

**SUSTAINABLE GLAMPING IN GREECE: EVALUATING VIABILITY AND  
PROPOSING A STRATEGIC BUSINESS PLAN**

**Stylianos Bouzis\*, Soultana (Tania) Kapiki\*\***

\*International Hellenic University

\*\*Hellenic Open University

**Abstract**

**Purpose:** The purpose of this paper is: a. To evaluate the sustainability of glamping as a nature-based tourism option in Greece, which offers higher levels of comfort while promoting environmental stewardship, financial feasibility and societal accountability; b. To explore the potential of glamping to strengthen local economies, contribute positively to society and minimize the environmental impact, and c. To propose a sustainable business plan for glamping accommodation in Greece.

**Methodology:** The study is based on international bibliographic references and secondary data. Furthermore, the authors conduct a comprehensive case study to capture an ideal sustainable business plan for glamping accommodation in Greece. PESTLE and SWOT analyses are also implemented to evaluate the internal and external factors influencing the glamping sector in Greece.

**Findings (results):** The study reveals that glamping tourism uniquely combines luxurious accommodation such as upscale tents or yurts, with immersive natural experiences in remote locations like forests or coastal areas. This concept appeals particularly to the rising demand for sustainable and unconventional vacation options, especially among the Gen Z demographic, who seek eco-friendly and authentic travel experiences that go beyond traditional hotel stays.

Key findings emphasize the necessity for developing sustainable, long-lasting business models incorporating green practices, such as using renewable energy sources, minimizing plastic use, and implementing recycling systems. Moreover, fostering community engagement by employing residents and sourcing products from nearby suppliers is identified as a crucial factor for the success of these ventures. Effective business planning must align with initiatives that promote environmental preservation, such as conserving ecosystems and raising visitor awareness about eco challenges, which are essential for the long-term viability of the glamping sector.

**Originality/value/suggestions:** This study contributes an analysis and empirical assessment of glamping's viability. It identifies good practices for sustainable hospitality and offers insights for investors and operators on developing

successful glamping accommodations in Greece. By examining trends and incorporating sustainable business models, the survey provides a strategic outline for glamping that supports ecological sustainability, economic development, and cultural heritage preservation. Future research should focus on refining these strategies and exploring new sustainable tourism opportunities.

**Keywords:** Business Plan, Camping, Glamping, Greece, Sustainable Business Model, Viability

### **Introduction**

Glamping tourism has grown from its core ideas to offer a blend of luxury in nature, aiming to meet the increasing demand for sustainable and unique vacation experiences. Wijaya (2021) stresses the importance of using local resources and promoting sustainability in developing tourist villages, while preserving local culture and community support. Similarly, Santos (2021) emphasizes the need for sustainable business models in tourism to tackle environmental issues and promote community involvement, highlighting the balance between economic growth, environmental protection and revitalizing local populations. Combining these perspectives provides a comprehensive understanding of glamping tourism in Greece, allowing for the proposal of an environmentally sustainable business model aligned with responsible tourism principles.

### **Significance Of Sustainable Business Plans**

In academia, integrating sustainability into business planning is vital for long-term success and competitiveness. With the tourism industry growing rapidly, a sustainable hospitality sector becomes essential (Kapiki, 2012). Sustainable business models, as discussed by Nosratabadi et al. (2019), enhance the value and social benefits of eco-friendly operations. Agustina et al. (2022) note a rising demand for environmentally responsible travel solutions, especially among Gen Z, who prefer sustainable lodgings and experiences. Gabler et al. (2017) argue that organizations can achieve sustainable business planning by aligning their vision, involving stakeholders, focusing on innovation and integrating environmentally sustainable practices.

Strategic imperatives are crucial action plans, while economic imperatives combine ethical and financial needs. Future glamping tourism trends include luxury camping, and Greece is aligning with global environmental goals to enhance its appeal and promote sustainable tourism.

### **Research Aim And Objectives**

Given the increasing interest in sustainable tourism and the need for innovative business models in hospitality, this study aims to develop a strategic plan for

glamping in Greece that emphasizes environmental stewardship, financial viability, and social responsibility. The primary objective is to assess the current state of glamping in Greece, its potential ecological impacts, preservation of historic heritage, and opportunities for economic improvement.

