SUSTAINABLE ISLAND TOURISM DEVELOPMENT IN THE GREEK AND PACIFIC ISLANDS

A Thesis By

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Abstract:
My research explores the Greek and Pacific islands' culture, and how sustainable practices can be implemented in environmental and cultural aspects, with ecotourism and cultural entrepreneurship, in alignment with UNWTO's SDGs 11 and 12. I interviewed stakeholders from both Greece and the Pacific that identify as locals and businesses. I also reviewed current government initiatives that relate to sustainability and tourism. The insights I gathered brought to the forefront some recurring problems and concerns that have either not been addressed, or the current solutions have not been working or been implemented efficiently. My interviews with businesses and locals from both regions, tourism industry and sustainability experts, provided me with resources and solutions that could be useful based on their experience. I have accumulated all their insights along with useful information from my secondary research to create a tourism consultation with steps for aspiring cultural tourism entrepreneurs to start their tourism business and incorporate to their business plan to help towards eliminating these recurring problems for the betterment of their island communities.

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ACKNOWLEDGMENTS

Since my sophomore year of undergraduate school, I have been interested in conducting this study. However, my interest in culture, tourism, and sustainability has existed since childhood. As a child, I was exposed to a wide range of backgrounds and places by my family and was thus captivated by what was different from what I knew. It would not be possible without the support of my parents, Vana and Thanos, and my little brother Theodore-Dimitris, in all my endeavors in life. You have always supported my big and crazy ideas, been by my side, and encouraged me to be the best version of myself. Despite the ups and downs on my journey in the United States, knowing I have you back home made me never feel alone and always confident that I had someone by my side.

Thank you also to my aunt Mina, who saw in me what I could accomplish in the industry and for my country before I realized it in myself. We used to take trips to the small islands near Athens together, and we would discuss the management of the destination and what needs to be improved. The numerous conversations we would have regarding culture and cultural differences during her visits to my home in the United States were also incredibly valuable and significant.

My initial idea of what I want to do in life was very general, but thanks to some great mentors, I have been able to gain exposure to different areas within the tourism industry, allowing me to determine which of these fields is of interest to me the most. I would like to thank Carol Stanek, Stephanie Leese Emrich, and Carla Santos, from the University of Illinois, for introducing me to the industry and sparking my interest early in my academic career.

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CHAPTER 1

INTRODUCTION

Statement of Purpose

Since moving to the United States for college and sports, I have been fascinated by the differences between Greek and American cultures. Every time I would return to Greece for vacation and interact with my family, I would observe how different they see and live life. I live in the capital of Greece, Athens, but my father is from Milos Island. Also, each summer I would go to a different island. They are all very accessible and depending on the friend group I would go with; it would be on a different kind of tourism. I began to observe more as I traveled around the islands, noticing how the islanders were geared towards accommodating tourists. Despite the fact that Greek culture is based on taking things slowly and fully enjoying life and people through our traditions, these traditions can sometimes become commodified for tourists to consume for profit. To achieve sustainable growth, we must find the fine line between commodification for profit and the preservation of authenticity and culture.

A curiosity about different cultures and a desire to continually learn more about their world sparked an interest in them. People see life through their own lenses of perspective based upon their upbringing and background, which is very unique to each individual, but groups of people living and growing in the same culture can share a similar perspective. Creating an environment where everyone can flourish requires continuous learning and compassion.

My research explores the values of each culture, and how sustainable practices can be implemented in environmental and cultural aspects. To do this, I refer to the United Nations World Tourism Organization (UNWTO), which is the United Nations agency "responsible for the promotion of sustainable, responsible and universally accessible tourism" (United Nations, 2022). I am using them as a benchmark because it is the leading international organization in the field of tourism world widely.

As locations try to develop tourism through cultural entrepreneurship and ecotourist initiatives, alignment with UNWTO's Sustainable Development Goals (SDGs 11, 12) It has been useful exploring how these different cultures differ but are also similar and their elements that are congruent in order to develop economically as nations through tourism.

As a Greek native, I have first-hand experience of how much tourism is important for the country and its economy, so I am researching the Greek islands. From a young age, I would see tourists all over my city with their cameras; when my school took us sightseeing to learn more about our own history, tourists were always present, and the concept of foreigners being interested in our own culture has fascinated me ever since. There are numerous archaeological and historical sites in Greece that depict the country's rich past. Greece is a famous country known for its clean beaches and its long history. Greece is surrounded by the Aegean and the Ionian Seas. There are over 1,400 Greek islands and islets within the country, but only 227 are inhabited (Korres et al., 2011). With its rich history and variety of islands, tourism represents Greece's main source of income as a country.

However, it is not just the beautiful beaches and landscapes that keep the visitors engaged. It is the people. As the nation's tourism minister, Vassilis Kikilias, has stated "Go meet the Greeks, you will understand Greek hospitality. It is not a six-star hotel or a great luxury. It is the inner need of the Greeks to host foreigners, travelers, and tourists and show them a great time" (Writer, 2020). For people aiming to get away, experience foreign destinations, and explore the Mediterranean, there is something for everyone in the Greek islands. While Mykonos and Santorini often steal the spotlight, numerous lesser known island destinations in the Aegean and Ionian seas have their uniqueness and beautiful landscapes.

There have been many positive effects from tourism on the islands for business, but many locals say that, despite their desire for tourism to continue growing, it can have a negative impact long term because it is hard to maintain traditions and accommodate guests who are seeking a sense of escape from the daily life on the islands (Writer, 2020). It was sometimes easier to produce and

consume goods and services based on the tastes of tourists rather than preserving traditional values and culture.

An examination of islands in the Greek archipelago and the South Pacific is necessary. They face many of the same challenges. Both rich in history, they are popular tourist destinations. In order to conserve the culture and preserve the environment in these areas, it is imperative to promote cultural and ecological tourism in these areas. It is essential to cultivate a conscious, educated, and sustainable tourist population. The continual development of alternative forms of tourism is necessary, allowing visitors to experience both the natural environment and the culture of the local people. An issue common in both destinations is overtourism and getting local support for plans to address the impacts, such as spreading visitors across destinations. The biggest problem is the lack of collectivity in the community when it comes to the businesses and the locals. In order for change to happen, the local authorities need to make it happen; nevertheless, without the input of the locals and a proper evaluation of the destination, no effective change will take place.

A commonality among these destinations is the perception of insularity, as they are primarily sun, sea, sand locations. Insularity is characterized by the combination of natural and socioeconomic factors, such as relative seclusion, a sense of uniqueness, an inaccessible market, and transportation problems (Spilanis et al., 2010). Mediterranean and Pacific islands are leading tourist destinations, despite tourists shifting to less spoiled places, especially in the Pacific (Apostolopoulos & Gayle, 2002). Consequently, these insular regions are now entirely dependent on tourism, which has transformed their socioeconomic, cultural, and physical spheres, to the point where their welfare is ultimately dependent on exogenous agents, such as tour operators, airlines, hotel chains, and travel agents. Tourism has definitely been affected by globalization trends in international trade, with big corporations and tourist transnationals taking over. Therefore, big corporations are manipulating and controlling resources to their advantage, thereby reducing developing nations' negotiating power and benefit. It is likely that short-term positive changes for developed destinations will be accompanied by long-term negative consequences, primarily in insular regions (sun, sand, sea), uneven development,

ecological degradation, and a rise in alienation among locals (Apostolopoulos & Gayle, 2002). Costs and benefits are not equitably distributed between big international corporations and locals.

It is important to strike a balance between them. Hence, developing cultural entrepreneurship and ecotourism is a valuable way to develop a consultation with valuable resources that upcoming entrepreneurs can implement in the tourism industry that aligns with the Sustainable Development Goals (SDGs) of the UNWTO.

Destinations need sustainable development to preserve the national and natural treasures that these destinations have to offer. Preserving the environment and the local culture is essential to attracting tourists and supporting the economies of the host countries, since their cultural heritage and their environmental resources are their biggest assets for their economy and growth as nations.

In my research, I interviewed stakeholders from Greece and the Pacific who identify as locals and businesses. I also reviewed current government initiatives that relate to sustainability and tourism. The insights I gathered brought to the forefront some recurring problems and concerns that have either not been addressed or the current solutions have not been working or been implemented efficiently. My interviewees also provided me with resources and solutions that could be useful based on their experience. I have accumulated all their insights along with useful information from my secondary research to create a tourism consultation with steps for aspiring cultural tourism entrepreneurs to start their tourism business and incorporate to their business plan to help eliminate these recurring problems for the betterment of their island communities.

Greece Context: The Crossroads Among Three Continents

A crossroads between Europe, Asia, and Africa, Greece is simultaneously European, Balkan, Mediterranean, and Near Eastern, inheriting the legacy of Classical Greece, the Byzantine Empire, and nearly four centuries under Ottoman rule. Only 25% of the land in Greece is arable, while 75% of it is mountainous. There are four main regions in Greece: Northern Greece, including Epirus, Macedonia, Thrace, and Thessaloniki, the second largest city in Greece. Located north of the Gulf of Corinth, central Greece consists of the low-lying plains of Thessaly, Attica and Boeotia, Mount

Olympus, and Athens. Southern Greece is formed by the extended Peloponnese peninsula (Greek Ministry of Tourism, 2021). There are many islands in Greece, including Crete, which is the southernmost of the Mediterranean, the Ionian islands, and the Cyclades, Small Cyclades, Sporades, and Dodecanese in the Aegean Sea.

Tourism plays a significant role in the Greek economy as a source of employment and foreign exchange income. In the tourism industry, approximately 130,000 seasonal workers work during the summer, and they usually remain unemployed throughout the rest of the year (Ministry of Tourism of Greece, 2021). A significant part of Greece's revenue comes from the tourism sector. Tourism has become an important sector of economic and social development in the Greek region as a result of the fairer distribution of development across the country (Hellenic Republic Greece in the USA, 2020). The development of tourism positively impacts a variety of aspects, including health, education, culture, standard of living, employment, and the well-being of its inhabitants.

There is a strong seasonal character to Greek tourism, which hinders its development. The majority of foreign tourists travel between June and September. As a result of the industry's focus on the "sea, sun, and sand" promotion of Greece, the nation does not attract tourists during the winter months, reducing the economic benefits derived from the tourism industry. Moreover, there is an uneven geographical distribution of tourist activities, resulting in an oversupply of beds in some areas of the country and a shortage in others (Hellenic Republic Greece in the USA, 2020). Greece is committed to becoming a year-round destination. Approximately one million Europeans consider Greece as a second home because of its Mediterranean climate, making it ideal for golf and trekking all year round.

As part of Greece's tourism development policy, sustainability is an integral component. Many hotels and resort complexes are installing photovoltaic systems to reduce their carbon footprint. For many years to come, new technologies will be utilized in the Greek tourism sector to create new and efficient building solutions, desalination plants, energy-efficient power supplies (Hellenic Republic

Greece in the USA, 2020). The Greek National Energy and Climate Plan has set out specific objectives to attain these energy and climate goals by 2030.

Travel represents over 20% of the country's GDP in a good year. Tourism Minister Vassilis Kikilias estimates that there will be even more visitors in the coming years than in the record year of 2019. Greece counted 33 million holidaymakers before the pandemic. Tourism generated around €20 billion in revenues in 2022, up from €18.2 billion ($18.3 billion) in 2019 (Korres et al., 2011).

Pacific Context: 30,000 Islands in the Deepest Ocean on Earth

International tourism has long associated the Pacific Islands with notions of paradise, friendly natives, and tropical splendor, resulting from the long association with the countries in the region. Conceptualizations of this type recall the era of European discovery when the exotic allure of the islands, coupled with the dual colonization and missionary agendas, contributed to the rapid development of the islands (Cheer et al., 2018). The Pacific Island societies are often described as simple societies, dominated by family and kinship, uncorrupted by capitalism, and characterized by a harmonious existence with nature. Many traditional Pacific Island communities fit into this category. A self-governing kingdom in the southern Pacific, Tonga Island, has been resisting government and missionary efforts to confine women to domestic affairs for more than a century. In this former British protectorate, women have become the main defenders of faka-Tonga, "the Tongan way" - protecting culture against patriarchy as well as economic and social insecurity that can accompany development (Prasad, 2001).

Despite Tonga's formal independence, when a foreign power dominates the economic, political and cultural subsystems of a nation, it can be viewed as a colonial territory. Geopolitical status can be related to the chronic instability and social turmoil experienced by several islands (Firth, 2018). Socio-political turmoil has primarily affected island states and independent commonwealths that have not been able to overcome the colonial problems left behind by their colonial pasts. As a result, they have become entangled in additional difficulties such as foreign dependency, a lack of self-determination, and racial and ethnic discrimination (Apostolopoulos & Gayle, 2002).

Polynesia, a subregion of Oceania, is made up of more than 1,000 islands spread throughout the central and southern Pacific Ocean. Indigenous peoples inhabit several of the islands and share many characteristics, such as language, cultural practices, and traditional beliefs, as they have for centuries. In the past, they sailed and navigated by the stars at night, sharing a common heritage (Caneen, 2014). Polynesia is an ethnogeographic group of Pacific islands whose indigenous peoples follow a range of beliefs and practices, with its apex at the Hawaiian Islands, its base angles at New Zealand (Aotearoa) in the west, and its eastern tip at Easter Island. Polynesia covers an extensive triangular area in the east-central Pacific Ocean (Caneen, 2014). Also included in the region are Tuvalu, Tokelau, Wallis and Futuna, Samoa, American Samoa, Tonga, Niue, the Cook Islands, French Polynesia, the Society Islands, and Pitcairn Island. The number of Polynesians residing in Hawaii was approximately 70 percent by the turn of the 21st century (Zeppel, 2006).

A subregion of Oceania located between the Pacific Ocean and the Arafura Sea, Melanesia includes Solomon Islands, Fiji, Vanuatu, and Papua New Guinea. With its 2,000 islands and 386,000 square miles of land, Melanesia is home to about 12 million people. Tropically humid climates characterize Melanesia. Inland tribes depend on forest and jungle vegetation for resources, shelter, and seclusion (Douglas, 1997).

In the Pacific Island nations, concerns are preserving cultural diversity and maintaining the authenticity of the Pacific Islander communities. A primary concern is that tourism contributes to the standardization of culture. It is feared that small indigenous societies in particular will lose their cultures as tourism is increasingly dominated by global operators and cultural influences mainly flow from developed to developing countries. The world will lose something unique as a result. Globalization generates both cultural homogenization and differentiation. As a result of tourism, indigenous cultures and traditional attractions are altering, as people are made aware of the necessity of preserving their culture in order to be able to show visitors. These cultural elements are, however, represented through standardized performances at the same time. With European interactions in the early 1500s, Westernization of the South Pacific Islands began. As time progressed, Americans and

Asians also began to intermingle with the indigenous population of these islands, and Tongatapu was the home of both the United States and the New Zealand Army during World War II. During 1942-1945, millions of American soldiers encountered Tonga (Ross, 2009). Because of this contact, Americans were able to introduce their unfamiliar culture to the country.

An example of commodification of culture can be found in the tourist performances of New Zealand and Tonga. The Tongans and the New Zealand Maoris demonstrate their local cultures in the same manner, despite major differences between the two countries. Typically, these attractions include music and dance shows accompanied by an earth oven dinner with commentary, often accompanied by a traditional meal. Furthermore, there is a wide range of dance styles that circulate within an archipelago: visitors in Tongatapu can observe a Maori haka, while in Wellington (New Zealand), they may witness a Tahitian hip-shaking (Condevaux, 2012). Despite the geographical distance between these places, the same jokes are repeated, word for word.

In most places in the South Pacific, tourists are treated as if they were truly guests rather than tourists. The act of welcoming guests is an integral part of being a host in Polynesian society. Many social interactions are based on the concept of social obligation, including generosity, reciprocity and aroa. Aroa is a symbol of love, kindness, and generosity, and is used as a greeting and a farewell in Polynesia (Berno, 1999). Moreover, it represents an attitude towards generosity, particularly toward strangers, an unconditional desire to promote the true good of others, regardless of any conditions attached. Cultural obligations dictate that a visitor to a Pacific Island is extended generosity when he or she is not distinguished as a tourist but as a guest. However, generosity in a traditional Polynesian context is about investing in human relationships, and it is about establishing an obligation that will be reciprocated in the future. Typically, this is not understood by tourists, or reciprocated by them. Through stepping in and out of the community without fulfilling reciprocal obligations, tourists may unwittingly convert this system of social exchange into unwilling altruism (Berno, 1999). As a result, the aroa concept has been exploited, which has the potential to negatively impact the traditions of

Pacific Islanders, which are vital to their psychological well-being and social cohesion as an island society.

Tourism Development Initiatives

UN agencies have been actively working to address the challenges that island tourism faces, and the challenges have not gone unnoticed. According to the United Nations World Tourism Organization (UNWTO), island destinations face unique challenges because of their seasonality, limited resources, and vulnerability to environmental threats. UNWTO published a report in 2017 that provides guidelines and recommendations for developing sustainable tourism in small island developing states (SIDS). It is stressed in the report that community involvement, cultural heritage preservation, and environmental protection are vital components of island tourism. In addition to preserving the unique cultural and natural assets of island tourism, the UNWTO contributes to its success as well.

The High-level Political Forum on Sustainable Development (HLPF) was established in 2012 as a result of the United Nations Conference on Sustainable Development (Rio+20). A two-day summit is held every four years under the General Assembly's auspices. In September 2013, the Forum replaced the Commission on Sustainable Development, which had met annually since 1993 (United Nations, 2022). Aside from serving as the main UN platform for sustainable development, the HLPF also monitors and evaluates the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) globally. Intergovernmental political declarations are adopted by the Forum.

