995).

Tablica 3: Perspektive utjecaja turizma na okoliš otoka Rodosa / Perspectives of Environmental Impacts of Tourism in Rhodes

Izjave / *Statements*	Srednja vrijednost / *Means*				F omjer / *F Ratio*	Značajna razlika / *Signif.*
	Gr. 1	Gr. 2	Gr. 3	Ukupn osrednja vrijednost / *Total means*		
Turizam je čimbenik u obnovi povijesnih građevina i u zaštiti prirodnih bogatstava / *Tourism is a factor of historic buildings' reconstruction and natural resources' preservation*	3.76	3.72	4.08	3.86	2.107	0.127
Cestovna infrastruktura na Rodosu je zbog turizma vrlo dobra / *The road network in Rhodes is considerably good due to tourism development*	3.59	3.28	3.21	3.35	1.318	0.272
Turizam doprinosi povećanju prometne zagušenosti, buke i zagađenja / *Tourism contributes to the increase of congestion, noise and pollution*	4.32	4.25	4.26	4.28	0.088	0.915
Nekontrolirana izgradnja turističke i ugostiteljske infrastrukture dovela je do uništavanja prirodnog okoliša / *Uncontrolled tourism and hospitality infrastructure has led to the destruction of natural environment*	4.21	3.97	3.92	4.03	0.825	0.441
Razvoj turizma odgovoran je za desalinizaciju u sjevernom dijelu otoka / *Tourism development is responsible for the desalination in the northern part of the island*	3.76	3.67	3.71	3.71	0.096	0.908
Tijekom ljeta nedostatak energije može se nadomjestiti alternativnim izvorima energije / *During summertime, lack of energy can partially confronted with alternative energy sources*	4.15	4.25	4.18	4.19	0.094	0.910

- Gr. 1: Glavni ispitanici vezani uz tijela lokalne administracije / *Key Respondents related with local administration authorities*
- Gr. 2: Glavni ispitanici izravno ili neizravno vezani uz turistički razvoj / *Key Respondents related directly or indirectly with tourism development*
- Gr. 3: Glavni ispitanici vezani uz turističke i ugostiteljske sindikate i udruge / *Key Respondents related in tourism and hospitality unions and societies*

Problemi očuvanja okoliša na Rodosu bliski su istim problemima u sličnim destinacijama. U Kalviji (Local Agenda 21, 2001), Valetti (Ioannides & Holcomb, 2001), na Kreti (Andriotis, 2004; Diamantakis & Prastakos, 2000), Krfu (Agrafiotis, Vagianou-Angelaki, Paschali &Maina, 1998; Report Momentum, 2000) i Cipru (Sevgin, Peristianis & Warner, 1996; Constantinides, 2002) postoje problemi koje uzrokuje turizam a vezani su uz zagađivanje okoliša, odlaganje otpada, prometne gužve, nedostatak prirodnih potencijala (voda i energija) te uništavanje prirodnog okoliša kao i onoga koji je izgradila ljudska ruka.

Problemi politike održivog razvoja turizma

Percepcija ispitanika je da razvoj turizma na Rodosu ne smije naglašavati povećanje broja posjetitelja otoku i njegovom glavnom gradu. Generalno neslaganje s ovom percepcijom nalazimo kod 60 glavnih ispitanika (55,5%) dok je 9 ispitanika ostalo neutralno. Kao što pokazuje Tablica 4, statistički značajna razlika pojavila se u konstataciji vezano za smanjivanje kontrole lokalnog tržišta od strane organizatora turističkih putovanja. Nekoliko ispitanika izjavilo da je gornji cilj neizbježan. Najnegativniji odnos prema gornjoj konstataciji pojavio se kod glavnih ispitanika u drugoj grupi gdje je bilo i 9 osoba koje se generalno nisu slagale (25% grupe), dok je u preostale dvije skupine bilo samo četvoro osoba koje se nisu slagale, po dvije u svakoj grupi.

Čak ako je Rodos i u fazi pada (prema Butlerovom modelu), još je dosta ljudi koji se ne slažu s reformom postojeće turističke politike. Može se pretpostaviti da je glavni razlog ovakvoj percepciji nespremnost za promjene jer mnogi subjekti u turizmu rade u korist svojih interesa i u znatnoj mjeri kontroliraju razvoj lokalne zajednice. Bilo kakva promjena može dovesti u pitanje njihovu kontrolu, a kratkoročne i srednjoročne reforme mogu biti izazov njihovoj trenutno neupitnoj moći.

