



The Travel Industry Entrepreneurship and the Adoption of Sustainable Resources

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Introduction

Tourism is one of main economic pillars in Greece as it represents an estimated 20% of its GDP. The economic growth is achieved through the tourism entrepreneurs the majority of them run an SME which means that the spirit of entrepreneurship is the most important lever of national economy.

The main tourism activity is focused in mass market tourists which means mainly recreation tourism and a small percentage of the whole tourism economic transactions, which is estimated to be less than 10% is coming from alternative forms of tourism such eco-tourism, educational tourism, religious tourism, third age, health tourism, wine tourism, sport tourism or professional tourism etc.

The last form of tourism however, which includes congresses and incentives tours is one of the most important economic resource among the variety of tourism forms offered in Greece. Sustainability in tourism can be applied to all forms of tourism, which means that tourism entrepreneurs must not compromise the life of the next generations for their own benefit. Sustainability has three main axes the environment, the economy and the society or the human capital in general.

It is obvious that tourism has a number of implications which are not only economical but namely in the environment but of course in the society, the local culture, the ecosystem etc. The question is how tourism entrepreneurs perceive tourism sustainability in Greece and if this is an important factor to consider when they come to take entrepreneurial decisions To answer the question it is useful to consider the distribution of employment in the area according to the National Statistical Agency The region of Evritania has also a lot of tourism attractions such natural resources (lakes and canyons), monasteries, museums and historical monuments.

This is why that apart from Agrafa where the mountains are, the majority of the employment is attracted from the tertiary sector, which is about and over 50%. Moreover these resources led to the development of some forms of tourism such agro-tourism, sport tourism, eco-tourism, religious tourism and adventure tourism.

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