As part of a pioneering initiative by the World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP), and partners, the publication titled "Tourism and the Sustainable Development Goals – Journey to 2030" examines the current state of play and actions taken by the major tourism stakeholders to enhance the contribution of tourism to the 2030 Agenda for Sustainable Development. Developing sustainable development as a shared responsibility and placing it at the center of decision-making within the tourism sector can significantly enhance

tourism's role in achieving the 17 Sustainable Development Goals (SDGs) (Urosevic et al., 2018). To facilitate implementation and achievement of the 17 Sustainable Development Goals, it serves as a guide for the tourism sector. By incorporating relevant aspects of the Sustainable Development Goals into policies and financing frameworks as well as business operations and investments, it aims to inspire governments, policymakers, and tourism companies (United Nations Sustainable Development, 2022).

Tourism Practices

Tourism businesses that operate or specialize in destinations that have developed into international brands need to meet the specific requirements of these destinations (equipment - excursions - manned crews, and trained personnel). As a result, proper projection is required, and informing potential visitors about the services offered, as well as the audience, the media, and the message being projected may differ considerably from the standard mass tourism campaigns (Urosevic et al., 2018), meaning the over branding of a destination and its marketing efforts play a big role for the type of tourism it attracts.

There are many forms of tourism development that the industry may try to impose (or propose) on residents of tourism destinations. Promotion has always played a role in most tourism organizations, but local communities and tourism leaders are beginning to express concern about how to promote the destination: where it is, how well it meets market needs, how well it fits the community, how well it utilizes resources, and how much it can be expanded or redeveloped.

There is a prerogative to local leaders, government officials, and citizens to decide how much tourism should be allowed and how it should be developed on their own. In order to sustain environmental, social, and economic values, it is imperative to temper the short-range mindset of some developers with long-range planning (Urosevic et al., 2018). Sustainable development occurs primarily at the site level, where community involvement and support are crucial (Prasad, 2001).

It is important to note that tourism-related studies of Pacific Island nations have mainly focused on countries with greater arrivals, namely Fiji, Vanuatu, and the Cook Islands; therefore, accurate

perspectives about tourism in the South Pacific still need to be developed. The tourism infrastructure of places that are less accessible and underdeveloped, such as Papua New Guinea and the Solomon Islands, will struggle to attract and retain tourists (Bajracharya, 2020). Our approach to tourism must be realistic, as it is unlikely to be an economic savior in all contexts. The potential economic gains need to be carefully weighed against the potential environmental and socio-cultural impacts even in cases where it could result in economic gains.

Tourists & Touristic Practices

As tourists evaluate new locations, they often have different perceptions, which raises important questions regarding how they are portrayed in tourist literature and their marketing, as well as the role of external agencies in this process. In strategic planning, it is important to collaborate with key stakeholders of areas of interest, particularly local and state carriers, given that tourism massification is a major issue, particularly in Mediterranean destinations, resulting in uneven flows.

People are becoming increasingly aware of the impact of mass tourism on these tourist areas. Therefore, they know the long-term consequences and want to make a difference rather than contribute to the problem. Over the past few years, tourists have become increasingly interested in learning more about the local culture and environment. The tourism industry has responded to this growing demand by creating new types of tourism (Caneen, 2014), including adventure tourism, ecological tourism, naturalistic tourism, educational tourism, cultural tourism, and culinary tourism. New forms of tourism require environmentally friendly accommodations.

The tourist is a person at leisure, and for many it involves hedonism and a search for pleasures they cannot get from normal everyday life. Such tourists are likely to know little about local rules and norms of behavior, sometimes because of cultural arrogance but also because tourist relations are transitory and do not become part of the "long-term reciprocity culture." However, it is important to note that if visitors' expectations do not correspond to reality, or they experience harassment or antagonism, or they feel insecure, they will carry negative messages back home and adversely affect the future flow of tourists (Apostolopoulos & Gayle, 2002).

The host culture can be difficult for tourists to understand, but it can also be difficult for hosts to comprehend the tourists' culture, not least because tourists have stepped outside of their own cultures. When hosts and tourists do not understand each other, resentment and conflict can develop between them. The host may resent tourists who seem arrogant or superior or flaunt their wealth. In islands with a history of colonial dominance and where the master-servant-slave relationship is part of popular memory (Caneen, 2014).

Conclusion: Overview of All the Issues and My Suggested Intervention

In order for sustainable development to succeed and last, it is necessary to move from hedonism, most often associated with sea, sun and sand destinations, to mindful, intentional travel and consumption, such as cultural and ecotourism. It is essential to attract mindful and intentional tourists who are compatible with the host destination's values. It is also important to focus on values-based messaging and development in order to resonate with the right people. Both destinations and their visitors will benefit if tourists are attracted to them for the right reasons, because then they will not damage the environment, and they will respect the culture as well as the whole environment in which they are entering, to help them learn about indigenous cultures and their way of life as well as educate themselves and experience something new and different.

Several reasons have made these destinations suitable for use together in a study, including the many similarities and problems between them and the fact that few studies have been conducted comparing these destinations. In addition, the destinations share many similar values, and we are looking to attract travelers who share these values, which will primarily be cultural and eco-friendly tourists. Another important element of sustainable development is to preserve the national and natural treasures that these destinations have to offer, both environmentally and also culturally with the ancient Greek history and the indigenous societies in the Pacific. Preserving the environment and the local culture is essential to attracting tourists and supporting the economies of the host countries (Zeppel, 2006).

Furthermore, the perception that they are only sea, sand, and sun destinations must also emphasize their cultural heritage and ecosystems to sustain their economies. The preservation of the environmental and cultural landscapes of the destinations is essential for attracting tourism in the future, thus a sustainable environment is essential to sustaining the enjoyment of the destinations. It is also important to note that both destinations are also affected by climate change, which may result in a loss of environmental resources and, consequently, an erosion of their cultural heritage and attractiveness as a vacation destination.

It is important to recognize that the standardization of culture and its commodification represent a major problem, as even though it might appear to give tourists the experience they desire, it removes the authenticity and originality of each culture's practices. There has been a significant impact of postcolonial development on Pacific islands, which requires further examination in this paper in order to gain a better understanding of the current situation and find out what the Pacific islands might learn from the Greek islands that enjoy greater stability and security since a stable nation governs them.

The United Nations efforts and current sustainability initiatives are important in determining the future development of tourism in these two regions. The fact that many of these initiatives are active and applied in both destinations illustrates how despite geographic distance and distinct historical and cultural backgrounds, both destinations require support and effort from global organizations and initiatives in order to achieve their goals. In the initiatives discussed, both developed and developing countries are recognized for their challenges as well as the need for action.

My research question is: How can sustainable practices in environmental and cultural aspects be implemented in the Mediterranean and Pacific islands to facilitate sustainable tourism through eco and cultural entrepreneurship in alignment with UNWTO's Sustainable Development Goals (SDGs 11, 12)? Through both interviews and secondary resources through previous studies conducted that relate to the topic and an analysis of established government initiatives and organizations. The ultimate purpose is to create a sustainable development consultation plan with resources for

upcoming tourism entrepreneurs that can be applied to both the Pacific and the Greek islands that

focuses on ecotourism and cultural entrepreneurship.

CHAPTER 2

LITERATURE REVIEW

Introduction

Regarding the Mediterranean and Pacific islands, a few studies have been conducted involving thorough research and analysis. One such book is the book by Apostolopoulos and Gayle (2002) titled 'Island Tourism and Sustainable Development: Caribbean, Pacific and Mediterranean experiences', which provides a broad understanding of the subject and the existing developments in these destinations. This literature review examines studies and established research on islands and sustainability, Pacific and Mediterranean background and development, hedonism and phenomenology, climate change, cultural entrepreneurship and ecotourism with case studies. The book discussed the main common themes that exist among island destinations, in different parts of the world.

By using elements from this research, I provide aspiring cultural tourism entrepreneurs with steps to take to start their tourism business off on an island, things they can incorporate into their business plans based on the major problems that exist that are not normally discussed or taken into consideration. The focus is on Greek Islands in the Mediterranean and Pacific small island-nations. I will be investigating the sustainability of the environment and local culture through the lenses of the locals, the businesses and the government.

A review of literature provides background information on the destinations, as well as their past and current circumstances. Additionally, it examines current national and global initiatives on sustainability on local, governmental, and international levels, as well as indigenous cultures and their perseverance. I also conducted a discussion of current tourism and economic development plans, as well as information concerning the tourism industry and its current trends. Moreover, I evaluated the values of each destination's cultures to create a sustainable development plan that aligns with these values, as well as marketing to and attracting the types of tourists that share these values.

Greek Islands: Three things that define tourism in the Greek Islands

Mediterranean islands possess a wealth of natural resources, cultural heritage, and political importance. Due to these characteristics, Mediterranean islands attract a substantial amount of tourism activity, although they are also subjected to mass tourism's negative effects, which, in conjunction with climate change, threaten their own sustainability. Mediterranean islands share some common social characteristics, such as their isolation from the mainland, high unemployment rates, the immigration of young people primarily from their inner parts of the islands, a shortage of specialized workers, strong local political forces, and a conservative attitude.

In the Mediterranean, tourism is a classic example of how a bewildering array of mass tourism practices has contributed to environmental pitfalls. In light of this state, converting these mass tourism destinations to eco-friendly areas embodied with sustainable and ecotourism principles is an important challenge.

In the context of cultural tourism, an examination of the interrelationships between culture and tourism, and linking them together, primarily with the assessment of the current situation and future implications for cultural tourism was conducted. The analysis comes from the perspective of local residents, businesses, and tourists, to assess the prospects for cultural sustainability on the Greek islands. Tourism may positively contribute to cultural sustainability on the basis of the face-to-face articulation between hosts and guests, which results in a 'demonstration effect'. Tourism has brought about many positive sociocultural changes, and its unique role in promoting modern values, social progress, and cultural evolution deserves to be appreciated (Terkenli & Georgoula, 2021). The development of Greek tourism after World War II has led to cultural change in embracing and showcasing all the elements worth experiencing in the country. In the days before World War II, the first advertisements promoting Greek tourism featured photographs of the Parthenon. Greece's tourism posters started alternating between vibrant color schemes, abstract compositions, and geometric minimalism creations in the years that followed (Ioannidis, 2020).

The first recreational visitors to Greece were not only swimming and experiencing the beautiful beaches and landscapes of Greece, but they also discovered on the mainland not just the ancient civilization monuments, but also the people with customs and traditions that were quite different and exotic when compared to their own. In parallel to the constant increase in visitors, Greek tourism experienced great changes and transformations as well. A concerted effort to promote tourism was made in the early 1950s, with the re-establishment of the Green National Tourism Organization (GNTO), the state agency responsible for developing mass tourism, which during these years would later be utilized by the private sector to develop Greek hospitality.

Throughout the post-war era, cultural attractions for tourism purposes were primarily well-established and widely known and promoted historical and cultural heritage sites and buildings, and intangible assets such as local traditions, folklore, and art events played a smaller role. Tourism officials also reported that there was a high degree of inadequacy or lack of cultural activities in the area, as well as a lack of a good balance between price and the product. The new hotels and resorts were constructed in the 60s to maximize their potential within the natural landscape while maintaining a sense of sensitivity. They were built with an emphasis on simplicity and purity of design. In response to this unprecedented project by Greek standards, some of the new hotels were later designated as monuments, including the Xenia of Igoumenitsa and Vytina and Sparta, which were designed with a uniform architectural concept (Ioannidis, 2020).

Cultural tourism is associated with economic benefits, including increased income, job opportunities and further investment in the Greek islands, in line with other such findings on alternative tourism in the Greek islands. The benefits of cultural tourism for local societies were discussed by other studies, whose results concluded that this was an important element for the preservation of culture and putting its authenticity and originality in the forefront. The residents also expressed a desire to build closer bonds with their heritage through cultural activities and socializing, as well as feel more connected to their heritage (Terkenli & Georgoula, 2021). As a matter of fact, all respondents of such studies, appeared to believe that cultural tourism could be the most obvious and

promising method of upgrading the Cycladic tourism product, as well as raising the economic revenues of the islands as well as the cultural quality of them.

A number of Greece's most renowned global tourism destinations are located in the Cyclades, particularly Mykonos and Santorini. In addition to offering a truly exotic experience at a comparable price to a holiday in Europe, they are highly competitive with other top global destinations. As well as their strong 3S (sea–sand-sun) appeal, they also have striking natural assets, a diverse landscape, and a rich cultural heritage that dates back to antiquity (Terkenli & Georgoula, 2021). There is a distinct difference between small-scale and medium-scale tourism on the Cycladic islands, which means that islands with small-scale tourism are not heavily dependent on mass/package tourism, and this is also reflected in the accommodation types available locally.

There appears to be a trajectory for confronting the challenges of the present and the future for most Mediterranean islands, with similar problems, vulnerabilities, and paths. In light of the short duration of the tourist season (three or four months per year) and the increasing number of tourists, energy and water supply issues are likely to intensify (Michalena, 2008). Renewable energy sources, abundant in islands throughout the world, can be implemented in a way that addresses the future challenges and vulnerabilities, while fully complying with national obligations as well as European directives and guidelines (Sonya & Rachel, 2012).

Polynesian Islands: Cultural Diversity and Entrepreneurship

The island chain of Hawaii is formed by volcanic hot spots that lie beneath the ocean floor. It is the world's most remote landmass, with eight islands. In the early days of Polynesia, the islands were settled by early Polynesians, who sustained a population of millions through fishing and agriculture (Gould et al., 2019). A wide range of rights, duties, and responsibilities define the appropriate way to interact in Hawaiian culture. A variety of creatures, including humans, animals, plants, and others, should be considered when interacting with these standards. When it comes to preserving these elements of Hawaiian culture, a harmonious existence between visitors and locals depends on the type of tourism that takes place on the island.

Five long-standing Hawaiian values embody notions of appropriate relationships, including human-ecosystem relationships: *pono:* righteousness, balance, *hoʻomana*: creating spirituality, *mālama*: care, *kuleana*: right, responsibility, *aloha*: love, connection (Gould et al., 2019). A family is made up of many other entities, including animals and plants, and values appropriate for governing those relationships should be the same as those for these other entities. Indigenous perspectives illustrate the importance of relational values as a unique concept in the sense that they encompass all beings within one moral frame, in a way that both challenges traditional Western philosophy and illustrates its contribution to it. An understanding of Hawaiian values can help us better include values in developing sustainable tourism practices.

In the early years, island people valued native biodiversity, utilized nature for productivity, and enhanced ecosystem services in order to enhance ecosystem services. The Hawaiian model deserves to be emulated throughout the world (Gon & Winter, 2019). Moreover, the Hawaiian model provides an example of how to combine two worldviews in a mutually beneficial manner and to explore the similarities between indigenous and Western scientific approaches. In order to accomplish this, there needs to be acknowledgement of the merits of different worldviews, and utilizing the best science possible, guided by island values and approaches. Nature is proving to be more resilient than imagined, as demonstrated by research conducted at the Hawaiʻi Institute of Marine Biology. Hawaiʻi can demonstrate in microcosm a more sustainable and resilient way to exist on our island planet.

As Gon & Winter's research showed (2019), the precontact state of Hawaii demonstrated that an expanding human population does not necessarily mean that crucial biomes for human survival, such as forests, will shrink or even vanish. Hawaii is a perfect example of how ecosystems and large populations of humans can coexist. Additionally, cultural diversity and biological diversity have a mutually beneficial relationship and should be mutually dependent. In recent years, there has been an increasing understanding of the importance of indigenous lands and waters that comprise 80 percent of the world's biodiversity, the importance of indigenous peoples as stewards of these areas, and the

importance of these ecologically intact regions of the planet for a sustainable future. Whether that's the case will come down to humanity's decisions in the next few decades. We can reestablish caring reciprocal relationships between people and nature if we live in a world where indigenous cultures survive, thrive, and their perspectives are respected and embraced.

The tourism product must be in harmony with cultural values. A study by Cave et al. (2007) examined the underlying values of a group of Pacific Islanders residing in Auckland, New Zealand, in relation to proposals for a tourism product such as tours and performances, that reflect the culture of the island nations. Often, community-based tourism initiatives are regarded as a means for community development by allowing local control, conserving the economic benefits derived from out-of-region tourism spending in the local community, and fostering a sense of vibrancy within the local community. A further argument is made that these developments are consistent with concepts of societal-based tourism, since they allow development to benefit lower income groups (Cave et al., 2007). Additionally, they provide a source of foreign exchange, enhance the self-image of communities, foster community pride among residents, and assist in the expression and preservation of culture within local communities.

The study by Cave et al. (2007) showed the paradox of wanting to preserve cultural traditions and social values while also recognizing the need to commercialize for profit. The contradictions of contemporary high-energy activities placed against an atmosphere of peace and escape, and the desire for cultural dominance against a desire to communicate with other cultures. Adding to the concept that culture is the sharing of shared values that form an identity is the idea that culture can be made a marketable commodity with a monetary value that can be utilized to advance individuals and groups.

Approximately half of the Pacific Island territories have achieved political independence, with some of these occupying various forms of 'in-between' status. Niue and the Cook Islands, for example, are "territories in free association"; New Caledonia remains a French overseas territory but one that is never far from conflict (Murray & Storey, 2003). There has been considerable discussion

regarding the continuing importance of neocolonial relations in countries that have gained full independence. It is evident that the rise of global capitalist forces and their increasing penetration of the islands, as well as globalization, which underpins these forces, is a powerful and increasingly pervasive phenomenon. French Polynesia is a French overseas territory composed of five archipelagos, which is home to 275,918 inhabitants in the South Pacific Ocean. In French Polynesia, the law is formulated at the state and municipal levels according to the competence conferred, the rule being that French Polynesia has the authority to regulate all areas not explicitly delegated to the French State or local governments. It is the French State that primarily intervenes in matters of sovereignty, while it is the municipalities that are responsible for local matters (Duvat et al., 2020). Getting a better understanding of the islands' sovereignty status and governance, shows the extent to which they get economic support and resources from developed nations, which as a result has an effect on the tourism development of the destinations.