The environmental issues revealed in Rhodes are not distant from those in similar destinations. In Calvia, Spain (Local Agenda 21, 2001), in Valetta, Malta (Ioannides & Holcomb, 2001), in Crete (Andriotis, 2004; Diamantakis & Prastakos, 2000) and Corfu (Agrafiotis, Vagianou-Angelaki, Paschali &Maina, 1998; Report Momentum, 2000), Greece, and in Cyprus (Sevgin, Peristianis & Warner, 1996; Constantinides, 2002) there are also problems produced by tourism concerning pollution, waste disposal, traffic jam, lack of resources (water and energy), and destruction of natural and manmade environment.

Tourism Sustainable Development Policy Issues

The respondents perceived that tourism development in Rhodes should not emphasise the increase of the population visiting the island and its capital. The overall disagreements on this perspective reach the 60 key respondents (55.5%) while nine respondents expressed no agreement or disagreement. As shown in Table 4, statistical significance appeared in the statement regarding the reduction in Tour Operators' control of the local market. Some respondents have stated that this aim is inevitable. The most negative attitudes on that statement were produced by key respondents that belonged to the second group with nine overall disagreements (25% of the group) while in the other groups there were only four persons who disagreed, two in each group.

Even if Rhodes is in the stage of decline (according to Butler's model) there are still many people that disagree with the reformation of the existing tourism policy. It may be assumed that the main reason for these perspectives is the unwillingness for change since many tourism stakeholders serve their own interests and considerably control the local community's development. Any change can question their control, and short and middle-term reformations may challenge their current unquestionable power.

Tablica 4: Perspektive razvoja turizma na Rodosu /
Perspectives of Tourism Development in Rhodes

Izjave / *Statements*	Srednje vrijednosti / *Means*				F omjer / F Ratio	Značajna razlika / *Signif.*
	Gr. 1	Gr. 2	Gr. 3	Ukupna srednja vrijednost / *Total means*		
Gospodarske / Economic						
Povećanje turističke populacije / *Increase in tourists' population*	2.50	2.89	2.79	2.73	0.626	0.537
Povećanje turističke potrošnje uz stvaranje alternativnih oblika turizma / *Increase of tourist consumption with the creation of alternative tourist forms*	4.47	4.25	4.47	4.40	0.771	0.465
Produljenje turističke sezone s ciljem da sezona traje 12 mjeseci / *Enlargement in tourist season aiming in 12 month seasonality*	4.68	4.61	4.61	4.63	0.174	0.841
Smanjenje kontrole koju imaju turoperatori / *Decrease in Tour Operators' control*	4.35	3.56	4.05	3.98	4.890	**0.009**
Bolja obuka turističkog i ugostiteljskog osoblja / *Better training of tourism and hospitality personnel*	4.71	4.75	4.61	4.69	0.581	0.561
Bolja obrazovanost turističkog i ugostiteljskog osoblja / *Better education of tourism and hospitality personnel*	4.74	4.75	4.58	4.69	0.860	0.426
Društvene / *Social*						
Brža i bolja integracija stranaca u lokalnu zajednicu / *Faster and better annexation of foreigners in the local community*	3.56	3.31	3.34	3.40	0.656	0.521
Promocija posebnih društvenih karakteristika i načina ponašanja otoka Rodosa / *Promotion of Rhodian special social characteristics and way of behavior*	4.18	4.31	3.92	4.13	2.696	0.072
Promocija lokalnih tradicija i običaja / *Promotion of local traditions and customs*	4.65	4.61	4.45	4.56	1.222	0.299
Jačanje pozicije žene na višim radnim pozicijama / *Enforcement of women position in senior labor posts*	4.12	4.25	3.79	4.05	2.418	0.094
Jačanje sudjelovanja lokalnog stanovništva u odlukama o turističkom razvoju / *Enforcement of locals' participation in tourism development decisions*	4.88	4.42	4.18	4.48	7.362	**0.001**
Poboljšanje kulturnih aktivnosti u vansezonskom periodu / *Increase in cultural activities in off tourist season period*	4.53	4.50	4.63	4.56	0.385	0.682

Ekološki / *Environmental*						
Promocija održivog razvoja u turistički nerazvijenim područjima / *Promotion of sustainable development in underdeveloped tourist areas*	4.29	4.31	4.34	4.31	0.025	0.76
Zaštita prirodnih bogatstava uz uravnoteženu distribuciju turističkih tokova / *Protection of natural resources with balanced distribution of tourist flows*	4.44	4.44	3.92	4.26	3.591	**0.031**
Smanjenje broja turista uz kontrolne mjere, pravilno planiranje i stroge kriterije za uporabu zemlje / *Reduction of tourists with control measures, sufficient planning, and strict standards of land use*	4.18	4.17	4.00	4.11	0.323	0.725
Poboljšanje cestovne mreže uz prolazak glavnih cesta van turističkih područja / *Improvement of road network with the main roads passing out of tourist areas*	4.71	4.47	4.42	4.53	1.540	0.219
Bolje upravljanje vodom uz ograničenja potrošnje u turističkim objektima / *Better water management with restrictions of consumption in tourist enterprises*	3.15	3.61	2.84	3.19	2.816	0.064
Zaštita i promocija šume leptira uz drastično smanjenje posjetitelja / *Protection and promotion of butterflies' forest with drastic reduction of visitors*	2.94	3.58	2.95	3.16	3.510	**0.033**