This research aims to create a strategic framework incorporating ecological sustainability, community involvement, and experiential tourism, drawing on insights from Santos (2021) on sustainable rural development and Varmazyari et al. (2022) on eco-entrepreneurship. By combining scholarly research and practical knowledge, the study seeks to develop a comprehensive and actionable plan to enhance glamping while promoting long-term socio-economic prosperity and environmental conservation in Greece (Kapiki, 2012).

### **Scope Of The Study**

This research examines sustainable business ideas for glamping in Greece, focusing on current tourism trends and the emerging concept of glamping as an eco-friendly accommodation option. The study explores the integration of glamping into the Greek tourism industry, drawing on findings from Santos (2021) on innovative tourism business strategies and Rodríguez (2020), who describes glamping as a unique, environmentally friendly accommodation that connects people with nature.

The analysis aims to evaluate the feasibility and benefits of establishing glamping sites in Greece as part of a sustainable tourism strategy, incorporating eco-friendly practices, technological advancements, and immersive travel experiences. This assessment will enhance academic understanding of sustainable tourism growth and provide valuable guidance for industry professionals to improve the glamping experience in Greece.

### **Methodology Overview**

Developing a sustainable business plan for glamping in Greece requires a diverse approach to meet eco-friendly and immersive tourism needs. Leyva et al. (2024) highlight the importance of strategic attraction prioritization using data standardization to boost a destination's competitiveness, based on continuous tourism growth insights.

Additionally, incorporating eco-sustainable elements into business strategies emphasizes the need for agencies to align their vision, show leadership, and prioritize innovation to achieve ecological and financial goals (Gabler et al., 2017). Utilizing this methodological expertise, this study aims to create a comprehensive framework involving stakeholder relationships, innovative management strategies, and clear communication channels to support the development of a successful and sustainable glamping business plan for Greece.

## **Converting A Campsite Into Glamping**

### **Feasibility Assessment For Campsite Conversion**

Converting campsites into glamping sites in Greece requires careful consideration of the changing rural landscape and the contribution of new tourism concepts to rehabilitation. This involves three main factors: digital transformation, improving rural areas, and using unused historic places. Repurposing campsites into glamping aligns with this strategy.

Laroche (2023) highlights the importance of sustainable consumption patterns in reducing ecological harm, emphasizing solutions based on lifestyle choices. A feasibility assessment should consider environmental impact, community involvement, and financial sustainability to ensure that the conversion benefits both tourists and the local ecosystem and socio-economic fabric.

By adopting eco-friendly practices and involving multiple stakeholders, converting campsites into glampsites can provide a high-quality glamping experience in Greece, showcasing sustainable tourism development in charming rural areas.

### **Design, Marketing Strategies, And Infrastructure Upgrades For Glamping**

Creating sustainable business strategies for glamping tourism in Greece requires focusing on infrastructural and design improvements to enhance the visitor experience and ensure efficient operations. Literature on sustainable tourism growth (Andersson, 2023) emphasizes the importance of location-specific attractions and sustainability-focused principles in attracting and retaining tourists.

Additionally, it is important to highlight continuous improvement and adaptability to consumer requests. Discussions on quality management in tourism and hospitality (Kapiki, 2012) support prioritizing design and infrastructure updates to meet visitor expectations, ensure high-quality service, and maintain competitiveness. By incorporating best practices from various disciplines, glamping companies in Greece can develop plans and implement design and infrastructure enhancements to create eco-friendly accommodations for contemporary travelers seeking meaningful and sustainable experiences.

To rebrand successfully as a glamping site, it's necessary to evaluate the value proposition, conduct a target market study, and establish competitive positioning. Innovative advertising methods should highlight the glamping experience, with a focus on customer-centric service quality, staff training, and continuous improvement to boost visitor satisfaction. Using sustainability-focused business models (Nosratabadi et al., 2019) and integrating

environmental considerations into the rebranding process can enhance differentiation in a competitive market.

Cutting-edge technology and strategic collaborations can help convey the unique selling points and value proposition of the glamping experience (Gabler et al., 2017), effectively reaching and engaging the target audience. By aligning marketing strategies with Greece's cultural and natural attractions, the rebranding effort can establish a unique position in the growing glamping tourism industry, contributing to the sustainability and profitability of the envisioned business strategy for Greece's glamping sector.