As a result of the history of colonialism, countries have often maintained close ties with former powers and have benefited from higher aid grants and other economic flows. Due to the large tourist markets and relationships that were built as a result, this had a big impact on the tourism industry of the islands. It is perhaps best illustrated by the ethnic explanations in the context of Fiji, where ethnicity has been attributed as the source of all the country's problems by both internal and external commentators (Rodd, 2016). There have been several military coups d'états in the country during the past decades that have caused political instability. The coups have been justified by asserting that indigenous Fijians are at risk of Indo-Fijian dominance, or by promoting equal rights for all citizens, regardless of ethnicity. Rapid urbanization, growing modern economies and demographic shifts (indigenous Fijians are the largest group) are eroding entrenched ethnic divisions across the country (Naidu, 2013). There was a hierarchy of race in colonial society, and different communities were treated differently based on their ethnicity. The colonial administration encouraged different communities to develop economically separately. In this system, the Europeans and Chinese were at the top, the Indians were at the middle, and the Fijians were at the bottom (Naidu, 2013).

There was certainly active resistance to colonial rule, even though it did not reach the same level of violence and widespreadness as similar struggles elsewhere in Latin America, Africa and Asia (Murray & Storey, 2003). The resistance to the legacies of colonization continues today, in the form of opposition to state structures, national institutions, and 'unwelcome' migrants, as well as outside powers and organizations. As a result of colonial attitudes that emphasize existing power structures, the presentation of images and place-marketing reinforce the tourist's ego and desire to feel culturally superior (Rodd, 2016). As a result, locals tend to develop hostility towards tourists, especially when they perceive the tourism industry as a new form of colonialism through the way tourists treat them and regard them in comparison to themselves.

Cultural Entrepreneurship

In Dobreva & Ivanov's (2020) definition of cultural entrepreneurship, they introduce a new concept, the cultural capitalist, who invests profits derived from the management of industrial enterprises in creating and maintaining cultural institutions. It is important to note that cultural entrepreneurs are characterized by their moral attributes, while economics is merely a means of achieving cultural values. It is understood that the concept of cultural entrepreneur combines three elements: the creation of new cultural products, the orientation toward accessing opportunities to develop an identity and social trajectory and finding ways to accomplish these activities without substantial economic resources (Dobreva & Ivanov, 2020). To achieve environmental sustainability through the creation of social value, an excellent combination of administrative and political collaborative strategies is required, incorporating cultural entrepreneurship into tourism destination development, aiming to improve tourist attractions (Li et al., 2022). The focus of cultural production firms is on innovation and product differentiation, thereby maximizing economic value (Boudieu & Nice, 2013). Furthermore, cultural producers tend to offer customized products with longer life cycles and lower market volatility than larger manufacturers. Cultural entrepreneurship involves the strategic investment of human, financial, and social capital for the purpose of starting a business. This creates a spillover effect in the craft community (Gehman & Soublière, 2017).

Providing 29.5 million jobs worldwide and generating $2250 billion in revenue in 2019, the cultural industries are among the world's fastest growing economic sectors (McMullen et al., 2021). Entrepreneurial success within these cultural industries depends on capturing the attention of cultural intermediaries. The act of telling a story between existing entrepreneurial resources and the acquisition of capital and creation of wealth (Pratt, 2005). A key component of artisan entrepreneurs' commitment to sustainability is the use of local materials, which improves community welfare (Ratten et al., 2019). To create a socially vibrant urban living environment, artisans have reinvented places such as warehouses and materials that were previously not used. There is a need to balance cultural and economic concerns in the creative industries, despite the emphasis on sustainability for artisan entrepreneurs (Gehman & Soublière, 2017). Tourism authorities have seen how artisans are changing regions by making them memorable tourism destinations.

Researchers examine entrepreneurship and innovation within communities as a mix of entrepreneurial resources at the individual, organizational and societal levels (Demartini et al., 2021). In order to understand entrepreneurial processes at the community level, incentive patterns, cultural dispositions that guide practice, and individual and local resources and social relations play a critical role (Ratten et al., 2019). They acknowledge social needs and assets as another source of entrepreneurial ideas, but they stress the importance of personal experience (Summatavet & Raudsaar, 2015). Creating a new venture through experiential learning inspires the community entrepreneurs' imagination and empathy and makes them more likely to use the implicit and explicit resources of their community.

Communities foster entrepreneurship and innovation through a combination of personal, organizational, and societal resources. Patterns of incentives, cultural values, local resources, and social relationships are examined to gain a better understanding of how entrepreneurship occurs in communities. In addition, the importance of personal experience is emphasized as a crucial part of the entrepreneurial process, while social assets and needs can provide entrepreneurial ideas. Cultural entrepreneurs need to develop imagination, empathy, and make the most of local resources

to create new ventures through experiential learning. A small town's food insecurity is addressed by entrepreneurs, for instance. In this process, they develop empathy and a better understanding of the resources available in their community through their personal experiences, local resources, and social connections.

Pacific entrepreneurship still exists because communities give it the social and capital volume it takes to generate a commercial product. According to one economic symposium, a Pacific Island community business strategy in Auckland involves a competitive edge, active partnerships, leadership, and recognizing that business development is not just about economics. It's a combination of emerging tertiary-educated groups and a group attuned to popular culture who's looking for a hybrid street Polynesian culture that fits poorly with conventional traditions, and it is that controversiality that drives and gives competitive edge (Cave et al., 2007).

Entrepreneurial perspectives reveal habitus-specific issues relating to the role of local governments, the reliance on local residents for operational stability, multiple goals, dual economies, the challenge between community values and entrepreneurial values, the preservation of tradition and values with a commercial awareness, and the inherent contradictions in cultural norms affecting business style and nature. A cultural entrepreneur operates in specific market conditions, offers goods and services that are primarily cultural, content-driven and less commercial in nature. Depending on the characteristics of cultural heritage, the cultural entrepreneur brings goods and services to market, organizes and runs it commercially or not for profit (Zaman, 2015). A cultural environmental, social, economic, and entrepreneurship policy is a strategic objective of cultural entrepreneurship. An important aspect of cultural entrepreneurship is creativity where the first priority could be cultural value, while the second priority could be economic value or vice versa (Zaman, 2015).

However, there are instances of market saturation and repetitiveness of the tourism product. The Maori population of New Zealand has developed a tendency to emulate existing Maori cultural attractions when developing new tourism products, as these products are consistent with themes of

Manatangitaor hospitality, drawing on familiar cultural settings and proven successful formulas (Cave et al, 2007). In the case of Australian Aboriginal and New Zealand Maori peoples, research indicates that this habit is so strong that it poses a risk that new tourism proposals that duplicate existing attractions may adversely affect the profitability of existing products without necessarily securing financial sustainability for the new to the mutual detriment. As a result, cultural entrepreneurship must continue to strive to create a more diverse product based on the resources provided, in order to avoid repetitiveness.

There are many Islanders who publicly and privately acknowledge that society is experiencing negative changes due to the loss of their cultural traditions and important cultural values. Thus, celebrating culture also reflects a lament for what is being lost (Cave et al., 2007). Developing the capacity to engage in the mainstream and be a part of the social and economic networks offered by that society, as well as utilizing the entertainment and leisure industries from an existing resource base as a means of doing so. There is great potential for these destinations to thrive and use tourism as a tool for the economy. Sustainable development in the sectors of culture and the environment will be significant in the preservation of these islands while expanding in the tourism industry.

Melanesian Islands: Racial Diversity

Melanesia's development has been greatly impacted by its colonial encounter with Europe. "Noble Savages" also influenced European images of Oceania, which glorified a "natural life," uncorrupted by civilization, and thus representing humanity's inherent goodness (Kabutaulaka, 2015). During the mapping of Oceania, Melanesia was the only subregion named for its inhabitants' skin colors: the "black-skinned people" or the "black islands." Polynesia and Micronesia are named for their geographical characteristics. As a result of European discourses about race that categorize humanity worldwide within a racial hierarchy in which "white" or "Caucasian" people are placed at the top and "black" people are placed at the bottom, the term "Melanesia" was deployed to invoke the concept of "blackness" (Kabutaulaka, 2015). An individual's "development" was determined by the degree to which it resembled or differed from European forms of government.

There are over a thousand languages scattered across New Guinea, the Solomon Islands, Vanuatu, New Caledonia, the Loyalty Islands, and Fiji, making up approximately one quarter of the languages spoken in the world today. One hundred languages are spoken in Papua New Guinea, 87 in the Solomon Islands, and 118 in Vanuatu (Fox et al., 2006). The term "language density" refers to the number of languages in relation to land area. Melanesia has the highest density of languages per square kilometer in relation to the land area on earth, with about 716 square kilometers per language (Fox et al., 2006). Diverse languages and cultures illustrate the need to preserve these elements through tourism rather than suppress to fit the convenient ideals of tourists. Sustainable development needs to be based on this diversity.

As negative representations of Melanesia continue to linger in scholarly and popular discourses, Melanesians are actively attempting to overcome the "savage" image and aspire to have a "place in the sun." Melanesians were compared to Africans in terms of physical features, morality, and social organization by Europeans, so the dark-skinned people in Oceania were treated the same way as dark-skinned people everywhere else.

In order to self-identify, they have appropriated the term "Melanesia" and altered the "native," creating "alternatives" (Kabutaulaka, 2015). Throughout the South Pacific region, state performance varies enormously. In contrast to Polynesian nations such as Samoa that have achieved relatively high levels of success after colonialism, Melanesian nations like the Solomon Islands have increasingly been categorized as 'weak', 'failing' or 'failed' (Reilly, 2004), due to their environmental natural disasters and political diversity and unrest. Based on a range of comparative studies carried out by economists and political scientists over the past few years, Reilly argues that differences in state performance across South Pacific countries can be explained in part by the cross-country variation in ethnic diversity between much of Polynesia and Melanesia (Reilly, 2004). According to the study, different kinds of ethnic structures are associated with different levels of political stability, economic development, and internal conflict in different countries. That creates implications for

tourism development because of the large diversity. However, if properly managed it could turn into a very profitable asset for these destinations.

Even though Melanesian countries have abundant natural resources, they lag behind in economic and social development (particularly Papua New Guinea and Solomon Islands). Economic mismanagement and weak governance are widespread problems in these countries. And the nations of Melanesia continue to suffer from the impact of colonialism. There have been some violent conflicts in Melanesia since World War II in the past decades (Fox et al., 2006). These include the violence associated with the demands for decolonization in New Caledonia in the 1980s; the coups in Fiji in 1987, 2000, and 2006; the conflicts in the Solomon Islands with the migration of Malaitan Islanders to Guadalcanal during the Second World War; and the ongoing violence associated with the demands for independence in West Papua.

Often, decisions made in foreign capitals (US, Australia, China, New Zealand) take place and this often does not translate directly to islanders and must be negotiated. Even though the United States remains influential in Pacific Island polities politically and economically, political opposition against its influence has followed a different course than during the decolonization of African and Asian countries during the wars of independence against European empires (Pollath, 2018).

The high number of armed conflicts in Melanesia results from poverty and inequality as an issue of economic class. Papua New Guinea, Solomon Islands, and Vanuatu have the lowest human development ratings (Pollath, 2018). Tourism can help revitalize the economy and some of these social problems because it contributes to the Gross Domestic Product (GDP) to a significant extent. Tourism contributes to economic growth because it increases economic activity, creates and sustains jobs, attracts investment, and regenerates and restructures economies with declining industries, and reduces poverty. If tourism contributes resources to host communities and does not compromise future generations' ability to meet their own needs, it can contribute to achieving the Sustainable Development Goals of the United Nations.

Tourism and Travel Industry

A common motivation for mass package tourists is to take part in the mixed, celebratory resort culture, or to enjoy the commercialized, fabricated, or pseudo-cultures of their host communities, or what is known as staged authenticity. As some forms of tourism become increasingly intense, and natural resources are being overexploited, the existence of tourism on a local or island level can be threatened. The majority of cases in which mass tourism is prevalent, it is shown to contribute significantly to the degradation of natural landscapes, the lack of adequate water supply, pollution of coastal zones, and the construction of massive infrastructure for transport and construction (Michalena, 2008).

Tourism development on islands has been primarily centered around economic aspects rather than social and human aspects, resulting in several examples of tourism failure due to overdevelopment and the encouragement of mass tourism. The behavior of complex adaptive systems, their unpredictability, their changing behavior over time, and the inevitability of surprises within the adaptive cycle was illustrated by Lim & Cooper (2009). By first gaining an understanding of island tourism characteristics, such as vulnerability, peripherality, and insularity, this "adaptive" approach can be applied to island tourism. As a result of the adaptive approach, destinations' elements, their environment, and their culture are catered to in a way that is beneficial to them instead of exploiting their resources to obtain the desired result.

In cultural tourism, tourists take part in recreational practices with rich cultural connotations. It includes appreciating foreign cultures, and doing cultural activities (Zhang, 2022). It is important for cultural tourists to learn new things during their trip, as well as to visit places that are popular with the locals. As a result of the tourism industry's impact on the natural environment, Hawaii has become a recognized nature-based tourism destination that has been able to sustain itself over time. Hawaii is often associated with nature and natural beauty and has been promoted as such for many years. In addition to the importance of developing environmentally friendly, nature-based sustainable practices, it is essential to conduct research on the perception of sustainability among tourists and the

willingness of tourists to engage in sustainable practices as well. (Linnes et al., 2022). Visitors are seeking a more authentic Hawaiian cultural experience, and the travel industry is seeking to differentiate itself from other sea and sand destinations by providing an experience that is unique. Providing the best products for sustainable tourism while preserving the authentic culture of a region is challenging for decision-makers, but it is also imperative.

Pacific Example–Development through Cultural Entrepreneurship and Community Engagement

While they are primarily marketed as sun, sea, and sand destinations, cultural dimensions of island resorts in the South Pacific add value and diversify the product for a variety of audiences. In addition to complying with legally mandated environmental standards, resort developments must also comply with national employment legislation. Socially and environmentally sustainable tourism initiatives should go beyond mandated environmental standards and involve close collaboration with and respect for local host communities who may have land and/or traditional usufruct rights.

By expanding nature-based opportunities in niche markets, such as diving or surfing, national tourism boards in the Pacific Islands seek to add value to the offerings of the islands. In addition, the interpretation of Indigenous and colonial places, as well as the interpretation of World War II (military) places both on land and underwater, is a way to capitalize on the opportunities presented by the local culture (Spennemann, 2021). Airlines and private publishing enterprises contributed to the promotion and support of this effort.

At the same time, heritage tourism has evolved from a traditional consumptive experience to an immersive and participatory one, both as a concept and as a product for example, a revival of Hawaiian culture is currently taking place through the performance of ancient chants and hula. Hawaii's big tourism boom in the post-war 1960s era, was characterized by three-fourths of its visitors arriving by air to the island (Fernandes, 2014). The island became more accessible, and a vast number of tourists wanted to explore this tropical paradise. As a result of the increasing number of middle class and lower middle class tourists visiting the Islands, Hawaii and things associated with Hawaii were increasingly downgraded as "kitsch". Among these "kitsch" items are colorful Aloha

shirts, tiki bars and Tin Pan Alley hapa-haole songs. This practice can be viewed as a degradation of Hawaiian culture as it leads to misinterpretations of Hawaiian culture (Agrusa et al., 2010). In order to preserve the "Aloha spirit" that attracts visitors to Hawaii, it is crucial to engage residents and obtain their support.

Community involvement in sustainable tourism development can be achieved through participatory planning, which involves identifying tourism-related issues, setting goals, and developing strategies to address them in collaboration with community members (Fernandes, 2014). Residents can also be provided with the knowledge and skills necessary to participate in tourism-related activities and decision-making processes through capacity building. There are many forms of capacity building, including training programs, workshops, and mentorships (Johnson & Snepenger, 1992). As a final note, community-based tourism initiatives that involve residents in the development and management of tourism activities can assist in creating a sense of pride and ownership among residents and promote the sustainable utilization of natural and cultural resources (Mowforth & Munt, 2015). In order for sustainable tourism development initiatives to be successful, community engagement is crucial. This ensures that all stakeholders, including residents, benefit from tourism in an equitable manner.

Cultural Tourism

Cultural tourism involves exploring and experiencing cultural attractions in tourist destinations (Buckley, 2012). Due to its distinct attractions, it develops aware tourism behavior, attracts tourists, and generates income for the locals (Richards, 2018). The concept of cultural tourism describes tourism activities in which tourists are motivated to learn, discover, experience, and consume tangible and intangible cultural products, services, and attractions of tourism destinations (Seyfi et al., 2020). In addition to architecture, literature, music, innovative industries, historical heritage, culinary heritage, cultural heritage, and living human culture, these outcomes and attractions are characterized by a distinctive set of spiritual, intellectual, and emotional characteristics of society. It includes its ways of living, values, beliefs, and traditions.

The role of cultural tourism in reconciling tensions between local, ethnic, and national communities has gained widespread theoretical recognition from researchers (Seyfi et al., 2020). A broader paradigm and appropriate approaches to environmental sustainability within tourist destination attractions is represented by it, which balances tourism management, heritage conservation, social pressures, and some aspects of economic development (Buckley, 2012). Culture tourism boosts the growth of host countries' incomes, and maintaining tourist attractions attracts domestic and international tourists, which promotes economic growth and preserves cultural heritage (Li et al., 2022). It promotes the preservation and celebration of local history, traditions, and culture, making it an excellent form of tourism for the local society. A local community can generate income and attract tourists by showcasing their unique cultural offerings, while simultaneously creating a sense of pride in their heritage by showcasing their unique cultural offerings. The development of small businesses and the creation of jobs may also benefit from cultural tourism in addition to providing economic opportunities for local residents. In order to facilitate cultural exchanges and understanding between tourists and locals, cultural tourism can promote mutual respect and appreciation for diverse cultures.

Ecotourism

Ecotourism is a form of sustainable tourism aimed at preserving and showcasing the natural environment and local culture. Tourism of this type is beneficial to the local community because it promotes economic growth while maintaining the environment and cultural heritage at the same time. In rural and remote areas where traditional economic activities are limited, ecotourism is capable of creating jobs and stimulating the local economy. It is also possible to increase support for conservation efforts by raising awareness about the importance of preserving the natural environment and cultural heritage. In addition, it can serve as a source of pride and identity for local residents by empowering them to take ownership of their natural and cultural resources.