- Gr. 1: Glavni ispitanici vezani uz tijela lokalne administracije / *Key Respondents related with local administration authorities*
- Gr. 2: Glavni ispitanici izravno ili neizravno vezani uz turistički razvoj / *Key Respondents related directly or indirectly with tourism development*
- Gr. 3: Glavni ispitanici vezani uz turističke i ugostiteljske sindikate i udruge / *Key Respondents related in tourism and hospitality unions and societies*

Izgleda da je ispitana populacija uravnotežena po pitanju percepcije vezano za bržu i bolju asimilaciju stranaca u lokalnu zajednicu. Razmimoilaženje po pitanju gornje konstatacije izrazila su 22 ispitanika (20,4%), dok je neutralno bilo 27 glavnih ispitanika (25%). Složilo se 49 ispitanika (45,4%), a 10 (9,2%) je izrazilo snažno slaganje. Od 1990. godine u Grčkoj postoji porast fenomena nacionalne i rasne diskriminacije. Diskriminacija se uglavnom odnosi na ljude balkanskih i istočnoeuropskih zemalja. Nespremnost da se prihvati strance rezultat je, ustvari, ovog odnosa prema imigrantima. Gornje se može smatrati i para-

The examined population seemed to be balanced in the perspective of faster and better assimilation of foreigners in the local community. Disagreements on that statement were expressed from 22 respondents (20.4%) while the key respondents who did not agree nor disagree were 27 (25%). 49 respondents (45.4%) agreed, and 10 (9.2%) strongly agreed with this perspective. Since the 1990's there has been a growing racial - national discriminations' phenomenon in Greece. It mainly focused on people coming from Balkan and Eastern European countries. The unwillingness of foreigners' acceptance is actually produced by this attitude against foreign immigrants. This might be considered as a

doksalnim odnosom, jer je skoro polovica grčkog stanovništva iseljenička i raspršena po cijelom svijetu.

Statistički značajna razlika pojavljuje se u konstataciji da treba ohrabrivati sudjelovanje lokalnog stanovništva u odlukama vezanim za turistički razvoj. Čak i kada se većina glavnih ispitanika naizgled slaže s gornjom konstatacijom (96 osoba), svi ispitanici iz prve skupine podržali su ovu ideju. Veća disperzija percepcija dogodila se u trećoj skupini. U njoj je osam ispitanika ostalo neutralno, a četvoro se nije složilo. U prvoj skupini glavni ispitanici su uglavnom bile osobe koje je stanovništvo izabralo u lokalnu vlast te su oni morali iskazivati stajališta lokalne zajednice. Nasuprot tome, treća skupina koju su sačinjavali vlasnici iz turizma i ugostiteljstva, menadžeri i zaposlenici, tj. ljudi koji imaju direktnu korist od turizma te kontroliraju turističku proizvodnju i shodno tome i lokalnu zajednicu. Odsutnost želje kod njih temeljila se ustvari na naporu da ne izgube moć i kontrolu koju imaju te da ne dijele s ostalima tj. pridošlicama (kako su se sami izrazili) donošenje odluka vezanih za turizam.

Što se tiče percepcije okoliša, statistički značajna razlika pojavila se u dvije konstatacije. Prva je bila vezana uz zaštitu prirodnih bogatstava uz uravnoteženu distribuciju turističkih tokova. Složilo se 30 glavnih ispitanika (27,8%), a 58 (53,7%) ih se izrazito složilo. S druge strane, neslaganje je izrazilo 8 ispitanika. Dok je ukupna srednja vrijednost u prvoj i drugoj skupini identična (4,44), ispitanici treće skupine kao da su bili nešto konzervativniji, jer je zabilježeno 6 neslaganja (15,8% od grupe) od ukupno 8 neslaganja. Ponovno, turistički vlasnici i menadžeri nisu željeli promijeniti način svoje proizvodnje, prostorno djelovanje i uložiti još novca. Uravnotežena distribucija turističkih tokova prisilit će ih na promjenu i ulaganje u nešto čemu su se protivili.

Druga statistički značajna razlika pojavila se u konstataciji vezanoj za očuvanje i

paradox attitude since nearly half of the Greek population is immigrants, spread out all over the world.