### **Financial Considerations For Conversion Costs**

Analyzing the financial aspects of converting a campsite into a glamping destination involves understanding the relationship between initial investment costs and long-term profitability. Laroche (2023) emphasizes the importance of sustainable consumption habits, particularly in affluent cultures, as they impact the economic feasibility and market position of glamping businesses. Letunovska et al. (2023) highlight the importance of integrating sustainability principles into business strategies. A thorough examination of conversion costs should include initial investments and ongoing operational costs to ensure economic resilience and environmental stewardship. By incorporating these insights, stakeholders can effectively navigate financial planning to transform campsites into glampsites that are economically viable and environmentally sustainable, aligning with market demands and global sustainability goals.

### **Case Study: Successful Campsite To Glamping Transformation**

Transforming a traditional nature campsite into a glamping destination involves a strategic shift towards innovation and environmental sustainability, incorporating elements from sustainable business models (Wijaya, 2021). This case study illustrates the essential components of a combined organizational vision, visible leadership, engaged stakeholders, emphasis on innovation, clear communication strategies, and effective execution. By applying principles of sustainable tourism development and operational best practices, the transformation aligns with sustainable business practices.

It highlights the importance of conserving natural resources, involving local communities and balancing economic growth with ecological protection. Incorporating these principles into the glamping transformation process enhances competitive advantage, meets consumer expectations and supports long-term sustainability goals, especially in promoting glamping tourism in Greece.

### **Developing A Sustainable Business Plan For An Ideal Glamping In Greece**

The glamping tourism sector in Greece faces significant challenges, including environmental degradation and resource depletion due to a lack of sustainable regulation. To address these issues, a sustainable business model is essential to preserve Greece's natural beauty while offering unique and luxurious camping experiences for eco-conscious travelers. The three-year objectives for such a model include establishing the brand as a premier sustainable glamping destination, expanding accommodation options with eco-friendly and luxurious units, enhancing guest experiences through personalized services, increasing revenue by attracting more guests and offering premium packages, and building customer loyalty through exceptional hospitality and eco-conscious initiatives.

Key aspects of success in this endeavor involve providing a unique and sustainable glamping experience, implementing eco-friendly initiatives, collaborating with local businesses and communities, and offering exceptional customer service. Additionally, developing a strong brand identity, providing an online booking platform, engaging with the local community, and continuously improving services, amenities, and sustainability efforts to meet evolving guest expectations and industry standards are crucial. By focusing on these elements, Glamping in Greece aims to create a harmonious coexistence with the environment and attract eco-conscious travelers seeking memorable and environmentally friendly getaways.

### **Company Description**

Every glamping company in Greece should aim to revolutionize the tourism industry by offering a unique and sustainable glamping experience in Greece's picturesque landscapes. The business model should leverage Greece's diverse natural beauty and rich cultural heritage to provide unforgettable stays. By adhering to sustainable practices, glamping in Greece can minimize environmental impact and attract eco-conscious travelers seeking responsible tourism options (Ahmad et al., 2020).

A key differentiator of glamping accommodations in Greece is incorporating local Greek traditions and cuisine, creating a memorable experience (Aeberhard et al., 2020). The company should offer luxury accommodations, sustainable tourism packages, local cuisine dining, wellness retreats, adventure activities, and workshops. These activities promote well-being, relaxation, and cultural immersion. Workshops can provide a deeper understanding of Greek culture, arts, and sustainable living through engaging educational experiences led by local experts. Glamping's vision is to integrate luxury camping with environmental conservation practices, supporting local communities while providing unforgettable and eco-conscious accommodations. The company must be founded on the values of environmental sustainability, cultural

preservation, and responsible tourism, ensuring a unique and eco-conscious experience that respects Greece's natural beauty.

### **Market Overview**

Glamping accommodations in Greece are set to take advantage of the country's expanding market by offering luxurious and unique camping experiences. Customers looking for sustainable glamping tourism in Greece desire an alternative experience and cultural immersion. These needs include utilizing Greece's diverse landscapes and rich cultural heritage to provide a glamping experience that stands out from traditional accommodations.