"Eco-cultural island tourism," as used by many tourism scholars, refers to an increasing interest in alternatives to large-scale development that seek to offer a localized experience through

the utilization of island-based natural and cultural resources. Based on tourism studies, eco-cultural tourism forms a perspective of promoting sustainable tourism through the use of islands' eco-cultural resources (Hong, 2020).

Ecotourism involves visiting natural areas to enjoy and appreciate them while minimizing their impact on the environment and supporting local communities. The goal of ecotourism is to promote a responsible and sustainable tourism industry that benefits the local community as well as the environment (Miller & Joyner, 2017). A number of environmental benefits can be gained from ecotourism, according to Miller and Joyner (2017), including the preservation of biodiversity, the protection of fragile ecosystems, and the reduction of greenhouse gases. The development of sustainable tourism practices can also be contributed to ecotourism, which promotes environmentally friendly practices, such as reducing waste and utilizing renewable energy sources (Miller & Joyner, 2017).

Increasingly, ecotourism is becoming an important choice mechanism for tourists. Sustainable tourism involves maintaining the environment, fostering economic prosperity, and benefiting local communities on a social level. In order to attract visitors interested in the local attractions, an effective marketing policy must be in place (Romão et al., 2014). To develop tourism experiences in ecologically sensitive areas, we need not only environmental resources but also to maintain the integrity of our environment in the long run. In addition, there is emphasis on the potential for significant costs for local communities if competitiveness is based on overexploitation of local resources (Romão et al., 2014). Sustainable development may be related to this idea, as competitiveness of tourist destinations implies not only economic benefits, but also contributions to social cohesion and the preservation of natural and cultural resources (Yunis, 2006).

The ecotourism industry has a nature-oriented character, making it an ideal mode of tourism for nature lovers and environmentally conscious individuals. Tourism based on sustainability consists of environmental, economic, and social interactions that utilize natural and cultural resources. As an environmentalist alternative to mass tourism, ecotourism is based upon a comprehensive

understanding of nature, respect for it, as well as the pleasure it derives from it (D'Hauteserre, 2016).

A fundamental principle of ecotourism is respect, responsibility, and sustainability. As part of this sense of responsibility, tourists prefer accommodation at local houses, they prefer local cuisine and camping in nature, which all contribute to the overall value of this type of tourism. As a result of all of these factors, tourists are encouraged to adopt and comply with the local lifestyle without altering the environment in any negative way. In this way, ecotourism differs from hedonism in that it can contribute to local development without causing harm to the environment or local people (D'Hauteserre, 2016).

Considering the long-term benefits of sustaining competitiveness, Ritchie and Crouch (2003) write that "competitiveness is illusory without sustainability" and that we must take sustainability, local community, and sharing of benefits into consideration. A destination's competitiveness is determined by its ability to increase tourism expenditure, attract visitors while providing them with satisfying, memorable experiences, and do so in a profitable manner, while enhancing the well-being of the residents of the destination and preserving its natural capital (Ritchie & Crouch, 2003). There is an explicit reference to growth, consumer satisfaction, positive consequences for local communities, preservation of time and local resources in this definition (Miller & Joyner, 2017).

A destination's competitiveness and sustainability are inextricably linked. The destination must provide excellent value to visitors in order to compete effectively (World Tourism Organization, 2007). This requires many aspects to work together in harmony (Yunis, 2006). A visitor's value depends on a variety of services and experiences from the moment he/she arrives at the destination until he/she leaves, including public and private services, community interaction, and hospitality (Romão et al., 2014). Destination management requires alignment of different interests in light of a common goal in order to protect the integrity of a destination and ensure its potential for further development. The concept of sustainable tourism involves minimizing environmental damage, ensuring local welfare, and involving locals in decisions affecting their lives. As large hotels operate excursions, airport

transfers, and other functions on behalf of them, mass tourism threatens the environment and creates income inequality, promoting hedonic consumption at the expense of sustainability.

United Nations and Their Initiatives Towards Sustainable Tourism

Considering the rapid impact of climate change, a sustainable tourism strategy is essential for addressing these issues. By trusting and incorporating the elements and guidelines of the United Nations, as well as experts in the field in general, locals and cultural entrepreneurs can take steps towards practical change.

Blue economy aims to promote economic growth and conservation of marine ecosystems while utilizing ocean resources sustainably. As part of the United Nations Sustainable Development Goals, the concept of preserving and sustainable using oceans, seas, and marine resources for sustainable development is aligned. In addition to diversifying island communities' economies and promoting sustainable development, the Blue Economy provides opportunities for ecotourism and marine-based activities as well. In order to ensure the long-term sustainability of ocean resources and the benefits they provide to local communities, the Blue Economy requires a holistic approach that integrates environmental, social, and economic factors.

The Pacific Islands have also been affected by climate change in terms of biodiversity loss and ecosystem services loss. Ecosystem and biodiversity losses have inherent cascading effects on people and livelihoods and remind us that losses to the ecological system cannot be separated from losses to the interconnected social system. As the Pacific Islands experience reef losses. The Blue Economy in threatened, sustaining subsistence, fishing, and tourism livelihoods becomes (McNamara et al., 2021).

As part of the Blue Economy initiative, economic growth, social inclusion, and the preservation or improvement of livelihoods are promoted, while also ensuring that oceans and coastal areas remain ecologically sustainable (Blue Climate Initiative, 2022). It refers to the separation of socioeconomic development from environmental degradation and ecosystem degradation through ocean-related industries and sectors. Among the 17 Sustainable Development Goals (SDG), Goal 14

is Life Below Water, which calls for international cooperation to help keep the oceans in balance. As a result, a major challenge associated with the Blue Economy is to recognize that sustainable management of ocean resources requires cross-sector cooperation at a global level between nation-states as well as between public and private sectors. Economic opportunities abound in the blue economy. It also helps vulnerable states mitigate the devastating effects of poverty and climate change by protecting and developing intangible 'blue' resources like traditional ways of life, and coastal resilience (United Nations, 2022).

Culture landscapes and intangible cultural values must also be considered when assessing biodiversity and ecosystem losses and damages. Cultural heritage, Indigenous ontological worldviews, place-based knowledge, as well as learning platforms, sustenance, pride, and a sense of identity are all dependent upon complex and mutual interactions and ties between people and their environments (McNamara et al., 2021). In spite of the fact that many studies have been conducted throughout the world to date that address the impacts of climate change on physical cultural heritage, the impact of climate change on intangible cultural heritage such as cultural practices, traditions, and identities is an area of research that is growing.

A major challenge for an island's economy is the scarcity of resources, which poses the greatest challenge to the island's economic development. The decline in agricultural and mining product values on international markets, the extinction of multiple fish populations, and the changes in the nature of the coasts as a result of global warming suggest that tourism can be an economic catalyst for island states to develop. Increasing the use of tourism infrastructures and superstructures, as well as diversifying the products and markets, is a further challenge of economic sustainability. The rising cost of land is another concern, as residents are often forced to invest in foreign real estate markets. However, this can only result in increased migration and dissolution of local cultures, as well as a significant increase in land prices (Nesticò & Maselli, 2020).

It is common for islands to suffer from an insufficient number of electricity transport interconnections and high energy feeding costs in the energy field. In contrast, islands possess

abundant natural energy resources, making them ideal environments in which to demonstrate innovative energy projects.

Sustainable Development Goals (SDGs)

In response to unmet Millennium Development Goals (UN, 2018), the Sustainable Development Goals (SDGs) are a global framework for improving well-being that was developed. By 2030, the Sustainable Development Goals (SDGs) aim to end poverty, protect the planet, and ensure prosperity for all in the world as part of a new sustainable development agenda (UNWTO, 2015).

Considering the ways in which tourism may help progress sustainable development and the SDGs is important. Perhaps considering how the SDGs could disrupt the tourism industry is necessary in recovering from the pandemic. Furthermore, thinking about how COVID-19 may support building more resilient communities, and businesses, warrants attention, and the SDGs may serve as inspiration as well as a canvas for iterative critique as we move forward. We need to continue challenging the status quo as a result of the global framework (World Tourism Organization, 2019). SDG 12 Responsible Consumption and Production explicitly recognizes and supports the growth trajectory supported by capitalism (Boluk & Rasoolimanesh, 2022). For poverty and climate change to be addressed collectively, this emphasis does little to promote co-operation between the North and South. We need to recognize that neoliberal ideology as usual will not help us in this moment, as we attempt to overcome COVID-19 and its consequences (Boluk & Rasoolimanesh, 2022).

It should be noted that while the 17 Sustainable Development Goals are deliberately broad and comprehensive, hospitality firms in particular face a variety of cultural and legal challenges, as well as factors related to their personnel and customers (World Tourism Organization, 2019). Consequently, hotels are more likely to implement a narrow sustainability strategy that focuses on integrating sustainable operational activities into their current practices than adopting a broad strategy that seeks to create economic, ecological, and social value by working with stakeholders in partnership (Raub & Martin-Rios, 2019). Consequently, "one size does not fit all" and the 17 Sustainable Development Goals require regional and local differentiation (Raub & Martin-Rios, 2019).

One of the 17 Sustainable Development Goals (SDGs) adopted by the United Nations (UN) in 2015 is "Sustainable Cities and Communities." SDG 11 emphasizes the importance of inclusive, safe, resilient, and sustainable cities and human settlements. SDG 11 can be achieved by promoting sustainable urban development and improving the quality of life of tourist destinations. According to Gössling and Scott (2019), the tourism industry can contribute to the achievement of SDG 11 by promoting sustainable urban planning and development, as well as sustainable transport and infrastructure. According to the study, sustainable tourism practices, including the use of green buildings and the reduction of emissions and waste, can help reduce the adverse impacts of urbanization. It is also possible for the tourism industry to contribute to the well-being and resilience of communities as well as promoting cultural heritage and diversity.

UN's Sustainable Development Goal (SDG) 12, "Responsible Consumption and Production," was adopted in 2015. SDG 12 aims to reduce waste generation and ensure sustainable consumption and production patterns through prevention, reduction, recycling, and reuse. Considering the significant impact tourism has on the environment as well as local communities, the tourism industry plays a critical role in achieving SDG 12. The tourism industry can contribute in a number of ways to the achievement of Sustainable Development Goal 12 because of its sustainable tourism practices, such as reducing waste and emissions, promoting renewable energy sources, and supporting local economies, as Gössling and Scott (2018) explain. The World Tourism Organization (UNWTO) has also found that sustainable tourism can promote sustainable consumption patterns, including encouraging the use of public transportation, reducing plastic waste, and promoting locally sourced products, among others. As well as preserving cultural and natural heritage, Miller and Joyner (2017) emphasize the importance of sustainable tourism for protecting the environment.

Greece Example: Transitioning from Mass Tourism to Ecotourism

In most reports from Greek islands, it is noted that the conventional tourism model, centered on sun, sea, and sand, has proven insufficient to guarantee sustainability due to the limited economic benefits for local communities and growing environmental concerns. It is essential to conceptualize

sustainable tourism from a steady-state economic perspective that recognizes that economic development depends on a limited supply of natural resources. Thus, ecotourism should be viewed as a sustainable tourism development that is best suited to coastal protected areas, a concept that is not unrealistic for mass-tourism destinations in the Mediterranean (Kafyri et al., 2012).

As part of their efforts to reduce pressure on natural resources, protected area managers may benefit from ecotourism activities centered around the destinations' environmental assets (Pavlis & Terkenli, 2017). Visitors can be distributed more evenly throughout the year, local economies are diversified, environmental education opportunities are provided to visitors, volunteerism can be facilitated, and environmental conservation can be financially supported. Kafyri et al., revealed that foreign visitors' willingness to pay the conservation VAT (tax) was significantly influenced by this factor (2012). The study has encouraging findings regarding the transition from mass tourism to ecotourism in the study area of Paxoi and Antipaxoi, suggesting that satisfying experiences at a mass tourism destination can be compatible with a commitment to support environmental conservation financially.

The transition from mass tourism to ecotourism is realized in the case of small Greek islands encircled by protected areas where nature and landscape have not yet been degraded by tourism, and where managers of protected areas must mitigate the negative effects of tourism development in order to ensure sustainable futures.

An example comes in the case of Paxoi island, an island in the Ionian Sea that has over 200,000 olive trees, which are the island's main attraction, as well as the main source of income for the islanders. On the islands of Paxoi and Antipaxoi, high levels of pro-environmental intentions were found among both Greek and foreign visitors, suggesting the transition from mass tourism to ecotourism is feasible. The Greek visitors preferred to pay for the conservation VAT with local products, which suggests that they were willing to support the local economy in a significant way. The satisfaction level of foreign visitors was extremely high, which influenced their willingness to pay the conservation VAT (Kafyri et al., 2012). Consequently, being satisfied with current experiences in a

conventional tourism development mode could be compatible with a financial commitment to environmental conservation. In general, the study indicated that ecotourism can be a viable option for small Greek islands with environmental protection status, which are being developed according to conventional tourism paradigms despite having environmental protection status. As this project focuses on small islands and small island nations, the case study of Paxoi and Antipaxoi islands illustrates how ecotourism can be a sustainable alternative to mass tourism. In creating new businesses, entrepreneurs must keep this aspect in mind as it benefits not only them, but the environment and the local community as well.

Threatened by Climate Change

Environmental threats to tourist destinations include climate change and natural disasters (One Planet Network, 2022). Actions intended to monitor and report CO2 emissions from tourism, introduce science-based targets, accelerate the decarbonization of tourism operations, and partner with the tourism sector to reduce carbon emissions. Increasing population, economic development, and increasingly unsustainable environmental management practices in urban areas lead to a significant disturbance of ecosystems, including mangroves and coral reefs, as well as island dynamics. (Duvat et al., 2020) Rapid urbanization and infrastructure construction have dramatically altered the configuration of some islands, affecting their natural dynamics.

Mediterranean Example

The perception of the Mediterranean region as a hotspot is influenced by a variety of factors, attracting a large number of tourists for a variety of reasons, including: environmental hotspots, particularly along the coast and in the marine, as well as climate change hotspots, since warming trends are occurring 20% faster than the global average (Leka et al., 2022). With the lowest percentage of natural vegetation remaining in the world, along with rapid urbanization rates that negatively impact rural and natural areas, this region is a biodiversity hotspot. Due to overpopulation and overtourism, water resources in this hotspot are constantly under acute pressure, and they are further deteriorating.

Tourism Carrying Capacity (TCC) refers to the threshold of tourism activity a location can sustain, before damaging the environment. According to Leka et al., TCC refers to "a maximum number of tourists that visit a specific area and take advantage of its contents in a manner that does not cause unacceptable and irreversible changes to the destination's environment, society, culture, and economy, nor does it diminish the tourist experience quality", the concept is the same (Leka et al., 2022). The life cycle of tourism may, however, be terminated if a tourist destination exceeds its dwelling capacity.

In regard to the Mediterranean region, assessments of overtourism's impact on destinations, which are evident along its extensive coastline and island complexes, reveal a sort of trapping into a resource-intensive tourism model throughout the region, posing a threat to local coastal ecosystems that are fragile and vulnerable (Leka et al., 2022). Taking into consideration the important role tourism plays in the local economies of these peripheral and, often, lagging-behind destinations, this is especially true for islands' coastal zones.

The effects of climate change on our daily lives have been significant. One consequence has been the decrease in the availability of water resources in some areas, particularly the Mediterranean Basin. It is likely that rising air and sea temperatures will promote longer tourist seasons in the Mediterranean, resulting in increased tourist arrivals and increased revenue (Atay & Saladié, 2022). Additionally, it will result in increased usage of natural resources. In the Mediterranean Basin, conflict between socioeconomic sectors that rely on water could worsen if this trend continues.

Pacific Sustainability

The concept of sustainability is best understood as a complex social and ecological process involving resource utilization and production, human agency, and the desire or ability to remain in an area (Cramb & Thompson, 2022). Rather than developing a synchronous state of sustainability, a sustainable socio-ecological system adapts and changes over time to ensure its viability as it evolves. To achieve sustainability on islands, landscapes must be transformed, and marine and terrestrial resources must be managed carefully. Several international agreements, to which the majority of

Pacific Island Countries are signatories and active partners, recognize small island developing states as a special case for sustainability (Corcoran & Koshy, 2010). The results of many regional and national assessments conducted within the context of such international agreements indicate that a number of factors have a significant impact on sustainable development in the South Pacific.

In order to achieve sustainability, three-bottom-line principles need to be followed - aiming to create economic, ecological and social value simultaneously (Erikson, 2012). and tourism industries have substantial impacts on communities in terms of social, economic, and environmental factors (Akenji & Bengtsson, 2014). In the field of sustainability, various streams of research, including eco-hospitality, green practices, and sustainable hospitality, have addressed the relationship between hospitality and sustainable development (Erikson, 2012). According to the existing literature, sustainable development impacts a variety of outcomes, including sustainable innovation, economic and financial incentives, guest satisfaction, natural resources, regional development, supply chains, recycling, and food waste management. Given the multiple contexts in which tourism has an impact on local environment, culture, and economy, industry engagement is crucial in meeting the SDG goals.

In my primary research and the interviews, I conducted, the insights I gathered brought to the forefront some recurring problems and concerns that have either not been addressed, or the current solutions have not been working or been implemented efficiently. My interviewees also provided me with resources and solutions that could be useful based on their experience. I have accumulated all their insights along with useful information from my secondary research to create a tourism consultation with steps for aspiring cultural tourism entrepreneurs to start their tourism business and incorporate to their business plan to help towards eliminating these recurring problems for the betterment of their island communities.

Asia-Pacific business models influence sustainable development practices in the Pacific region. Cultural heterogeneity constantly changes Asia-Pacific business models' value-creating logic and innovation practices. In Asia-Pacific, business models are meant to stimulate context-specific

innovation so they can create value constantly and dynamically. A focal firm's entrepreneurship must embody indigenous cultural norms, values, and beliefs in order to interact dynamically and continuously with local bureaucratic systems (Chin et al., 2021). Making an entrepreneurial plan that is sustainable requires taking these elements into consideration.