Statistical significance appears in the statement that there has to be an encouragement of locals' participation in tourism development decisions. Even if most of the key respondents seemed to be agreeable with this statement (96 persons) all the respondents from the first group supported this idea. The higher dispersion of perspectives appeared in the third group of key respondents. Between them, eight did not agree or disagree and four have stated disagreements. The first group's key informants were mainly persons that were elected to local authorities by, from and for the people, and had to express the local community. Conversely, the third group was tourism and hospitality owners, managers and employees, meaning people that had direct beneficial impacts from tourism, control tourism production and consequently the local community. Their unwillingness was actually based on an effort not to lose the power and control they possessed and not to share the tourism decision making with others (as they stated: outsiders).

In the environmental perspective the statistical significance appeared in two statements. The first one deals with the protection of natural resources with balanced distribution of tourist flows. 30 key respondents (27.8%) agreed and 58 (53.7%) strongly agreed with this perspective. On the other hand, disagreements were expressed from eight respondents. While the total mean in the first and the second group is equal (4.44) the respondents from the third group seemed to be more conservative having six (15.8% of the group) of the total eight disagreements. Once again, owners and managers of tourism and hospitality enterprises did not want to alter their production, change the spatial operation of their enterprises, and proceed to more investment. The balanced distribution of tourist flows will force them to change and invest on something that they were opposed.

The second statistical significance appears in the statement of the protection and promo-

promociju šume leptira uz drastično smanjenje broja posjetitelja. Glavni ispitanici bili su gotovo jednako raspoređeni između onih koji se slažu (38) i onih koji se protive (37), dok je 33 ispitanika ostalo neutralno. Izgleda da je populacija druge skupine dala malu podršku, dok su prva i treća skupina bile umjereno protiv. I prva i treća skupina trebaju turiste radi gospodarskog rasta njihove regije, ali iz različitih motiva. Prva skupina je trebala turizam radi povećanja bogatstva lokalne zajednice (nešto što bi se moglo upotrijebiti u nadolazećim izborima), dok je trećoj to trebalo zbog vlastitog bogatstva. Važnost utjecaja na okoliš mogu bolje vidjeti i prepoznati znanstvenici i akademici koji proučavaju turizam kao i načelnici ministarskih odjela. Ova diferencijacija pozicija proizvodi promjenu percepcija.

4. ZAKLJUČCI

Odgovori ispitane populacije nisu pokazali znatne razlike u percepcijama njihovih skupina. Svi su ispitanici shvatili razinu utjecaja turizma na otok i grad Rodos u gospodarskom, društvenom i ekološkom smislu. Iako su korisni utjecaji turizma doveli do materijalnog razvitka, boljim mogućnostima zapošljavanja te boljom kvalitetom života, ispitana populacija nije podcijenila društvene i ekološke probleme i promjene koje je turizam donio i u njihovo društvo.

Percepcije ispitane populacije u skladu su s nalazima prethodnih istraživanja u gradu Rodosu. Kombinacija studija i percepcija ispitanika je na agregatnoj, gospodarskoj, društvenoj i ekološkoj razini. Ovo je pokazalo kontinuitet i porast utjecaja turizma jer prethodnih desetljeća nije bilo jasne nove orijentacije vezano za turističke proizvode i usluge. Stoga se reforma turističke proizvodnje smatra ključnim korakom za budućnost kako bi se obnovio teritorijalni turistički razvoj.

Prema Butlerovom modelu doživljaj ispitane populacije je da se turizam na Ro-

tion of butterflies' forest with drastic reduction of visitors. The key respondents were almost equally balanced between those who seemed to agree (38 total) with those who seemed to disagree (37 total) while 33 respondents neither agree nor disagree. The population of the second group seemed to slightly support this perspective while those from the first and the third group seemed to slightly oppose it. Both (first and third) groups need tourists for the economic growth of their region, but for different reasons. The first group needed tourism for community's economic wealth fare (something that can be used in the forthcoming local elections), and the third group for its own welfare. The importance of environmental impacts can be more clearly shown and recognized by tourist scientists and academics, and the heads of ministerial departments. This differentiation of positions produces the alternation of perspectives.

4. CONCLUSIONS

The responses of the examined population did not provide considerable differences of perceptions between their groups. All the respondents understood the extent on tourism impacts on the island and the city of Rhodes in an economic, social, and environmental perspective. Although the beneficial economic impacts of tourism have led to financial prosperity, occupational opportunities and quality improvement of life, the examined population did not underestimate the social and environmental problems and alterations tourism brought to their society.