The key market trends for sustainable glamping tourism businesses in Greece include sustainable tourism, unique experiences, eco-tourism appeal, cultural immersion, and destination differentiation. Glamping in Greece targets environmentally conscious travelers, nature enthusiasts, and cultural explorers with higher disposable incomes who seek unique and sustainable travel experiences (Holmes, Dodds, & Frochot, 2021). These travelers value sustainability, eco-friendliness, and cultural immersion in their travel experiences. They prefer experiential travel and are willing to pay a premium for a unique and authentic glamping experience that aligns with their values of sustainability and cultural exploration. They prioritize environmental conservation (Matyakubov et al., 2021) and look for accommodations that contribute positively to local culture (Weaver, 2012).

Glamping in Greece adapts its offerings to meet the needs and preferences of these specific market segments, providing a distinctive and sustainable glamping experience that highlights Greece's natural beauty and rich cultural heritage. By aligning its services with the values and interests of its target market, each company aims to attract travelers seeking an authentic and eco-conscious travel experience.

### **Competitive Comparison**

- I. Vasilikia Mountain Farm & Retreat, located in Pavliani, Greece, offers a glamping experience focused on sustainability and immersion in nature. This serene environment incorporates local Greek traditions and cuisine, making it an integral part of the experience.
- II. NISI Glamping, situated in Fthiotida, Greece, also provides a unique glamping experience with a clear focus on sustainability. However, it may not offer the same level of cultural immersion through local Greek traditions and cuisine as other competitors.
- III. Odyssey Eco Glamping, located in Poros, Greece, prioritizes eco-friendly glamping. While they emphasize sustainability, they may lack the same

degree of cultural authenticity and local immersion provided by other glamping sites.

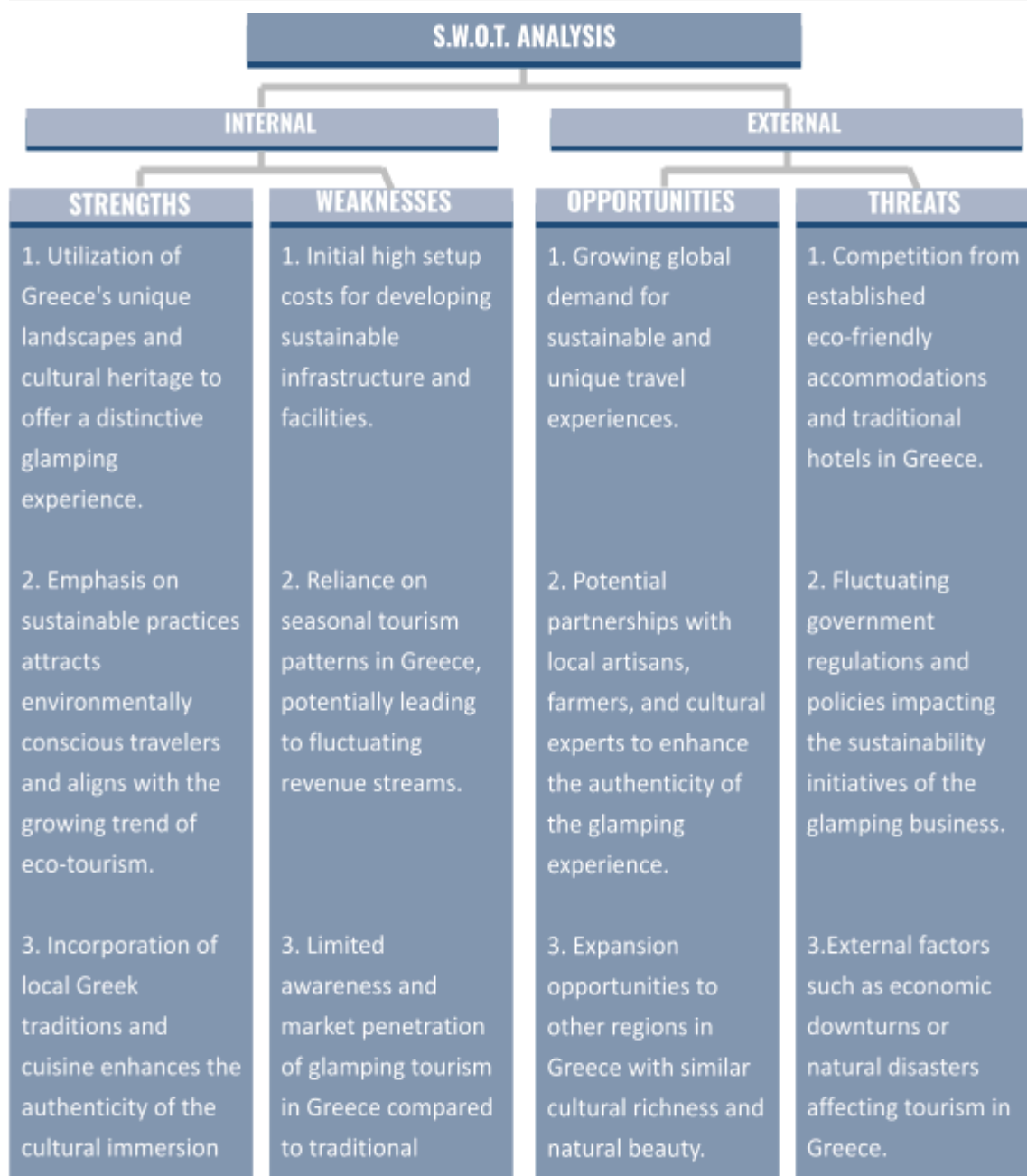
- IV. Surf Club Keros, based in Limnos, Greece, focuses on outdoor activities within their glamping experience. Although they offer a unique adventure, they might not emphasize sustainability and cultural immersion to the same extent as their competitors.