Research on sustainable management in hospitality also shows that too many firms are primarily motivated by short-term economic gains (Bruns-Smith et al., 2015). In order to reduce hotel energy consumption, the World Economic Forum recommends adopting more efficient technologies per hotel room in order to reduce costs through sustainability initiatives, so that "the use of existing mature technologies in lighting, heating, and cooling can significantly increase hotel energy efficiency, resulting in significant reductions in carbon emissions" (World Tourism Organization, 2019). Unlike sustainable management, which focuses on the economic aspect alone, sustainable management should apply sustainable business practices to the three bottom lines - people, planet, and profit (Bruns-Smith et al., 2015).

Benefits of Sustainable Development

To ensure the same quality of life for future generations as we do today in Western civilization, global environmental and social action is required. Using 17 Sustainable Development Goals (SDGs), the United Nations (UN) hopes to end poverty, protect the environment, and ensure prosperity for all by establishing 17 Sustainable Development Goals (SDGs). The Sustainable Development Goals emphasize the role of companies in contributing to society's unsustainable state. By producing goods and services responsibly, they will be able to accomplish more with less.

During the past few years, the tourism industry has seen steady growth around the world. In 2017, tourism growth was higher than that of the global economy (World Tourism Organization, 2018). Tourism contributes 10% to the EU's GDP and creates 26 million direct and indirect jobs (European Travel Commission, 2021). However, the current tourism development is unsustainable and contributes 5% to global greenhouse gas emissions (UN Environment Programme, 2018). As a result of accommodations, 21% of climate change is caused, and they contribute about 30% to CO_2

exhaustion in the Netherlands (Schmidt, 2019). An organization must manage its resources in such a way that it maximizes economic, social, and environmental benefits to meet the needs of the present while protecting and enhancing the opportunities for future generations to come in order to be sustainable. As a way of taking care of this, an organization can implement Corporate Social Responsibility (CSR) principles. In corporate social responsibility, a company is required to contribute actively and voluntarily to the improvement of the environment, social, and economic conditions, and to be accountable to all its stakeholders when operating and undertaking business activities (Carroll, 2015).

The tourism industry creates jobs, increases income, preserves cultural heritage, and conserves biodiversity, all of which contribute significantly to the sustainable development of island destinations. According to the World Travel and Tourism Council (WTTC, 2020), tourism contributes about 10.4% to global GDP and generates one in ten jobs. Tourism that is sustainable offers many benefits, such as the creation of jobs, the increase of tax revenue, and the multiplier effect on the economy.

Aside from direct economic benefits, sustainable tourism can also generate indirect ones. As a result of the multiplier effect, tourism generates additional economic activity in local economies. Business opportunities, jobs, and taxes are increased as a result of the multiplier effect. Naisali & Pratt (2016) conducted a study that found that tourism generates a multiplier effect of 1.7 (70 cents for every dollar tourists spend locally), which means every dollar tourists spend generates 70 cents for the local economy.

The sustainable development of island destinations can be significantly influenced by tourism. According to the Greek National Tourism Organization, 33 million tourists visited the Greek islands in 2019, generating €18 billion in revenue and contributing 20 percent to the country's GDP. Tourism practices that are sustainable can provide employment opportunities, generate income, and preserve biodiversity and cultural heritage. To promote local traditions and provide authentic experiences for visitors to the Greek islands, small-scale cultural enterprises such as handicrafts and traditional

gastronomy can be developed. As a result, cultural tourism can grow in Greece, which accounted for 25% of the total tourism revenue in 2019 (Greek National Tourism Organization, 2021).

Sustainable tourism can also contribute to economic growth on small South Pacific islands, such as Vanuatu, where 40% of the country's GDP and 26% of the workforce are employed by tourism (World Bank, 2021). With ecotourism and adventure tourism, natural resources can be conserved and biodiversity preserved, leading to increased tourism revenue and sustainable tourism products. In addition, sustainable tourism can promote cultural entrepreneurship and the development of authentic tourism products by preserving cultural heritage, like traditional dances, music, and handicrafts.

The long-term indirect benefits of sustainable tourism can also be significant in addition to direct economic benefits. A study conducted in Samoa found that every tourist dollar spent in the country generates an additional 72 cents in the local economy, which results in increased business opportunities and job opportunities (Pacific Economic Bulletin, 2017). Furthermore, sustainable tourism practices can promote responsible consumption and production, contributing to the preservation of cultural heritage and natural resources for generations to come.

<div align="center">**Conclusion**</div>

By ensuring that current needs are met, sustainable development ensures that future generations will be able to meet the needs of their people for the years to come. Sustainability in tourism is defined as the process of maximizing the utilization of natural resources while simultaneously preserving natural heritage, biodiversity, the economy, and rural communities (United Nations, 2022). Therefore, a truly responsible tourism strategy should provide a greater amount of benefits than negative impacts, taking into account the needs of both visitors and local residents. Sustainable tourism, both environmentally and culturally, is essential to preserving the natural and cultural treasures of these destinations, including the ancient Greek ruins and indigenous societies in the Pacific. To attract tourists and support their economies, host countries must protect their cultural

heritage and natural resources, since these assets are their most valuable assets in terms of economic development and growth.

The majority of tourism and resort development involves leasing land from local communities with land use caveats and the provision of goods and services sourced from local communities as stipulated in many lease agreements. In spite of the fact that the local community can serve as custodians and advocates for heritage sites within a resort that has leasehold land, heritage custodianship is based on the current generation's social relevance (Spennemann, 2021). If the destination is to be developed sustainably, this is an aspect that needs to be considered in order to determine how the local communities will benefit from the process.

When Malolo Lailai was established in Fiji in the late 1960s and early 1970s, it was a largely unregulated pioneering time. In Fiji, Malolo Lailai, which is also known as Plantation Island, is the second largest and most developed island in the Mamanuca archipelago. Despite the development of environmentally and socially sustainable tourist developments in nearby Mamanucas and Yasawas, Malolo Lailai's concept has not changed, which continues to rely on the "tried and true" model of sun, sea, and sand (Spennemann, 2021). Throughout the discussion and reflection regarding Malolo Lailai's development and associated narratives, the key role of individual agency has been highlighted in situations where a resort's land is freehold, without community obligations, and where its foundations were built at a time when environmental protection and planning controls did not exist. A sustainable tourism development in such a setting depends on the developer's moral compass and development philosophy (Spennemann, 2021). This study shows the importance of not only attracting the right type of tourism to the destination, but also the right and 'mindful' professionals and agencies to work on the development, to ensure that all practices align with the values of the locals.

Small islands are prone to vulnerabilities that are innate and 'natural' rather than reliant on the dominant economic and political environment in the world (Petridis et al., 2017). For example, in a relatively short season, the Greek island of Samothraki attracts approximately 40,000 tourists each year (Petridis et al., 2017). That results in over tourism and exceeding the carrying capacity of the

island. It is a mountainous island in the NE Aegean, Greece, with residents who are mainly involved in agriculture (primarily livestock keeping) and seasonal tourism. Both the local administration and the majority of the inhabitants share a strong sense of place identity and, while the local administration wishes to develop economically, it wishes to do so while respecting Samothraki's cultural and natural heritage. A significant majority of the island's visitors support a conservationist scenario for the island's future, an even more pronounced trend than among island residents.

The local community is not a hierarchical organization which can be centrally 'planned' or 'managed'; rather, it is a network of actors (internal and external) and forces (attractors) with variable strengths that pull and push in different directions (Spilanis et al., 2009). Thus, it is very important to include the natives and locals in the development planning process to make sure their values are incorporated and respected, and any practices implemented are firstly beneficial to the local communities. It is important to involve a community in the planning and operation of an initiative or within ownership structures. Communication between all stakeholders is vital, but these goals must not be allowed to detract from the goal of delivering benefits (Murphy, 2013). Despite the fact that tourism initiatives do not necessarily have community ownership or control, they can still benefit the community effectively. Involvement of communities and significant community participation at all stages of the initiative, regardless of whether the initiative is located in a developed or developing country, is argued to give stakeholders a better chance to contribute to the development of the community and achieve maximum benefits. Community involvement is also argued to be crucial to sustainable tourism development (Jones, 2005). Overall, sustainable tourism can provide significant economic benefits to island destinations. However, it is important to implement sustainable tourism practices in a way that respects local cultures and protects the environment, ensuring a sustainable future for island destinations.

As defined by Phillipson & Pancholi (2013), cultural entrepreneurship involves applying entrepreneurial skills and knowledge in the creation, management, and growth of cultural ventures that are driven by a combination of cultural, artistic, and economic goals. As part of cultural

entrepreneurship, opportunities are identified, value is created, and economic benefits are generated by leveraging a community's cultural heritage and creative potential. Cultural innovation and experimentation are processes that require risk-taking, creativity, and collaboration among diverse stakeholders in order to achieve success. The cultural and creative industries, which are increasingly recognized as important drivers of economic growth and social development, are often associated with cultural entrepreneurship.

The importance of cultural entrepreneurship in sustainable tourism development lies in its ability to provide businesses and opportunities for local communities to benefit from their cultural heritage while preserving cultural traditions and values. Through various activities such as food and wine tours, handicraft workshops, music and dance performances, and cultural festivals, visitors are able to interact with local culture and traditions for a more authentic and immersive travel experience. In addition, cultural entrepreneurship can contribute to the creation of a local cultural economy that generates income and employment opportunities.

According to Galindo and Méndez (2014), entrepreneurship refers to "creative destruction" as it seeks to replace existing products or services in the marketplace with a superior one. The ability to innovate, to create a new product or service and introduce it successfully to the marketplace to grow one's business, is seen as a distinguishing feature for entrepreneurs. Opportunity recognition, innovation, and risk-taking are seen as essential. Developing bilateral and multilateral cooperation through cultural heritage contributes to decreasing economic, social, scientific, and environmental disparities between developed and developing countries (Li et al., 2022). The knowledge and entrepreneurship of cultural heritage assets require detailed research into their typology, volume, structure, and evolution, as well as effective quality management strategies, including institutional and legal frameworks, national and international benchmarking procedures, and standards (Ratten et al., 2019). Besides generating economic, cultural, and social benefits, entrepreneurship also leads to increased employment, increased competitiveness, and sustained economic growth. Starting a business in the field of cultural heritage activities involves a number of factors: an appropriate market,

financial obstacles, learning new skills, and difficulties associated with starting a business (Richards, 2018).

Through the development of new and innovative products, services, and processes, cultural entrepreneurship creates and manages cultural tourist experiences and attractions. As well as diversifying the tourism industry and developing new tourist experiences, cultural entrepreneurship can also attract new markets and create jobs, as well as stimulate economic growth (Buckley, 2012).

Cultural entrepreneurship can play a significant role in revitalizing cultural heritage, preserving local traditions and values, and giving tourists a sense of place, according to Hall and Sharpley (2015). In addition, cultural entrepreneurship can also aid in the development of sustainable tourism practices, as entrepreneurs prioritize preserving cultural heritage and natural resources to maintain the attraction's appeal. Furthermore, cultural entrepreneurship can promote cultural awareness and create employment opportunities for local communities. According to Kwok and Law (2010), cultural entrepreneurship can empower local communities by allowing them to use their heritage as a source of income and pride.

Since locals have the best experience and education in terms of their local people, values, culture, and environment, this study aims to promote cultural entrepreneurship within local communities. The insights I gathered through my interviews brought to the forefront some recurring problems and concerns that have either not been addressed, or the current solutions have not been working or been implemented efficiently. My interviewees also provided me with resources and solutions that could be useful based on their experience. I have accumulated all their insights along with useful information from my secondary research to create a tourism consultation with steps for aspiring cultural tourism entrepreneurs to start their tourism business and incorporate to their business plan to help towards eliminating these recurring problems for the betterment of their island communities.

CHAPTER 3

METHODOLOGY

Introduction

The primary research I conducted involved interviews with locals and business stakeholders from both the Greek and Pacific islands. Interviews took place either through video or telephone, and the interviewees were asked questions about sustainability, cultural and business values, trends, concerns, and challenges. Depending on the interviewee's experience and area of expertise, the discussion varied. With the phenomenology theory and dialectical approach, I collected qualitative data and analyzed them using discourse analysis. In addition to conducting interviews, I also used secondary resources from previous studies that relate to the topic, as well as already established government initiatives and organizations, which I obtained from previous studies.

The ultimate purpose is to use the insights gathered from the interviews to create a tourism consultation with certain steps for upcoming entrepreneurs to incorporate into their business plans in order to not only have a successful and sustainable business, but also help towards eliminating the recurring problems that the stakeholders had noticed, for the betterment of their island communities.

Phenomenology

Taking a phenomenological approach has been practical in capturing the interconnectedness of tourist economies. In phenomenology, there is the study of meaning and nature of things (Throop et al., 2021). A phenomenological researcher aims to provide a rich textured description of lived experience by focusing on how things appear to us through experience or in our consciousness. In addition to contributing to anthropological theory, phenomenology has provided anthropologists with conceptual resources for thinking and writing about the interconnectedness between human beings. 'Experience' is the shorthand for phenomenology's focus for this study (Wojnar & Swanson, 2007). Through interviews with stakeholders (locals, tourists, businesses and the government) experience of tourism and sustainability will be explored.

Tourism and hospitality research has recently seen an increase in interest in phenomenological approaches. Pernecky & Jamal suggest a phenomenological approach to tourism research, the discovery of greater meaning of personal experiences through tourism and leisure research (2010). In order to develop a collaborative sustainable development plan, the lived experiences of locals, tourists, government officials and businesses in the Pacific and Mediterranean must be investigated and analyzed.

As a result of the philosophical and methodological foundations of phenomenology, hospitality, tourism and event research can gain a deeper understanding of experience and further insight (Throop et al., 2021). A phenomenological approach is a qualitative approach that explores the universal essence of things. By suspending preconceived assumptions about the phenomena, researchers examine the everyday experiences of people.

Phenomenology's attention to experience draws our understanding to highlighting how meaning is co-constructed through experience. The United Nations initiatives, such as the High-level Political Forum on Sustainable Development (HLPF), the 10 Year Framework Programmes on Sustainable Consumption (10YFP) and the World Tourism Organization (UNWTO), along with the United Nations Development Programme (UNDP) that discuss tourism's role in achieving the 17 Sustainable Development Goals (SDGs), were researched and further analyzed through the phenomenological approach, to help develop a collaborate plan for sustainable development. SGSs represent global goals, and by conducting interviews and conducting research between Pacific and Greek cultures, I was able to identify and interpret certain elements that could be applied to both destinations and cultures in order to formulate an implementation plan that is beneficial to both destinations and stakeholders alike.

Knowledge is treated as a critical matter by qualitative methods, which acknowledge the influence of history and culture, and appreciate how intersubjectively knowledge is constructed. A set of qualitative methods is influenced by the philosophy of phenomenology. The phenomenological method emphasizes the rich description of some aspects of experience by means of language.

Nevertheless, phenomenology has developed in different directions, and phenomenologically inspired methodologies can differ depending on the specific strand of phenomenology that informs them, in this study on how the stakeholders from different cultures experience tourism and sustainability.

Several researchers have sought to better understand experience within the context of hospitality, tourism, and events. In tourism studies, it has provided a theoretical framework for understanding or describing the lived experiences of tourists and guests, locals and hosts, service providers, and anyone else involved in the tourism industry. The emphasis shifts from simply describing what we see in the world to describing how we experience objects and the world, as well as the meanings they hold (Pernecky & Jamal, 2010).

In the interpretative and dialogic approach in phenomenology, the researcher is guided by hermeneutic phenomenology in order to interpret and understand lived experiences, to search for meaning, analyze, critique, and negotiate between theory and data (Jackson et al., 2018). An interpretive task requires the use of interviews and participant observation, as well as the development of rich descriptive material aimed at elucidating meaning and understanding (Jackson et al., 2018). The use of co-construction, reflexivity, and historicity are important principles for this approach.

Grounded Theory

Based on interviews with locals, businesses, and government officials involved in the development of sustainable island tourism on Greek and Pacific islands, the grounded theory approach was used to analyze the primary data. The data I was gathering in each interview, altered slightly the discussions and interview questions I was asking the following interview based on the information I had previously collected. It was the right theory for my project since the theory is developed using the data collected from study participants, rather than by imposing preconceived notions or theories (Charmaz, 2014). Therefore, the theory is based on data collected during research.

The use of grounded theory is particularly appropriate for this study, since it allows for the exploration of the perspectives and experiences of local communities, businesses, and government officials involved in sustainable island tourism development. Through interviews with these stakeholders, we can gain a deeper understanding of their views and experiences, which will allow us to develop a grounded theory of island tourism entrepreneurship that is sustainable.

A grounded theory approach involves several stages, including data collection, coding, categorization, and theorizing (Charmaz, 2014). I used semi-structured interviews to collect data in this study, which offered flexibility in exploring participants' experiences and views, while also ensuring that key themes and issues were addressed. I used a constant comparison process to identify patterns and themes emerging from the data collected from the interviews.

I developed a grounded theory of sustainable island tourism development in Greek islands and Pacific islands through this process of coding and categorization. Based on the interviews, this theory provides insights into the factors that determine whether sustainable island tourism development initiatives succeed or fail. As a result of this theory, policymakers, businesses, and local communities can better understand the strategies and approaches that will be most effective for developing sustainable tourism on islands.

Research on sustainable island tourism development can be conducted using the grounded theory approach as a valuable method overall. This approach allows us to construct a theory based on the experiences and perspectives of stakeholders involved in developing sustainable tourism on Greek and Pacific islands.

Interviews

I conducted interviews with locals, tourists, businesses, and government officials by telephone and camera. I taped and transcribed the interviews, and I used them to gain an understanding of how locals, tourists, businesses, and the government view tourism. An important aspect of the study is ensuring that the consultation plan is aligned with the culture values of the destinations. Through the lens of phenomenology, I analyzed and compared discourse to find similarities and differences. I

asked locals about their values, businesses were asked about economics, the government was asked about sustainability.