The examined population's perspectives are also in accordance with the research findings of former research dealing with the city of Rhodes. The combination of studies and respondents' perspectives is at aggregate, economic, social, and environmental level. This actually gave evidence of tourism impacts' continuity and increase since in previous decades there was no obvious reorientation of tourism products and services. Thus the reformation of tourism production in Rhodes is

dosu mora preorijentirati na održiviju perspektivu glede povećanja kvalitete proizvoda, promocije društvenih karakteristika i sudjelovanje lokalne zajednice, zaštite prirodnog i graditeljskog okoliša, bolje distribucije turističkih tokova te smanjenje turističke populacije uz paralelno povećavanje turističke potrošnje. Ispitanici su ustvari percipirali da turizam na Rodosu mora ući u fazu "pomlađivanja". Prema izraženim percepcijama glavnih ispitanika glavni gospodarski utjecaji dogodili su se u 60-im i 70-im godinama, a društvene i promjene u okolišu dogodile su se 70-ih, 80-ih i 90-ih godina prošlog stoljeća. Razina odgovora je još jedan čimbenik da se djelomično utvrde razvojne faze turizma "razvoj", "konsolidacija" i "stagnacija". Faze turističkog razvoja na Rodosu potvrđene su rezultatima brojnih prethodnih studija, kao što su one koje su radili Apostolopulos (1994), Logothetis (1990), MAP (1996) i Pappas (2008).

Prema Doxeyevom modelu (1976.), čak ako Rodos i jest zrela turistička destinacija, percepcije glavnih ispitanika otvoreno izražavaju iritaciju pridošlicama, a turizam se doživljava kao čimbenik koji stvara puno problema. Štoviše, percepcija je da su turizam i turistički razvoj glavni čimbenik stvaranja problema. Ovo upućuje na zaključak da su percepcije ispitane populacije ušle u "fazu iritacije". Pappasova studija (2008) načinjena u isto vrijeme kao i ovo ispitivanje otkrila je da je glede Doxeyevog modela lokalno stanovništvo ušlo u "neprijateljsku fazu", jer su percipirali da turiste treba što više iskoristiti i da su turisti "strojevi za proizvodnju novca".

Ispitanici su skloni turizmu i smatraju da turistički razvoj treba razvijati. Prema Apu i Cromptonu (1993), Faulkneru i Tideswellu (1997), Masonu i Cheyneu (2000), nalazi istraživanja daju uvjerljivost ovim studijama sugerirajući da "iritacija nije otvoreno prisutna u mnogim zajednicama gdje je turizam dobro razvijena industrija".

considered as a crucial step for the future in order to rejuvenate the territorial tourism development.

According to Butler's model, the examined population perceived that Rhodian tourism has to reorient in a more sustainable perspective, with respect to the product quality upgrade, promotion of social characteristics and participation of the local community, protection of natural and structural environment, better distribution of tourist flows, and decrease of tourist population with parallel increase of tourist consumption. Actually, the respondents perceived that tourism in Rhodes has to enter the stage of "rejuvenation". According to the key respondents' expressed perspectives, the main economic impacts in Rhodes were held in the decades of 1960's and 1970's, and the social and environmental changes took place in the decades of 1970's, 1980's, and 1990's. The scale of the responses is one more factor to partially determine the tourism development stages of "development", "consolidation", and "stagnation". The stages of tourism development in Rhodes were also confirmed by the outcomes of a plethora of previous studies, such as Apostolopoulos (1994), Logothetis (1990), MAP (1996), and Pappas(2008).

According to Doxey's (1976) model, even if Rhodes is a mature tourist destination, the perceptions of key respondents overtly expressed irritations to outsiders and tourism was seen as a factor of many problems' creation. Moreover they perceived that tourists and tourism development were the main factor of problems' creation. These provide the information that the examined population's perspectives entered the "irritation stage". The study of Pappas (2008), held in the same time period with this research, has revealed that concerning Doxey's model the locals have entered the "antagonism stage" since they perceived that tourists have to be exploited as much as possible, and they are faced as 'money machines'.

The respondents were also favorable to tourism, and they perceived that tourism development has to be more extended. Accord-

Suprotno tome, čak i ako su glavni ispitanici naizgled shvatili negativne utjecaje koje proizvodi turizam, postojeća turistička politika i prostorno planiranje na otoku Rodosu, ustvari, ostaju nepromijenjeni. Nalazi istraživanja otkrili su jaz između percepcija i politike na snazi. Masovni turizam još je uvijek dominantni proizvod; organizatori turističkih putovanja još uvijek kontroliraju turističku industriju na Rodosu; turistička proizvodnja ostaje nepromijenjena; kvaliteta turista svake godine je sve lošija, a turistički tokovi još uvijek su previše usmjereni na sjeveroistočni dio otoka; još uvijek nema dugogodišnjih generalnih prostornih planova vezanih za razvoj turizma na Rodosu. Glavni je problem za lokalne vlasti i turističke igrače razumjeti dubinu i potrebu dugoročne promjene. Oni moraju shvatiti da će, ukoliko odmah ne promijene svoju proizvodnju, izdiferenciraju turističke tokove na Rodosu, usredotoče se na održivije oblike turizma i ozbiljno ne zaštite prirodna i antropogena bogatstva, izgubiti gospodarske koristi, uništiti lokalna prirodna i antropogena bogatstva, stvoriti daljnje probleme društvenoj koheziji otoka Rodosa i, u konačnici, uništiti destinaciju.