Glamping in Greece's competitive advantage lies in its dedication to providing a sustainable glamping tourism experience that leverages the country's unique landscapes and cultural heritage. By adhering to sustainable practices, glamping promotes eco-tourism and attracts environmentally conscious travelers looking for a responsible way to travel. Moreover, glamping accommodations in Greece distinguish themselves by incorporating local Greek traditions and cuisine into the experience. This provides guests with authentic cultural immersion that goes beyond typical tourist activities. This focus on sustainability and cultural authenticity positions glamping as a distinctive player in the tourism industry, appealing to travelers seeking a meaningful and authentic vacation experience.

### **Strategy And Implementation Summary**

The S.W.O.T. Analysis (Figure 1) highlights Greece's strengths in offering a unique glamping experience focused on sustainable practices and local traditions. Weaknesses include high setup costs, seasonal tourism patterns, and limited market penetration. Opportunities involve global demand for sustainable travel experiences, partnerships with local artisans, and expansion to other regions.





**Figure 1:** S.W.O.T. Analysis of Glamping in Greece  
 Source: Elaborated by the Authors

Threats include competition from eco-friendly accommodations, fluctuating regulations, and external factors.

The P.E.S.T.E.L. Analysis (Figure 2) shows that glamping accommodations in Greece can benefit from government efforts to promote sustainable tourism and protect natural and cultural heritage. Greece's economic recovery from the COVID-19 pandemic can be leveraged to target both domestic and international

tourists. By incorporating local Greek traditions and cuisine, glamping can support local communities and businesses.

Technological advancements, like online booking platforms and solar panels, can enhance guest experiences. Environmentally, glamping can preserve diverse landscapes and adopt green initiatives. Legally, glamping must comply with health and safety regulations and environmental laws to ensure guest safety and minimize liability.



**Figure 2:** P.E.S.T.E.L. Analysis of Glamping in Greece

Source: Elaborated by the Authors

Note: The initial letters of the P.E.S.T.E.L. Analysis stand for: P: Political, E: Economic, S: Social, T: Technological, E: Environmental, L: Legal

### **Marketing Plan**

Glamping in Greece plans to implement a comprehensive marketing strategy that focuses on social media, content marketing, email campaigns, and collaborations with local artisans and chefs. The aim is to create a strong brand presence and attract eco-conscious travelers from around the world.