Since the target population was difficult to reach, I used snowball sampling. This method involves identifying and recruiting initial participants, then asking them to refer other potential participants who meet the study's inclusion criteria. I was able to reach hard-to-reach populations and individuals who may be reluctant to participate. By using the snowball sampling technique, participants who were not accessible via traditional probability sampling methods could be identified and recruited. Furthermore, snowball sampling enabled me to establish rapport with participants and to conduct in-depth interviews to gather rich and detailed data.

Through the analysis of narrative data, identifying common themes and perspectives as well as recognizing individual differences, qualitative research explores and understands people's experiences from their own perspective (Hadjistavropoulos & Smythe, 2001). I was able to gain in-depth knowledge and understanding of a particular issue through this approach (Ryan, Coughlan, & Cronin, 2009). As a data collection method, interviews are frequently used in qualitative research to explore a phenomenon. Furthermore, qualitative interviews can reveal significant issues from the perspectives of participants that can then be addressed to improve the lives of participants. Kvale (1996) defined interviews as an exchange of views between two individuals regarding a topic of mutual interest. As a data collection method, interviews emphasize the significance of human interaction for knowledge production and the social context of research data. In qualitative interviews, information regarding the chosen topic is gathered through the interaction between the researcher and the participant.

In response to the story the participant provides, new questions are often generated as a result of the open ended, flexible questions (Kvale, 2006). Using qualitative interviews, participants' experiences and perspectives will be explored in greater depth (Kvale, 1996) in order to gain a deeper understanding of the world. In particular, individual qualitative interviews are particularly useful in exploring sensitive topics that participants may not feel comfortable discussing within a group

setting (Gill et al., 2008). A significant benefit of qualitative interviews in qualitative research is their ability to provide an insight into participants' experiences.

In my research, interviews are an integral part of the data collection process that will enhance the credibility of my study by providing insights from experts in the field I am examining. The process of interviewing some of the stakeholders involved in my research assisted me in gathering concrete information and knowledge. By applying the phenomenological approach to my project, I take into account the viewpoints of my stakeholders and their opinions are essential to the development of an implementation plan that will benefit them. The main component of my study is the involvement of my stakeholders, and conducting interviews and conversations with them will provide me with more valuable insight than merely gathering secondary data. They provided me with aspects that I needed to use and in the process I was able to identify in more detail topics that I can assist with while highlighting concerns and opportunities resulting from their experience.

I conducted interviews in order to get the perspective of the locals, businesses and the government on tourism, values, and sustainability. The purpose was to gather information on what is currently being done in Greece and the Pacific islands on tourism development and how they experience their sustainability element in terms of culture and environment. The interviews through the lens of phenomenology showed how these individuals experience tourism, which led to conclusions by finding a middle ground among all of the different perspectives and experiences that are beneficial and effective for the destinations.

The individuals who I interviewed included people I personally know or I was able to get access to through personal resources. In regard to Greece, I interviewed wine makers Stelios Boutaris and Yiannis Paraskevopoulos from Santorini Island. From Ios island, I interviewed Kalli Lambara who is an airbnb owner, and Mary Triantafyllopoulou, hotel owner and winemaker in Kos Island, who is also involved in the government. Moreover, Zoi Sevropoulou who is a hotel and airbnb owner in Mykonos Island. I also interviewed Minas Tsaparian and Konstantinos Ziakas of DER Touristik company, Georgia Zouni, a tourism professional and professor in the University of Piraeus,

as well as Dr. Ioannis Pappas of the Global Sustainable Tourism Council (GSTC). I also interviewed Jordan Bem of Moliving Inc, a sustainable nomadic hospitality company, in order to get some insights from his expertise in sustainability from a business side.

For the Pacific islands, I interviewed locals Dawn Wahinekapu from Hawaii, Papela Laulu and Christina Nansen from Samoa, and Geret and Malia Lund from Tonga, who are also business professionals. Moreover, I interviewed Sunishma Singh, the sustainability officer at Tourism Fiji and Tupa'i Robert Ah Sam from Samoa Tourism. I also got the chance to interview Misi Sancle Tetitain Matile, the owner of Namu'a island, and Dennis Chan Tung, a businessman and government official in Samoa. Finally, I interviewed Dr. Kelly Bricker, tourism professor in Arizona State University, founder of Rivers Fiji and also member of the Global Sustainable Tourism Council (GSTC).

The interviews followed similar semi-structures that include the same themes. I initially asked all the participants on the values of their culture, the values of their business, and/or the values they believe are necessary for the wellbeing of their society in accordance to sustainability also. I also asked them to provide their personal definitions of sustainability, as well as how they experience it. Moreover, I asked them about their perceptions of tourists and the tourism industry, what needs to be done better and also the role of the government. I also asked them whether the government and regulations have had a substantial impact on the society and the effects of tourism on the local community. I asked them to provide me with the challenges they believe are the most crucial, the trends they see for the future, as well as what they want to see being done better. Furthermore, I asked the business professionals to give advice for upcoming entrepreneurs in the tourism field as well as resources they could use. This element in accordance to the problems and challenges that were mentioned is very important and consultation that this study will provide will draw from that along with current guidelines and resources that are in place currently.

I conducted all interviews via phone call or zoom meeting. I created transcripts for all the conversations and used the information that the individuals provided me with to base my plan around that as well as whether there are already initiatives in each destination that tackle certain problems

addressed. The full transcripts can be found in the appendix, since summarized tables of the transcripts are used in this paper.

Discourse Analysis

Conducting discourse analysis requires examining the assumptions and the ways in which people make sense of things on a regular basis. The process involves the development of a spirit of skepticism and an analytical mentality. Discourse analysis involves examining how language functions in different social contexts and how meaning is created. Communication can be defined as written or oral, as well as non-verbal aspects such as tone and gesture. In this study, the interviewees' language will be used to analyze the way they perceive and experience tourism in their own culture and the culture they are visiting (Alvesson & Kärreman, 2011). Tourism involves people from different cultures coming to a destination and thus they experience differently based on their backgrounds, upbringings, and personal views of life. This is important to understand what needs to be done for development to ensure everyone has the best experience possible, without deteriorating the environment or displacing the host community.

In discourse analysis, texts are analyzed qualitatively and interpretively. The texts that will be analyzed in the research include studies already been done as well as the transcripts of the interviews. In contrast to other areas of language study, discourse analysis focuses on a running conversation involving a speaker and listener rather than individual parts of language (such as words and phrases in grammar or parts of words in linguistics). Context and content of a conversation are taken into account when conducting discourse analysis (Putnam, 1987). Social and cultural context may include the speaker's location at the time of the discourse, as well as nonverbal cues such as body language, and images and symbols in the case of textual communication. Since the interviews, or conversations that will be conducted for this study will mostly be via phone or video calls, non-verbal cues will not be examined. However, for the interviews that will be in person, some of these elements may be examined also, to help in the understanding of how the individuals feel about the topics discussed.

As well as describing, interpreting, explaining and criticizing discourses, discourse analysis aims to understand and describe how discourses develop and what consequences they have on the phenomenon being examined, in this case tourism and sustainability. According to Winther Jensen and Phillips 1999, linguistics is a way of talking and understanding the world or an internally consistent way of thinking (Putnam, 1987). When people interpret a situation and talk and act in it, they use this structuring scheme to better understand the world and themselves. Having conversations with people from different cultural backgrounds, different schemes will most likely be used by each and they need to be taken into consideration when forming conclusions.

Dialectical Approach

Dialectics is often used to describe the relationship between individual and social analysis in developmental literature. According to dialectic research, tensions may arise among the views of different cultures, in this study, Pacific islanders, Greeks and tourists from around the world; one's self-understanding and social roles may be misaligned. For example, locals may find it hard to relate to tourists and their actions, and vice versa. Some of tourists' actions and tendencies may be unreceptive by the tourists, creating hostility among them.

Dialectic analysis is meant to be generative; it searches not just for answers, but also for questions, by taking at least two elements into account in a way that focuses on conflict, discordance, and asynchrony instead of attempting to find compatibility (Seaman et al., 2017). In a dialectical framework, contradictions are what drive change, so research should be focused on them. The contradictions among the locals and the tourists are what will help in the creation of an implementation plan that can benefit everyone. In dialectical research, it is about examining and comparing competing viewpoints, ideas, or arguments to discover the "truth."

A dialectic assumes that one can come up with an explanation for any set of facts and data by developing a thesis and an antithesis, in this case the different viewpoints. Facts and data can lead to conflicting models, and both have valid claims to truth. Conflicts arise from how people interpret facts and data (Seaman et al, 2017). A dialectical approach requires identifying competing models and

looking at them in depth. These models have to emerge from the respondents, not from their questions or their categories (Mumby, 2005). Those are the data that will be analyzed, not the questions or categories asked by the interviewer.

CHAPTER 4

DATA COLLECTION

In my research, I interviewed stakeholders from both Greece and the Pacific that identify as locals and businesses. I also reviewed current government initiatives that relate to sustainability and tourism. The insights I gathered brought to the forefront some recurring problems and concerns that have either not been addressed, or the current solutions have not been working or been implemented efficiently. My interviewees also provided me with resources and solutions that could be useful based on their experience. I have accumulated all their insights along with useful information from my secondary research to create a tourism consultation with steps for aspiring cultural tourism entrepreneurs to start their tourism business and incorporate to their business plan to help towards eliminating these recurring problems for the betterment of their island communities.

In order to collect data, I conducted semi-structured interviews with my stakeholders, including telephone interviews, video calls and written questionnaire responses. They flowed more like a conversation than an interview, with the participants taking me where they wanted me to go and telling me their stories. My main topics during each interview covered sustainability, values, government involvement, concerns/ challenges, trends, what they wish to see improved, and recommendations/ advice. Based on the interviewees' expertise, we discussed certain themes more than others, and also added extra ones. Interview questions and their sequences varied according to the participant and the flow of the conversation, but these topics were discussed every time. I interviewed twenty individuals, three of which involved two people on the same call. Due to busy schedules and large time zone differences, three participants sent me written responses through a questionnaire.

In terms of which category each participant would belong to, it varies from person to person. Some participants were both locals and business, while others were both government and business. Because of time constraints, I was not able to interview government officials directly, but I reviewed government documents, websites, and policies primarily based on these sources. In the appendix the

full transcript of each interview with each participant is provided, categorized as locals or businesses. When summarizing the transcripts and combining the data, I compiled it by region, so Greece and Pacific, because of relevance of information. The interviews with the individuals in Greece took place in Greek and were translated afterwards, thus some Greek jargon can be found in the full transcripts in the appendix.

Firstly, here is a description of each participant and their background. Starting with Greece, the first individual I interviewed through a video call is Mr. Stelios Boutaris. Stelios Boutaris is a Greek winemaker and the founder of Kir-Yianni winery, which is located in the Naoussa region of Northern Greece. They also have the Sigalas Winery in Santorini Island, where they offer wine tours and experiences, this is the winery for which we discussed the most and focused on the situation on the island of Santorini in Greece. Wine making and wine tourism are huge in Santorini, so I interviewed another professional in this in field, Mr. Yiannis Paraskevopoulos who is the owner of Gaia Wines. Moreover, I interviewed Ms. Mary Triantafyllopoulou, hotelier and wine maker in Kos Island in Greece, owner of boutique hotel Casa Cook Kos and Triantafyllopoulos Vineyards. I also interviewed Ms. Zoi Sevropoulou, luxury Airbnb owner in Mykonos Island (Urban Villas and Suites), and Ms. Kalli Lambara, Airbnb owner in Ios Island.

In addition, I interviewed Dr. Ioannis Pappas, the Director of the Mediterranean Region at the Global Sustainable Tourism Council (GSTC) and also the founder of Green Evolution. Also, Ms. Georgia Zouni, tourism professor and researcher at the University of Piraeus in Athens, co-founder of Open Tourism and experienced in branding strategy for destinations with the Cultural Routes of the Council of Europe. Last but not least from the Greece region, I interviewed Mr. Minas Tsaparian and Mr. Konstantinos Ziakas at the same video call, from DER Touristik company, a company that offers a wide range of travel services while being committed to sustainability.

Specializing on sustainable hospitality, I interviewed Mr. Jordan Bem, owner and founder of Moliving Inc, a sustainable nomadic hospitality company. Even though his company is based in the United States, his background and experience in sustainability is very valuable for this study.

In regard to the Pacific, I interviewed a local resident and military official from Hawaii, Ms. Dawn Wahinekapu. Furthermore, I interviewed locals from Samoa Christina Nansen and Palepa Laulu, who are university students on the island. I interviewed Mr Dennis Chan Tung who is also a Samoa local, Tupai Robert Ah Sam who works for the Samoa Tourism Authority, as well as Misi Sanele tetitaia Matila, owner of Namu'a island. In addition, I interviewed Ms. Sunishma Singh, the Sustainability Officer at Tourism Fiji with previous experience with the United Nations Habitat program, and Dr. Kelly Bricker, tourism professor at Arizona State University, part of the Global Sustainable Tourism Council (GSTC) and founder of Rivers Fiji, a company that offer eco-friendly tourism experiences in Fiji. Lastly, I interviewed Mr. Geret and Mrs. Malia Lund, locals of the Kingdom of Tonga.

In order to code and relate the participants' comments to the categories within the framework of analysis, I provide a short acronym for each participant in Table 1. Because they shared responses, the participants I interviewed together at the same time will be categorized under the same acronym/code. I have transcribed the majority of the interviews, and I have taken handwritten notes on three of them due to time constraints; the full transcripts organized by theme can be found at the appendix. The following tables offer summaries of the themes discussed by each interviewee, with an analysis after each one.

Table 1. Interviewees

Name	Acronym
Stelios Boutaris	SB
Yiannis Paraskevopoulos	YP
Mary Triantafyllopoulou	MT
Zoi Sevropoulou	ZS
Kalli Lambara	KL
Ioannis Pappas	IP
Georgia Zouni	GZ
Minas Tsaparian + Konstantinos Ziakas	DER
Jordan Bem	JB
Dawn Wahinekapu	DW
Christina Nansen + Palepa Laulu	CP
Dennis Chan Tung	DC
Tupai Robert Ah Sam	TR
Misi Sanele tetitaia Matila	MS
Sunishma Singh	SS
Kelly Bricker	KB
Geret + Malia Lund	GM

CHAPTER 5

DATA ANALYSIS

Based on this information, I have gathered a variety of individuals in different fields and gathered different perspectives. It is important to note that during our conversation, many times the participants themselves would voice certain concerns that would be similar to what participants previously had mentioned to me, showing how important these aspects discussed are.

Pacific Data Analysis

For many islands, particularly in the Pacific region, sustainable tourism has become increasingly important, as seen in Table 2. According to CP (Samoa locals), sustainability means meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. Several participants echoed this sentiment, emphasizing the importance of preserving natural resources and ensuring self-sufficiency. Both DW (Hawaii local) and GM (Tonga locals) emphasized the importance of self-sustaining practices, such as local farming and crafts, while JB emphasized the importance of sustainable construction practices in order to reduce carbon emissions.

A number of participants stressed the importance of engaging local communities in sustainable tourism initiatives. In addition to providing training and capacity building in sustainable practices, TR stressed the need for integrating sustainable principles into tourism products and services. Many hotels are already participating in sustainability initiatives, such as coral restoration and mangrove planting, as stated by SS. Based on KB's observations, a systematic approach to management and cultural preservation is necessary to ensure both socio-economic and environmental benefits without adverse impacts.

Participants' responses emphasize the importance of sustainability in island development, particularly in terms of tourism. It was emphasized that local communities should be involved in sustainable practices, as well as preserving natural resources and ensuring self-sufficiency. In the

face of climate change and other environmental challenges, it will be essential for island communities

to adopt sustainable principles and practices.

Table 2. Pacific Sustainability Data

Participant	Responses - Sustainability
CP	- meeting the needs of the present generations, without compromising the future generations, and their necessities. - Don't take advantage of what you have today or else the future wouldn't have the chance on having access to whatever we have
DW	- self-efficacy, self-sustaining definition - Hawaii is dependent on outside resources, concern because before the big developments it was not like that - It is important to have a lot of farms and stuff so that we can be more self-sustainable. - Full dependance on tourism is not good, makes the islands not able to sustain themselves on their own, need other ways of profit
DC	- manage and support for the long term, maintain for the future generations. - to what markets could we sustain exports
MS	- developing our Island experience in collaboration with our Ministry of Natural Resources and environment and conservation international. - Allowing visitors to swim with turtles in natural environment. - Planning to implement a solar system - Trying to build a seawall to protect from sea level rising
GM	- Hawaii not currently sustainable - real ecotourism experience in Tonga - Leave it alone, come in and not damage the environment and not bring any more pressures to what it already has - Great crafts people, can make everything and sustain themselves
TR	- Sustainable tourism means benefiting local communities without compromising future generations' ability to do the same - Principles of sustainable tourism are integrated into products and services - Local communities are involved and supported in tourism activities that provide employment and income - Training and capacity building provided in sustainable practices for site management - Encouragement for hotels to adopt sustainable practices that reduce waste and energy use - Lalotalie River Walk eco-tour site promotes sustainable practices and provides jobs for village members - Sustainable tourism practices are important for Samoa in the long term due to climate change - There is a commitment to sustainable tourism in the region and a market for responsible/green travelers to attract while also doing our part for the environment.