Percepcije ispitane populacije nisu standardizirane i nepromijenjene tijekom vremena. Zbog dinamičnih procesa turističkog razvoja trenutne percepcije ispitanika možda ne odražavaju situaciju koja će prevladavati za koju godinu. Zbog toga je potrebno ponoviti anketiranje glavnih ispitanika na Rodosu, a što je pomalo rijetkost u literaturi jer se "istraživačima uskraćuje mogućnost da mjere promjenu kroz vrijeme" (Butler, 1993).

ing to Ap and Crompton (1993), Faulkner and Tideswell (1997), and Mason and Cheyne (2000) the research findings provide credibility to these studies, suggesting that "irritation is not openly evident in many of communities where tourism is a well-developed industry" (Andriotis, 2004).

Conversely, even if the key informants seemed to understand the negative impacts produced by tourism, the existing tourism policy and planning on the island of Rhodes actually remains unchanged. The research findings revealed this gap of perceptions and implemented policies. Mass tourism is still the dominant product; Tour Operators still control the Rhodian tourism industry; tourism production still remains unchanged; the quality of tourists is reduced every year and tourist flows are still over-concentrated on the northeastern part of the island; there is still no structural and spatial long-term master plan of Rhodian tourism development. The main issue for local authorities and tourism stakeholders is to understand the extent and the necessity of change in the long-term. They have to realize that if they do not immediately change their production, differentiate the Rhodian tourist flows, focus on more sustainable forms of tourism, and seriously protect their natural and manmade resources, they will lose their economic gains, destroy the local natural and manmade environment, create further problems to the Rhodian social cohesion, and finally destroy the destination.

The perspectives of the study population are not standardized and unchanged during time. Due to the dynamic process of tourism development, the current perceptions of the respondents do not necessarily reflect the situation that will be prevailing several years after (Andriotis & Vaughan, 2003). As a result, research in the key informants of Rhodes has to be repeated. This is something of a rarity in the literature, 'depriving researchers of the opportunity to measure change over time' (Butler, 1993).

LITERTURA - REFERENCES

1. *Agrafiotis D., Vagianou-Angelaki D., Paschali N. & Maina, A. (1998)* Sustainable Urban Living in the Coming Decades. The Scenario Workshop Methodology: The Case of Corfu. *Department of Sociology, National School of Public Health. Available from: http://www.cordis.lu/easw/src/corfu.htm*
2. Andriotis K, & Vaughan, D.R. (2003) Urban Residents' Attitudes towards Tourism Development: The Case of Crete. *Journal of Travel Research,* 42(2), 172 – 185.
3. Andriotis, K. (2004) The Perceived Impact of Tourism Development by Cretan Residents. *Tourism and Hospitality Planning and Development,* 1(2), 1 – 22.
4. Ap, J. & Crompton, L. (1993) Residents' Strategies for Responding to Tourism Impacts. *Journal of Travel Research,* 32(1), 47 – 50.
5. *Apostolopoulos, Y. (1994)* The Perceived Effects of Tourism Industry Development: A Comparison of Two Hellenic Islands. *Unpublished Doctoral Dissertation, The University of Connecticut: Connecticut.*
6. Bathelt, H. (2006) Geographies of Production: Growth Regimes in Spatial Perspective 3: Toward a Relational View of Economic Action and Policy. *Progress in Human Geography* 30, 223 – 236.
7. Bramwell, B. & Lane, B. (1993) Sustainable Tourism: An Evolving Global Approach. *Journal of Sustainable Tourism,* 1(1), 1 – 5.
8. Bramwell, B. & Meyer, D. (2007) Power and Tourism Policy Relations in Transition. *Annals of Tourism Research,* 34(3), 766 – 788.
9. Bramwell, B. (2003) Maltese Responses to Tourism, *Annals of Tourism Research,* 30(3), 581 – 605.
10. *Butler, R.W. (1980) The Concept of Tourism Area Cycle of Evolution: Implications for Management of Resources.* Canadian Geographer *24(1): 5 – 12.*
11. *Butler, R.W. (1993) Pre – and Post-Impact Assessment of Tourism Development. In D.G. Pearce & R. W. Butler (Eds)* Tourism Research: Critiques and Challenges *(pp. 135 – 155) Routledge: London.*
12. Coccossis, H. & Mexa, A. (1994) *The Medium Size Cities and Socio Economic and Environmental Developments in the Regions of the E.C.: Case Study on Rhodes.* Final Report, University of Aegean, European Foundation for the Improvement of Living and Working Conditions: Athens.
13. Coccossis, H. & Parpairis, A. (1992) Tourism and the Environment: Some Observations on the Concept of Carrying Capacity. *Tourism and the Environment: Regional, Economic and Policy Issues,* Dordrecht: Kluwer Academic Publishers.
14. Constantinides, G. (2002) *CAMP Cyprus: Diagnostic – Feasibility Report.* Cyprus: Mediterranean Action Plan.
15. Diamantakis, M. & Prastakos, P. (2000) G.I.S. Development for the City of Heraklion and Management Implementation on Waste Disposal. *1st National Conference "Geographical Information Systems, Capabilities and Applications, Perspectives and Challenges".* Hellenic Society of Geographical Information Systems.