### **Social Media**

The company will leverage platforms like Instagram, Pinterest, and YouTube to showcase its unique landscapes, rich cultural heritage, and commitment to sustainable practices. Instagram will be used to share stunning photos and stories that capture the beauty of the glamping sites and the surrounding nature. Pinterest will serve as a platform for sharing travel inspiration, eco-friendly tips, and itineraries. YouTube will feature engaging video content, including virtual tours, behind-the-scenes looks at sustainable initiatives, and interviews with local artisans and chefs.

### **Collaborations**

The company will collaborate with travel influencers and eco-conscious bloggers to reach a broader audience interested in sustainable tourism. By partnering with influencers who share the company's values, Glamping in Greece can amplify its message and attract followers who are passionate about eco-friendly travel. Additionally, the company will work with local artisans and chefs to incorporate traditional Greek elements into the glamping experience. These collaborations will highlight the unique cultural aspects of the region and provide guests with authentic and enriching experiences.

### **Content Marketing**

The company will create engaging content, including blog posts, videos, and virtual tours, to showcase its eco-friendly initiatives, local traditions, and culinary experiences. Blog posts will cover a range of topics such as sustainable travel tips, the history of glamping, and profiles of local artisans. Videos will provide visual storytelling, highlighting the beauty of the glamping sites and the surrounding area. Virtual tours will offer potential guests a preview of what they can expect, helping to build excitement and drive bookings.

### **Email Campaigns**

Customized email marketing will target eco-conscious travelers by emphasizing sustainable accommodation, regional food, and cultural experiences. Email newsletters will include special offers, updates on new eco-friendly initiatives, and exclusive content such as interviews with local chefs or artisans. This

personalized approach will help build a loyal customer base and keep subscribers engaged with the brand.

### **Interactive Virtual Tours And Webinars**

To engage potential guests and showcase the beauty of the glamping sites, the company will offer interactive virtual tours and webinars. Virtual tours will provide an immersive experience, allowing viewers to explore the glamping sites and surrounding nature from the comfort of their homes. Webinars will feature topics such as sustainable travel practices, the benefits of eco-tourism, and cooking classes with local chefs. These online events will help build a sense of community and connect with potential guests on a deeper level.

### **Local Engagement**

Engaging with the local community is a crucial aspect of the marketing strategy. The company will host events and workshops that invite locals and tourists to learn about sustainable living, traditional crafts, and Greek cuisine. By fostering strong relationships with local communities, Glamping in Greece can create a supportive network and enhance the overall guest experience.

### **Analytics And Feedback**

To continuously improve its marketing efforts, the company will track the performance of its campaigns using analytics tools. By analyzing data on website traffic, social media engagement, and email open rates, the company can identify what works best and make data-driven decisions. Additionally, gathering feedback from guests through surveys and reviews will provide valuable insights into their preferences and areas for improvement.

### **Discussion**

When proposing a sustainable business plan for glamping tourism in Greece, it is crucial to recognize the importance of quality management in the tourism and hospitality industry. The success of glamping ventures hinges on delivering exceptional services that meet and exceed customer expectations. Additionally, sustainable tourism development emphasizes the need to preserve natural and cultural resources, which is essential for establishing sustainable glamping operations in Greece (Angelevska-Najdeska & Rakicevik, 2012).

By incorporating environmentally sustainable business practices and leveraging innovative strategies identified in sustainable business models, glamping businesses in Greece can enhance their competitiveness, align with sustainability goals, and ensure long-term success. The findings highlight the necessity of integrating quality management, sustainable development principles, and innovative business models to create a comprehensive and effective sustainable business plan for glamping tourism in Greece.

Exploring the implications for the glamping tourism sector in creating a sustainable business model for glamping tourism in Greece, it is essential to consider the evolving landscape of sustainable tourism methods. There is a growing awareness of the potential for sustainable business frameworks to improve environmental and social outcomes within the tourism sector. This aligns with research suggesting that innovative business models utilizing digital transformation, policy focus on rural areas, and the revitalization of neglected heritage sites can be highly beneficial (Santos, 2021).

By incorporating these ideas into the development of glamping in Greece, it is possible to not only promote environmental protection and community involvement but also drive economic growth through unique offerings that align with emerging consumer preferences for responsible and immersive travel. This strategic alignment with sustainability principles can position Greece as a leader in the glamping sector, attracting environmentally conscious travelers and contributing to the broader sustainability narrative in tourism.