Participant	Responses - Sustainability
JB	• creating something that does not harm or impact the ground being developed • Dirty business of construction: construction accounts for 40% of global emissions • Model of construction: utilizes local materials and reduces carbon footprint drastically • Building inside a factory: reduces delays due to weather and allows for a controlled process • Utilization of repeatable process: reduces waste and utilizes technology similar to automotive industry • Importance of sustainability: for future generations and respecting the planet • Simple solutions: using 5 different trash cans for recycling, reducing plastic use, and not relying on electric cars • Group effort: needs more people to take action for a bigger impact.
SS	• protecting the environment for future generations and preserving culture and job opportunities for local communities. • Many hotels are taking part in sustainability initiatives such as coral restoration and planting of mangroves, as well as offering options for guests to reduce their environmental impact. • The tourism industry is planning to have a carbon footprint calculator on their website for tourists to calculate their carbon emissions and contribute to sustainability initiatives.
KB	• Systematic approach to understanding management and cultural preservation • Ensure socio-economic benefits • Ensure environmental benefits without negative impact

In order to develop a business that benefits the local community, protects the environment, and contributes to economic development, sustainable tourism island development is becoming an increasingly popular field of interest among entrepreneurs. This research aims to gather information from a variety of experts and stakeholders in order to develop a cohesive plan for upcoming entrepreneurs in this field. According to the study, key values necessary for the creation of sustainable tourism islands that achieve SDGs 11 and 12 were identified through interviews with several individuals, as shown in Table 3.

A common goal shared by all of the interviewees is to promote sustainable tourism that benefits local communities, protects the environment, and contributes to economic growth. In addition to respecting the land, elders, family, and women, interviewees also stressed the importance of embracing local culture and promoting ecotourism.

CP stressed the value of religion and the involvement of women in society, particularly in government. DW also stressed the importance of respecting the land, especially sacred places that

are kept secret. DC stressed the importance of serving the family, village, and society, as well as respecting the elders, family, and women.

MS discussed that it was important to preserve the natural environment, and to establish a sanctuary for flying foxes, other bird species, turtles, and other marine life. In addition to demonstrating Samoan culture through storytelling, the interviewee emphasized that the Samoan beach fales should be constructed using locally sourced food ingredients, including leaves used to make the roof. In addition, environmental awareness was highlighted as an important component.

GM mentioned the importance of preserving cultural heritage in the face of globalization. He spoke of the changing values in Samoa, including a shift in respect for elders and high social figures. Similarly, TR emphasized the importance of promoting key values in the destination, such as respect, family orientation, and Christianity, through cultural practices like ava ceremonies, traditional dancing, and Sunday lotu.

JB discussed the importance of embracing local culture and sustainability while creating an eco-friendly path. In addition to working with local joint venture partners, the interviewee stressed the importance of developing a whole ecosystem around projects by engaging local personnel. Moreover, it was highlighted that democratizing hospitality development and creating an affordable product to explore the world would be very beneficial.

SS emphasized the importance of Fiji's tourism values and cultural practices, including the welcoming attitude of Fijians. Tourism in Fiji is based on a high level of commitment to protecting and promoting the environment, and tourists visit to experience the culture, food, and sea. KB also stressed that sustainable tourism should benefit local communities, the environment, and the economy.

In conclusion, the key values identified through the interviews focused on supporting sustainable tourism development that is beneficial to local communities, protects the environment, and contributes to economic growth. The most critical values highlighted included the promotion of ecotourism, embracing local culture, and preserving cultural heritage. In order to create a more

sustainable tourism industry, the study offers insights for upcoming entrepreneurs in the field. It

emphasizes the need for businesses to align with these values for the purpose of creating a more

sustainable industry.

Table 3. Pacific Values Data

Participant	Responses - Values
CP	• Samoa is founded on God we are a very Christian country • We value the participation of women in different communities especially in the government. • women in politics • Within Samoan families we value the advice of mothers
DW	• respecting the land/ aina • There are a lot of sacred places on the island, which they want to keep secret
DC	• respect for the elder, family and women • Service, serve your family, village, society
MS	• natural environment hence the sanctuary for flying foxes, other bird life, turtles and other sea life • Demonstrating on the island our culture and through story telling. • source any food ingredients from the village including leaves to make the roof of the Samoan beach fales. • promote ecotourism • gay relationships have an impact on our society, inappropriate in their culture
GM	• In older years, huge respect towards your elders and people who were high in the society, no the same anymore • Tonga is not a European colony • Globalization influences change the values
TR	• Key values in the destination are respect, family orientation, and Christianity. • Cultural practices such as ava ceremonies, traditional dancing, and Sunday lotu are important. • The Samoa Tourism Authority works with local operators and communities to ensure these values are emphasized in the visitor experience. • Sharing these values with visitors helps protect them and promotes Samoa as an authentic cultural destination.
JB	• Embracing local culture, sustainability, and creating a path without leaving a footprint • Working with local joint venture partners and getting local staff • Creating a whole ecosystem around projects • Goal is to democratize hospitality development and create a product that is affordable for people to discover the world • Not as expensive as luxury lodges, positioned around $800 a night • Democratizing the ultra-luxury industry segment

Participant	Responses - Values
SS	- Fiji's tourism is driven by its values and cultural practices - Tourists come for sea, sand, smile, and to experience the culture and food - Fiji is known for its friendliness and welcoming attitude - Protecting and promoting the environment comes naturally to Fijians - Fijians don't need to be taught to be friendly and welcoming, it comes naturally
KB	- Tourism should benefit the local community, environment, and economic development. - All actions towards sustainable tourism should have a positive impact on these three factors.

A number of people expressed concerns about deforestation and climate change, as seen in Table 4. To enhance infrastructure, more hotels and accommodations will be constructed, however, this could contribute to climate change. The number one risk and danger facing most people is climate change. Likewise, MS is striving to balance tourism and their Sunday beliefs without negatively impacting the environment. As TR highlighted, climate change poses a pressing concern for the Pacific Islands, as well as stronger and more frequent cyclones, rising sea levels, and king tides. Another issue that TR discussed was waste management, and some funding has been provided for energy projects in order to assist in implementing sustainable tourism practices.

DW stressed the importance of cultural preservation and respect, specifically in the case of the Hawaiian hula. Commercialization of cultural traditions may be disrespectful and result in a loss of sacredness. GM provided historical context regarding the impact of European colonial powers on the Pacific Islands, which resulted in genetic alterations and a loss of cultural identity.

As part of its mission to support sustainable tourism entrepreneurship, DC stressed the importance of training, funding, and high bank interest. In addition to the impact COVID-19 has on businesses and growers, expensive flights and drug-related problems by tourists also pose problems due to the lack of legislation on Samoa.

According to JB, society is oriented towards short-term solutions due to socioeconomic factors, which is causing pressure to make quick returns. In order to establish brand value, sustainable tourism requires a long-term approach, focusing on creating the best possible experience. To achieve

this, it is necessary to maintain high standards rather than focusing on market standards in order to sell quickly.

It was noted by SS that not all hotels in the Pacific Islands are currently sustainable, but several are utilizing renewable energy and partnering with the Pacific Recycling Foundation to implement sustainability initiatives. Hotels and resorts can provide recycling bins to educate locals and tourists about proper waste disposal, and some resorts are making glass bottles into bricks as a sustainability initiative.

Further, KB highlighted the vulnerability of Fiji and other Pacific Island nations to global events such as climate change and plastic waste. Environmental threats, such as overfishing, can have significant downstream impacts on these communities, as they rely heavily on the land and natural resources for survival.

As a result of the interviews, several concerns and challenges have been identified concerning the development of sustainable tourism islands. Among these were environmental concerns such as deforestation, climate change, and waste management, as well as preserving cultural traditions and respecting them. In order to support sustainable tourism entrepreneurship, funds, training, and a long-term approach were identified as important factors. While some hotels and resorts are making efforts towards sustainability, there is still room for improvement. In order to protect the region's natural resources and communities from global events such as plastic waste and climate change, sustainable tourism practices are essential.

Table 4. Pacific Concerns & Challenges Data

Participant	Responses - Concerns/Challenges
CP	• To increase our infrastructure the concern for deforestation, • increase in our developments by building more hotels and accommodations but concerns for contribution to climate change. • Climate change nowadays is the number one risk and danger that most people are facing.
DW	• The hula is a way for the Hawaiian people to tell stories and history, the would go dance and teach their history, sacred in their culture • commercialization of it becomes disrespectful

Participant	Responses - Concerns/Challenges
DC	- Training, funding, high interest from banks - Impact of covid, closed businesses, ripple effect to growers - expensive flights - Drug related problems by the tourists since Samoa has no legislation for people to get caught
MS	- trying to balance tourism and our Sunday beliefs- sabbath - balancing tourism development without impacting environment. - covid & uncertain seasons, we do not know whether we will have any tourism - Financing - Climate change – stronger and more frequent cyclones, sea level rising impacting our Samoan beach fales. King tides
GM	- Most of Polynesia corrupted by the European colonial powers - Not Tonga, the king of Tonga start a parliament and protect them. So they have always been the Tongans. - Missionaries corrupted Hawaiians, they do not know what they lost. - They are genetically altered too because of foreign populations coming in and they bring in different social structures
TR	- The values of Fa'aaloalo, family orientation, and Christianity are important in Samoa's tourism. - Challenges include convincing locals about sustainable tourism and dealing with land disputes and waste management. - Consultation and community roadshows are used to raise awareness about the importance of tourism sustainability. - Climate change impacts and waste management are pressing concerns in the Pacific Islands. - Funding is a key challenge for implementing sustainable tourism practices, but energy projects have provided some assistance.
JB	- Short-term approach is prevalent in society due to strong socioeconomic factors, and people seek instant gratification. - Failure is common, but people only showcase their successful projects, leading to a pressure to make immediate returns. - Building a business to last forever and focusing on creating the best possible experience to establish brand value. - Not interested in making quick profits, but investing in maintaining high standards. Other businesses may focus on market standards to sell quickly.
SS	- Not all hotels in the Pacific islands are currently sustainable - Some hotels are using renewable energy, but there is room for improvement - The tourism industry is partnering with the Pacific Recycling Foundation to invest in sustainability programs - Hotels and resorts will have recycling bins to educate locals and tourists on proper waste disposal - Some resorts are turning glass bottles into bricks as an initiative for sustainability.

Participant	Responses - Concerns/Challenges
KB	- Fiji and other Pacific island nations are particularly vulnerable to global events like plastic waste and climate change. - The impact of these phenomena is felt strongly by these communities as they rely heavily on the land and natural resources for survival. - Overfishing and other environmental threats have significant downstream impacts on the region.

In addition to deforestation, rising sea levels, and stronger and more frequent cyclones, several interviewees expressed concern about the impact of climate change on the environment, such as DC and MS. Tourism development, including the construction of more hotels and accommodations, was also cited as contributing to climate change as well. KB states that Pacific Island nations are particularly vulnerable to the effects of climate change due to their dependence on natural resources.

In addition, DC expressed concern about the impact of the COVID-19 pandemic on tourism, including the closure of businesses and the ripple effect on growers. The implementation of sustainable tourism practices is also a challenge based on financing, as both DC and TR pointed out. However, some funding has been provided for energy projects, which have improved the sustainability of the industry.

However, despite these concerns, several trends related to sustainability were also noted in the interviews, as seen in Table 5. TR, for example, emphasizes the importance of Samoa's rich culture and Fa'a Samoa's (traditional Samoan lifestyle) uniqueness in providing unique tourism experiences. In addition to preserving the environment for future generations, improvement in carrying capacity studies was considered important. KB also noted that the tourism industry is taking the lead in sustainable development, as there is a great deal of interest in a sustainable future in the sector.

As a result of roadblocks and differing opinions on what sustainability means for different companies, JB highlighted the challenges associated with implementing sustainability initiatives.

Although he noted that doing well can lead to positive outcomes, doing poorly can result in negative consequences, emphasizing the importance of maintaining sustainability.

According to SS, many hotels in the Pacific Islands currently use renewable energy and invest in sustainability programs, but there is still room for improvement. In spite of the growing interest in sustainability within the industry, it remains a challenge to ensure that it is fully integrated into all aspects of tourism.

Generally, the interviews revealed a complex set of concerns and trends related to sustainability in the tourism industry of Pacific Islands. Although there are many challenges to be addressed, there is also a growing interest in sustainable tourism practices and a recognition that it is imperative to preserve the environment and local cultures for future generations.

Table 5. Pacific Trends Data

Participant	Responses - Trends
CP	- industries that are owned by overseas countries ex. Vodafone. - foreign companies to educate the locals with their expertise
TR	- Samoa's rich Samoan culture and Fa'a Samoa are important pillars for tourism experiences. - Despite the pandemic, the future of tourism in Samoa is expected to flourish and experience growth. - Improvements and studies on carrying capacity will help preserve the environment for future generations to continue benefiting from tourism.
JB	- Many companies claim to integrate sustainability, but they do not take it seriously - People have different opinions on what sustainability means for their company - Sustainability is seen as a fiduciary responsibility to investments and the company - Roadblocks and differing opinions exist when implementing sustainability initiatives - Doing good can lead to positive outcomes and doing bad can lead to negative consequences
KB	- The tourism industry is taking charge of sustainable development. - There is concern about the impact of climate change on the islands. - There is a great interest in a sustainable future

The development of sustainable tourism islands has become a critical topic for governments, businesses, and individuals alike. In order to create a plan for upcoming entrepreneurs in the field of ecotourism and cultural entrepreneurship, various individuals were interviewed as part of a research

project on the topic, to gain insights into their perspectives on sustainability in the context of ecotourism and cultural entrepreneurship, which is aligned with Sustainable Development Goals 11 and 12.

Governments were emphasized as a significant contributor to the promotion of sustainable tourism practices in the interviews, as seen in Table 6. CP discussed the Save Lives project, which requires individuals who cut down one tree to plant ten more, with the government aiming to plant one million trees by 2030. According to DW, tourism committees, which are under the government, generate the majority of the industry's income and that businesses involved in tourist activities are regulated by the government. As well as the need to enforce legislation, DC stressed the importance of government promotion and education for locals. DC mentioned the Samoa Chamber of Commerce, Samoa Hotel Association, and Ministry of Commerce as sources of funding for businesses, particularly during the recent pandemic. In addressing sustainability concerns, MS emphasized the role of the Samoa Tourism Authority and SPREP.

While GM expressed a lack of government regulations, they referred to the Plastic Initiatives as a positive step in the right direction. To promote sustainable tourism practices, TR believes that collaboration between the tourism industry and government is necessary. Visitors should be instructed to respect local culture by establishing rules and guidelines. JB expressed roadblocks from the government and local authorities in implementing sustainable projects, but also called for honest projects to be pushed forward if they will assist. A critique of building more instead of utilizing existing assets and a plea for the use of excess space for cultural purposes and housing were also mentioned. Several concerns were expressed about food security in the United States, and it was suggested that growing the world over making more money be prioritized. Another key point was SS's critique of capitalism and emphasis on doing things in the correct manner. Tourism Fiji has not yet received government funding for sustainability, but some non-profit organizations are supporting local communities.

Last but not least, KB stressed the importance of government controls in managing tourism and regulating business standards. To ensure long-term sustainability in tourism, local communities should be involved in the development process, and tourist activities such as fishing and food should be regulated. In addition to spreading awareness and promoting sustainable tourism practices, political advocacy was deemed essential.

Overall, the interviews suggest that while governments play a crucial role in promoting sustainable tourism practices, there are also challenges and roadblocks that need to be overcome. Engagement with local communities and collaboration between the government and the tourism industry were identified as critical factors for promoting sustainable tourism practices.

Table 6. Pacific Government Role Data

Participant	Responses – Government Role
CP	• Save Lives project: If one individual cuts down one tree, they have to plant to 10 more. The governments goal is to plant 1 million trees.
DW	• tourism committee, which is part of the government, main source of income. • regulated by the government where businesses can take tourists
DC	• Promotion & education for the local • enforce legislation • Opportunities for funding for businesses: local Chamber of Commerce supports good business proposals that have a good plan, also the Samoa Hotel Association, and the Ministry of Commerce supported businesses that were affected during the pandemic
MS	• Samoa Tourism Authority. Sometimes concerns are addressed but I will need to get my basic stuff right first before I can ask the government for assistance. • Only the Samoan Government through Samoa Tourism Authority. SPREP – the Pacific Regional environment Programme
GM	• Not that much in place, but the Plastic Initiatives • need to follow with the rest of the world is doing and try to keep it as eco friendly as possible.
TR	• The tourism industry should collaborate with the government to promote sustainable tourism practices. • The industry can support the government in managing and operating sites and accommodations in a sustainable manner. • Rules and guidelines should be established for visitors to ensure they are respectful of the local culture.

Participant	Responses – Government Role
JB	- Roadblocks from government and local authorities in implementing sustainable projects - Call for honest projects to be pushed forward if they will help - Criticism of building more instead of utilizing existing assets - Advocacy for using excess space for cultural purposes and housing - Concern about security and access to food in the US - Suggestion to prioritize growing the world over making more money - Critique of capitalism and emphasis on doing things the right way - Major issue seen as an educational one, with people focusing on the wrong things for the wrong purposes.
SS	- Sustainability is a new position in Tourism Fiji and they have not received funding from the government yet. - They are hoping to get funding from the government and the budget is due in June. - Tourism Fiji doesn't get funding directly from other organizations, it comes indirectly through the government. - Local communities are being supported by some NGOs.
KB	- Government control is important for managing tourism and regulating standards for businesses - Sustainable tourism development should involve the local community - Tourist activities such as food and fishing should be regulated to ensure long-term sustainability - Political advocacy is important for spreading awareness and promoting sustainable tourism practices

A number of interviewees emphasized the need for collaboration between government and local communities in order to improve the sustainability of tourism, as seen in Table 7. In order to maintain the infrastructure and tourist sites well-maintained, the government needs to take more risks and implement measures. A sustainable tourism development can also be achieved by working closely with local communities, according to CP. A second interviewee, DW, suggested that overcrowded beaches be closed on certain days in order to allow the environment to rest and renew. In addition, DC suggested that Samoa's environment be promoted on social media in order to attract more tourists, aside from families visiting relatives.

In addition to emphasizing the importance of storytelling and risk management, MS stressed the importance of promoting Samoa's Christian beliefs, culture, and tourism development as a source of revenue for families. The General Manager recommended implementing successful initiatives

elsewhere, including the Cook Islands' world heritage funding and the development of sustainable hotels.

TR recommended the reintroduction of Samoa-LA routes and the addition of more cruise ships in order to gain access to international markets. Furthermore, TR stressed the importance of local tourism businesses and entrepreneurs in promoting Samoa's unique tourism experience and culture via social media and content creation.