16. Doxey, G. (1975) A Causation Theory of Visitors – Residents Irritants: Methodology and Research Inferences. *The Impact of Tourism, Sixth Annual Conference Proceedings of the Travel Research Association*, San Diego: TTRA, 195 – 198.

17. Doxey, G. (1976) When Enough's Enough: The Natives are Restless in Old Niagara. *Heritage Canada*, 2(2), 26 – 27.

18. Faulkner, B. & Tideswell, C. (1997) A Framework for Monitoring Community Impacts of Tourism. *Journal of Sustainable Tourism*, 5(1), 763 – 784.

19. Finas, K. (1991) *The Economy of Dodecanese (1947 – 1989)*. Rhodes: Commercial and Industrial Chamber [In Greek].

20. Foreword, (2001) *The Mediterranean Action Plan (MAP/UNEP)*. Athens: National Center for the Environment and Sustainable Development.

21. Hatzipappas, B. (1951) How do the Visitors Perceive Rhodes. Published in the 6th of June 1951. *Progress of Dodecanese Newspaper* [In Greek].

22. *Hellenic Network of Ecologic Organizations (2003)* Tourism Impacts in the Island of Rhodes. *Available from: http://www.econet.gr/13sinedr/13kalimeris.htm [In Greek]*.

23. Hornby, P. & Simon, P. (1994) Tracer Studies. *In*: C. Chassell, & G. Symon, (eds.), *Qualitative Methods in Organizational Research* (pp. 187 – 207). London: Sage Publications.

24. Inskeep, E. (1994) *National and Regional Tourism Planning*. In a World Tourism Organisation (WTO) Publication. London: Routledge.

25. *Ioannides, D. & Holcomb, B. (2001) Raising the Stakes: Implications of Upmarket Tourism Policies in Cyprus and Malta*. In*: D. Ioannides, Y. Apostolopoulos and S. Sonmez, (eds)*. Mediterranean Islands and Sustainable Tourism Development: Practices, Management and Policies. *London: Continuum.*

26. *Ioannides, D. (1995) A Flawed Implementation of Sustainable Tourism: The Experience of Akamas, Cyprus.* Tourism Management, *16(8), 583 – 592.*

27. Kates, R.W. & Clark, W.C. (1996) Environmental Surprise: Excpecting the Unexpected. *Environment*, 38, 6 – 34.

28. Kitsiou, D., Coccossis, H. & Karydis, M. (2002) Multi-dimensional Evaluation and Ranking of Coastal Areas Using GIS and Multiple Criteria Choice Methods. *The Science of the Total Environment,* 284, 1 – 17.

29. Local Agenda 21 (2001) Calvia: *The Sustainability of a Tourist Municipality.* Observatory of Sustainability and Quality of Life: 1997 – 2000.

30. Logothetis, M. (1990) The Economy of Dodecanese. *Athens: Union of Dodecanese Municipalities [In Greek].*

31. *Logothetis, M. (2002) Policies for Minimizing the Problem of Tourism Seasonality: The Case of Rhodes.* School of Tourist Professions Seminar "Aims, Policies and Means of Tourism Promotion in Greece", *Institute of Tourism and Hospitality Research [In Greek].*

32. MAP (1996) *Integrated Planning Study for the Island of Rhodes*. Mediterranean Action Plan, Draft Final Report, UNEP – MAP – PAP.

33. Mason, P. & Cheyne, J. (2000) Residents' Attitudes to Proposed Tourism Development. *Annals of Tourism Research*, 27(2), 391 – 411.

34. Medeiros de Araujo, L. & Bramwell, B. (1999) Stakeholder Assessment and Collaborative Tourism Planning: The Case of Brazil's Costa Dourada Project. *Journal of Sustainable Tourism*, 7(3&4), 356 – 378.

35. Miller, G. & Twining-Ward, L. (2005) *Monitoring for a Sustainable Tourism Transition: The Challenge of Developing and Using Indicators.* Oxfordshire: CABI Publishing.

36. Ministerio de Economia y Hacienda (2005) *Regional Economics: Balearic Islands.* Anailable from: http://portal.minhac.es

37. Mitchell, J. (1996) Presenting the Past: Cultural Tour-Guides and the Sustaining of European Identity in Malta. *In*: L. Briguglio, R. Butler, D. Harrison and W. Filho (eds.) *Sustainable Tourism in Islands and Small States: Case Studies.* London: Pinter.