### **Recommendations For Future Research**

Research by Agustina et al. (2022) indicates that Gen Z travelers prioritize health and sustainability in their travel decisions, signaling a new trend shaping the future of the tourism industry. Additionally, Wijaya (2021) emphasizes the importance of creating sustainable tourism villages by leveraging local opportunities and adhering to sustainability standards, offering valuable insights for promoting eco-friendly practices in tourism development.

Future research on developing a sustainable business plan for glamping tourism in Greece could focus on tailoring glamping experiences to Gen Z travelers, emphasizing green practices and rich cultural experiences. Investigating architectural styles inspired by local traditions and sustainable resources could enhance the competitiveness of glamping in Greece. Further research should adopt a cross-disciplinary approach, integrating environmental, social, and economic aspects to promote comprehensive sustainability in glamping tourism, aligning with the growing demands of mindful tourists and Greek regulatory standards.

### **Practical Implications For Glamping Businesses**

Considering the practical implications for glamping businesses, especially within the sustainable tourism development sphere in Greece, is vital for long-term success. By incorporating quality management principles such as training, benchmarking best practices, and pursuing quality accreditation (Kapiki, 2012), glamping businesses can enhance service delivery and guest satisfaction. Additionally, integrating sustainable business models can offer a competitive advantage by aligning economic, societal, and environmental goals (Nosratabadi et al., 2019).

Given the specific industry challenges posed by the COVID-19 pandemic, mechanisms to overcome tourism disruptions and the importance of community-based tourism for rural development and poverty alleviation (Afanasiev et al., 2021) provide valuable insights for resilient and growing glamping businesses amidst uncertainty. These factors underscore the importance of strategic planning, innovative methods, and a commitment to sustainable practices (Kapiki, 2012) for the sustainable development of glamping ventures in Greece.

### **Final Thoughts And Closing Remarks**

Developing a sustainable business plan for glamping tourism in Greece requires a nuanced approach that carefully balances environmental impact with economic feasibility. The unique combination of high-end lodging and natural environments necessitates a strategy that prioritizes both preservation and commercial potential (Edgell et al., 2008).

The proposed plan should underscore the intrinsic connection between protecting Greece's natural beauty and fostering a thriving tourism sector. This involves implementing legal structures that support sustainable practices, encouraging community involvement to ensure local benefits, and adopting innovative promotional methods to attract eco-conscious travellers.

### **Key Strategies Include:**

- **Legal Structures:** Establishing regulations that mandate sustainable practices, such as the use of renewable energy and waste reduction measures, to ensure compliance and promote long-term environmental stewardship.
- **Community Involvement:** Engaging local communities by creating job opportunities, sourcing materials from local suppliers, and involving residents in decision-making processes. This not only supports the local economy but also fosters a sense of ownership and responsibility towards sustainable tourism.
- **Innovative Promotional Methods:** Utilizing digital marketing and social media to highlight the unique, eco-friendly aspects of glamping experiences. This can attract a global audience of environmentally conscious travellers who value sustainability and authentic cultural experiences.

By integrating these strategies, glamping enterprises in Greece can achieve a harmonious balance between economic success and ecological conservation. The emphasis on sustainable practices will not only enhance the appeal of

glamping to modern travellers but also contribute to the broader goals of environmental preservation and community development.

In conclusion, the sustainable development of glamping tourism in Greece holds significant potential for economic growth, environmental protection, and cultural preservation. By adopting a comprehensive and strategic approach, glamping businesses can thrive while making a positive impact on society and the environment. Future research should continue to refine these strategies and explore new opportunities for sustainable tourism, ensuring that glamping remains a viable and attractive option for generations to come.

### **Contributors**

Dr. Soultana (Tania) Kapiki, International Hellenic University & Hellenic Open University, Professor/Advisor and Mr. Stylianos Bouzis, International Hellenic University

### **Corresponding Author**

Dr. Soultana (Tania) Kapiki, International Hellenic University & Hellenic Open University, Professor/Advisor. Contact: [stkapiki@gmail.com](mailto:stkapiki@gmail.com)

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