38. Morphopoulou, A., Theoulakis, P. & Chrisophakis, T. (1995) Correlation between Stone Weathering and Environmental Factors in Marine Atmosphere. *Atmospheric Environment,* 29(8), 895 – 903.

39. *N.S.S.G. (2003)* National Census, 2001: Prefecture of Dodecanese – Island of Rhodes. *National Statistical Survey of Greece, Department of Heraklion: Crete.*

40. *N.S.S.G. (2005)* National and Peripheral Tourism Statistics. *National Statistical Survey of Greece, Available from: http://www.statistics.gr/StatMenu.asp*

41. *Papaconstantinou C. (1992) Tourist Development of Rhodes.* Les Cahiers du Tourisme, *B(67).*

42. Pappas, N. (2005) Mediterranean Tourism: Comparative Study of Urban Island Host Destinations, *International Conference on Tourism Development and Planning*, 11 – 12 June, A.T.E.I. Patras, Patras, Greece.

43. *Pappas, N. (2008) City of Rhodes: Residents' Attitudes toward Tourism Impacts and Development.* Anatolia: An International Journal of Tourism and Hospitality Research, *19(1), 51 – 70.*

44. *Progress of Dodecanese (1950) Tourist Makeup. Published in the 23rd of July 1950.* Progress of Dodecanese Newspaper *[In Greek].*

45. Report Momentum (2000) *Fifth Deliverable, Final Report.* European Communities DG TREN.

46. *Saveriades, A. (2000) Establishing the Social Tourism Carrying Capacity for the Tourist Resorts of the East Coast of the Republic of Cyprus.* Tourism Management *21 : 147 – 156.*

47. Scoullos, M., Karalivanou, O., Andronikidou, D. & Konstantianos, E. (1995) *Formulating Sustainable Development Plans for the Tourism Sector.* The MIO-ECSDE Methodology for Rhodes Island: Greece.

48. Secretariat for Tourism (1993) *Tourism and the Community: A Summary Report.* Valletta: Secretariat for Tourism.

49. Sekaran, U. (2000) *Research Methods for Business: A Skill – Building Approach.* (3rd eds). John Wiley & Sons Inc: New York.

50. Sevgin, A., Peristianis, N. & Warner, J. (1996) Residents' Attitudes to Tourism Development: The Case of Cyprus. *Tourism Management*, 17(7), 481 – 494.

51. Simmons, D.G. (1994) Community Participation in Tourism Planning. *Tourism Management*, 15, 98 – 108.

52. Smith, M. & Krannich, R. (1998) Tourism Dependence and Resident Attitudes. *Annals of Tourism Research*, 25, 783 – 802.

53. *SUDECIR – MIO-ECSDE (1998)* Planning Sustainable Regional Development: Principles, Tools and Practices – The Case Study of Rhodes Island. *SUDECIR – MIO-ECSDE, Available from: www.mio-ecsde.org/Publications/Other/Sudecir.htm*

54. SUT – Governance (1995) *Good Practice Partnership for Sustainable Urban)*

Tourism: Contractual Agreement for Regeneration Interventions at the Historical Centre of the City of Corfu, Corfu, Greece. SUT – Governance.

55. *The Rhodian. Several Issues from 1925 till 1962. Rhodes:* The Rhodian Newspaper *[In Greek].*
56. Timothy, D.J. (1998) Cooperative Tourism Planning in a Developing Destination. *Journal of Sustainable Tourism*, 6(1), 52 – 68.
57. Tosun, C. (2000) Limits to Community Participation in the Tourism Development Process in Developing Countries. *Tourism Management*, 21(6), 613 – 633.
58. Tosun, C. (2006) Expected Nature of Community Participation in Tourism Development. *Tourism Management*, 27, 493 – 504.
59. *Tsartas P. (1995)* Social Impacts of Tourism in the Prefectures of Corfu and Lasithi. *National Centre of Social Research: Athens [In Greek].*
60. University of Aegean (1993) *Development – Environment Scenarios for Rhodes*. Summary Report, CAMP.
61. Urry, J. (2003) *Global Complexity*. Cambridge: Polity.
62. *Vrondis, M. (1922) General Compliments : Rhodian Perceptions. Published in the 8th of January 1922. Rhodes:* The Rhodian Newspaper *[In Greek].*
63. Y.PE.XO.D.E. (2001) *Special Spatial Study (S.S.S.) Island of Rhodes, Prefecture of Dodecanese*. 4th Phase, Ministry of Environment: Athens [In Greek].

Primljeno: 31. prosinca 2008. / Submitted: 31 December 2008

Prihvaćeno: 8. lipnja 2009. / Accepted: 8 June 2009

Copyright of Acta Turistica is the property of Acta Turistica and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.