A key emphasis was placed by JB on the importance of practical experience in addition to academic knowledge and the role that hospitality plays in improving the world. In addition, JB recommended incorporating biologists to protect endangered species and natural beauty, developing sustainable ecosystems that benefit local economies, and focusing on assets rather than generating profits, as platforms such as Airbnb do.

In order to provide local jobs, resorts must engage in sustainability initiatives, invest in renewable energy, and invest in renewable energy. In addition, SS emphasized the importance of recycling, especially plastic bottles, as well as reducing imports and utilizing local resources more effectively.

Finally, KB suggested that local communities should have a stake in sustainable tourism development and that guidelines should be set up based on their wants and needs. KB also emphasized the importance of guests following rules to preserve the environment and culture and called for tourism advertising to accurately represent the local community.

Lastly, the interviewees emphasized the importance of collaboration between government and local communities, investment in sustainable infrastructure and hotels, and promoting and preserving the environment and culture. Additionally, they stressed the importance of practical experience, local job opportunities, and education in order to protect endangered species. Ultimately, their suggestions are in line with the Sustainable Development Goals (SDGs) 11 and 12, which are concerned with the sustainability of cities, communities, and consumption and production.

Table 7. Pacific "What could be done better" Data

Participant	Responses – "What could be done better"
CP	• government coming with more measures and more actions towards the economy and take more risks. • The government needs to work closer with a local community. • ensure that the infrastructure and our sites are in good condition for our tourists
DW	• The overcrowded beach could close certain days in the week so that the environment can rest and renew ex. Hanauma Bay
DC	• need to tap into another market, apart from the families that are coming to see their relatives • promote and showcase Samoa's environment on social media and link it with the airlines for more exposure, give brochures to tourists when they come so they know of the Samoan culture and they have information before they come
MS	• improving our storytelling • Improving our story telling and managing any risks to them • How we manage our Christian beliefs, culture and tourism development as a source of revenue for our families (tourists not allowed to swim on Sundays)
GM	• The world heritage funding pay not to let any tourist go like in the Cook Islands, weird twist. • Follow initiatives that work elsewhere, like with lionfish in the Carribean • Need for more money and investments • have more sustainable hotels built
TR	• Re-introduction of Samoa - LA route and more cruise ships are important for access to the American and European market. • Another airline to compete with Air NZ is critical for the growth of tourism in Samoa. • Local tourism businesses and entrepreneurs have a role in promoting Samoa's culture and unique tourism experience through their social media channels and content. • Tourism Authority is responsible for destination marketing, but local businesses play a critical role in marketing Samoa at the business and community level.
JB	• The importance of practical experience beyond academic knowledge • Belief in making small impacts and creating a movement towards sustainability • Hospitality as a small piece of the larger goal of making the world a better place • Creating local jobs and providing education or training when needed • Incorporating biologists to educate and protect endangered species and natural beauty • Creating sustainable ecosystems that benefit local economies, such as employing people in restaurants • Focusing on having good assets and not just generating profit, unlike platforms like Airbnb
SS	• Encouragement for resorts to engage in sustainability initiatives • Suggestions for investment in renewable energy and local job opportunities • Call for reduced imports and increased use of local resources • Emphasis on the importance of recycling, particularly plastic bottles • Mention of the lack of recycling industry in Fiji, and the need to send materials to China for recycling

Participant	Responses – "What could be done better"
KB	• Local communities should have a stake in sustainable tourism development. • Guidelines should be set up for tourism, based on what local communities want and expect. • Guests should follow rules to preserve the environment and culture, such as not wearing sunglasses and not carrying six packs on their shoulders. • Advertising for tourism should be reviewed to ensure accuracy and represent the local community.

Sustainable Development Goals 11 and 12 align with sustainable tourism development as an increasingly important aspect of tourism development. Interviews were conducted with stakeholders involved in the development of sustainable tourism islands in order to create a plan for upcoming entrepreneurs. Their responses focused on advice and recommendations for sustainable tourism practices.

Among the key recommendations was that governments take an active role in promoting sustainable tourism by taking measures and taking actions toward the economy while working closely with local communities, as seen in Table 8. While DW stressed the importance of educating tourists before they arrive on the island, CP suggested celebrating ancestors and protecting artifacts should also be a priority.

According to DC, entrepreneurs must find a niche to promote and sustain culture, while tourists should also be respectful of the cultures and families they are visiting. In contrast, GM advised entrepreneurs to begin with a clean slate and avoid contaminating the environment.

Furthermore, TR emphasized the importance of eco-friendly practices, while JB emphasized the importance of taking small steps towards sustainability. In order to maintain a place's charm, education is essential, as is a mix of clientele. Sustainability initiatives should not simply be for show but should be implemented with consideration for the environment and care. KB stressed the importance of understanding and respecting local communities and their values, working with communities to develop appropriate tourism practices, and providing visitor education to promote responsible behavior.

In conclusion, stakeholders agreed that both the government and local communities must take part in sustainable tourism. In addition, it involves finding a niche, respecting local culture, educating tourists, and engaging in eco-friendly practices. In order to be sustainable, initiatives must be implemented with care and consideration for the environment. A mix of clientele makes a place charming, and small steps towards sustainability can make a big difference.

Table 8. Pacific Advice & Recommendations Data

Participant	Responses – Advice & Recommendations
CP	• Celebrate our ancestors, showcase that to the tourists • Be careful doing so. Make sure that our Artifacts are very much protected
DW	• Educate the tourists before they come to the island.
DC	• For entrepreneurs: find a very specific niche to promote, make it the purpose to sustain culture for the future generations to be part of, the location of the business is important • Tourists to be respectful, wear sarongs and be mindful for the families • Samoa is not a party place
GM	• Have a clean slate when starting a new business and do not mess up the environment • Big fish market for pro fishermen
TR	• tourists engage in eco-friendly practices, there are many of them
JB	• Small steps towards sustainability can make a big difference. • Sustainability is not revenue-generating but can attract a specific type of clientele. • Quality control requires small numbers and selling privacy. • A mix of clientele is important for the charm of a place. • Education is important and can be done in a cost-effective way.
SS	• Fiji does not want to be known as a greenwashing destination. • Sustainability initiatives should not just be for show, but should be implemented with care and consideration for the environment. • Coral planting and other sustainability efforts should be done responsibly and with proper education and surveying. • It is important to educate locals on best practices for sustainability in order to avoid greenwashing.
KB	• Importance of understanding and respecting local communities and their values • Some communities may be frustrated with too much tourism • Need to work with communities to develop appropriate tourism practices • Importance of understanding and communicating limits to visitors • Providing education to visitors can lead to more responsible behavior.

There is a need to ensure that cultural heritage is respected and preserved in island destinations as tourism continues to grow. According to interviews, there is a strong desire to share local culture with tourists, as seen in Table 9. The Cultural Tourism Organization, for example, suggests holding welcoming ceremonies and teaching handicrafts to tourists as ways to showcase cultural traditions. In Hawaii, DW emphasizes the importance of cultural centers and volunteer opportunities that assist in the preservation of natural resources. Meanwhile, GM emphasizes the importance of taking visitors to the villages and letting them experience local handicrafts and clothing.

However, as TR points out, there is a need to improve the education of visitors about the rich cultural history and stories of the islands. Tour guides play a significant role in providing information, however it is necessary for more interpretive signs and information brochures to be provided to tourists. Villages and communities are working with the Tourism Authority to maintain and preserve historic and cultural sites, and signage can be designed and manufactured to inform visitors about the sites and preservation efforts.

In Fiji, SS indicates that there is a strong emphasis on sustainability and cultural preservation. An ocean environment, social, and community engagement initiative list is maintained by the sustainability office. Furthermore, local villages offer tourists food and cultural experiences, emphasizing the importance of understanding and respecting local communities and their values.

Tourism island development can be sustainable if cultural understanding is emphasized. In order to develop appropriate tourism practices, entrepreneurs should promote cultural heritage while respecting the environment and working with local communities. Cultural experiences can be developed in a variety of ways, from welcoming ceremonies and cultural centers to interpretive signs and brochures, and education can lead to more responsible behavior among visitors.

Table 9. Pacific Cultural Understanding Data

Participant	Responses – Cultural Understanding
CP	• welcoming ceremony and activities for the tourists and teaching them handicrafts • Giving them the cultural drink is a sign that we appreciate them for choosing Samoa to come and visit when they first come

Participant	Responses – Cultural Understanding
DW	- Polynesian Cultural Center, - Volunteer opportunities ex. cleaning beaches - Commercials on taking care of the island and the land, being all about the nature of Hawaii - Hawaii melting pot of the Pacific
GM	- Go to church with them, the way they sing. - Show them the village, like not downtown but the little tiny villages. - Learn on their handicrafts and traditional clothing - Everybody knows each other - They are as human as you are when you meet them - Tourists help out the villages and learn - Phony culture with Luaus in Hawaii
TR	- Improvement needed in educating visitors about the rich cultural history and stories of Samoa - Reliance on tour guides to provide information, but there is room for more interpretive signs and information brochures - The Tourism Authority is working with villages and communities to maintain and preserve historic and cultural sites - Design and manufacture signage to educate visitors about the sites and preservation efforts
SS	- Fiji values sustainability and supports industry initiatives - Sustainability office provides information and maintains a list of resort initiatives - Initiatives cover ocean environment, social, and community engagement aspects - Local villages offer food and cultural experiences for tourists.

Sustainable tourism emphasizes the importance of educating tourists about the need for sustainability and promoting awareness of environmental, cultural, and social concerns, as seen in Table 10. In addition to celebrating the culture and showcasing it to tourists, CP suggested protecting the artifacts at the same time. As well, DW suggested educating tourists about the cultural history and encouraging them to participate in volunteer activities like beach cleanups.

MS acknowledged that while some tourists are aware of sustainability's importance, others need to learn more about it. A tourist familiar with Polynesian culture tends to be respectful, but GM stressed that the culture must be approached with sensitivity and not harmed. As a result of a growing awareness among tourists, TR suggested that tourists might ask operators about social issues.

Overtourism and the negative impacts of tourism have led to growing awareness of sustainable tourism. KB emphasized that tourism should be an asset to a community rather than a cause of hardship. The impact of tourism dollars is becoming increasingly apparent to travelers, as is the importance of conservation, protection, and cultural preservation in tourism. A more equitable distribution of tourism benefits has also been highlighted after the Covid-19 pandemic.

To ensure sustainable tourism, it is crucial to promote sensitivity to the environment, culture, and social issues. As a means of preventing overcrowding and negative impacts, the interviewees suggested educating tourists, promoting awareness, and regulating the tourism industry. To ensure tourism is an asset and not a burden, entrepreneurs need to incorporate these principles into their businesses and collaborate with local communities.

Table 10. Pacific Sensitivity Data

Participant	Responses – Sensitivity
CP	• they value our country and they also understand the importance of sustaining our economy mainly for avoiding climate change
DW	• tourists want a vacation to relax and it is understandable, not everyone wants to somewhere to learn and do activities • need having the government regulate and making sure things do not get overcrowded or out of hand
GM	• Mostly tourists familiar with Polynesian cultures go so they are respectful • Kind of place and is gentil in the way that you don't want to hurt it. • Learn to go into culture and not screw it all up
TR	• visitors may ask operators (accommodation or tours) about social issues
MS	• some understand • others need to understand the social issues
KB	• Tourism should be an asset to a community, not a cause of hardship • Over-tourism and negative impacts of tourism have led to growing awareness of sustainable tourism • More travelers are becoming considerate of the impact of their tourism dollars • There is growing awareness of the importance of conservation, protection, and cultural preservation in tourism • Covid-19 has highlighted the global reliance on tourism and the need for more equitable distribution of benefits

As a result of climate change, both the natural environment and the tourism industry are negatively affected. In Samoa, both urban and rural areas are at risk of natural disasters caused by flooding and hurricanes, which mainly affect the coastline. The Red Cross Society and locals provide assistance to those affected, and the government evaluates the situation. Since the island is located in the Pacific, it is particularly susceptible to natural disasters, as seen in Table 11. According to CP, over 30,000 people died as a result of a hurricane in Samoa in 2009.

TR noted that climate change affects tourism in coastal areas in Samoa, and tourism can also contribute to climate change through waste generation and energy consumption. Sustainable tourism practices are essential to minimize tourism's environmental impact.

As a whole, it is evident that climate change and its effects on both the natural environment and the tourism industry are a cause for concern for Samoa. Both CP and TR highlighted the importance of implementing sustainable tourism practices to minimize the negative environmental impacts of tourism.

Table 11. Pacific Climate Change Data

Participant	Responses – Climate Change
CP	- Both urban and rural areas are affected by natural disasters caused by floodings and hurricanes. - The water flows and the oceans so mainly the coastline area. - Red Cross society and locals sets up supports, and they help people - Then the government evaluates - Pacific largest ocean in the world, islands very vulnerable to natural disasters. - Hurricane in 2009 as it was recorded and more than 30,000 people in Samoa died due to incidents.
TR	- Climate change is a major issue in Samoa that affects tourism, particularly in coastal areas. - Tourism can also impact climate change through waste generation and energy usage. - Sustainable tourism practices are necessary to minimize these impacts.

It was clear from the interviews that tourism has a large impact on the environment, local communities, and culture from a variety of perspectives. According to DW, ecotourism and cultural activities are important aspects of sustainable tourism development, and tour companies must educate tourists from the beginning about sustainable practices, as seen in Table 12. In addition, GM

noted that the cost of living and limited resources made it difficult for entrepreneurs to start tourism businesses in Tonga.

In Samoa, CP and TR stressed that natural disasters and climate change have a significant impact on tourism. In 2009, CP cited the disaster that killed over 30,000 people in Samoa as a reminder of the vulnerability of islands in the Pacific. On the other hand, TR argued that sustainable tourism practices could help reduce the impact of tourism on climate change, including waste generation and energy consumption.

Foreign corporations as well as overseas Samoans are encouraged to invest in tourism and support the growth of the industry, according to DC and JB. Samoa should compete with other destinations such as Hawaii by providing high-quality experiences and luxury to attract business travelers. As part of the operation, JB stressed flat-line management and reducing building and spending costs.

To promote sustainability in tourism, MS and SS identified specific initiatives, including coral restoration and allowing guests to opt out of daily linen/towel changes. MS stressed the importance of ecotourism, conservationists, and retirees, while SS stressed the importance of maintaining a sustainable environment for tourists. Tourism Fiji's website also offers a carbon footprint calculator to help tourists engage in sustainability initiatives or donate to support such efforts.

Overall, the respondents' perspectives suggest that sustainable tourism practices are necessary for promoting economic growth and minimizing negative impacts on the environment, local communities, and culture. For these goals to be achieved, it is crucial to collaborate with local communities, educate visitors, and promote sustainable tourism initiatives.

Table 12. Pacific Tourism Data

Participant	Responses – Tourism
DC	- overseas Samoans are a big market - Namua island attracting business travelers - Commonwealth Health Meeting in Samoa in 2024 - Foreign corporations to come in and educate locals on new markets and different kinds of customers - Expectation to provide high quality experience/ luxury like Hawaii
DW	- Ecotourism: ESPN commercial on Hanauma Bay and its history and nature and how to sustain the reefs - marine sanctuary thus easier to protect it - need tour companies to educate tourists in the very beginning - promote cultural and nature activities - hard for entrepreneurs because they are trying to make money and they do not have the resources, high cost of living, thus many build their business in the mainland US
JB	- focuses on getaways and properties in the US - The importance of sustainability in all aspects of the operation, from flat line management to reducing building and spending - The promotion of nature as the center of the brand, with suites designed to highlight the natural surroundings and provide an ever-changing backdrop
TR	- Samoa's tourism industry is expected to continue growing despite the pandemic. - Sustainable tourism practices are being promoted and should be adopted by tourism businesses and visitors. - More cruise ships and airlines are needed to increase access to Samoa's tourism market. - Local businesses and entrepreneurs should help promote Samoa's unique culture and tourism experiences. - There is a need to establish indicators to track the impact of tourism on the environment and local communities. - Collaboration between tourism operators and local communities is important to share benefits. - More educational resources are needed to help visitors understand Samoa's rich cultural history and preservation efforts. - Tourism can drive positive change for the environment and local communities.
MS	- backpackers, retirees, conservationists. - Ecotourism

Participant	Responses – Tourism
SS	- Many hotels are taking part in sustainability initiatives like coral restoration and planting mangroves. - Some hotels offer options for guests to opt out of daily linen/towel changes to conserve water and energy. - There are also activities for tourists related to sustainability. - Tourism Fiji is planning to have a carbon footprint calculator on their website for tourists to use. - The calculator will offer options for tourists to be involved in sustainability initiatives or to make a donation to support sustainability efforts. - Tourists are mostly backpackers who come to experience the culture and food of the villages. - Word-of-mouth is important, so if the villages treat the tourists poorly, they won't come back and won't recommend the destination to others. - Tourists have become more cautious about sustainable travel after Covid. - The country promotes itself as sustainable and preserves its culture, but it also needs to ensure that tourists follow protocols for sustainability and preservation of nature.
GM	- Tonga not big tourism industry - Big Fiji hotels owned by the same people as in Hawaii - British Empire in Hawaii and Fiji, in Fiji big Indian population, few untouched villages away from corruption

As DC's response highlights, education and training are vital to sustainable tourism development, as seen in Table 13. In order to prepare people for the tourism industry and cater to different types of customers, including locals and overseas tourists, the tourism center offers training. To help visitors understand Samoa's rich cultural history and preservation efforts, TR suggests more educational resources are needed. In the context of ecotourism, DW emphasizes the importance of tour companies educating tourists about sustainable practices before they arrive.

Additionally, SS mentioned that tourists are becoming more cautious about sustainable travel since the Covid pandemic, indicating that visitors are becoming more aware of sustainable tourism practices. In this regard, sustainable tourism practices can not only benefit the environment and local communities, but also attract and retain socially and environmentally conscious tourists.

To promote sustainable tourism practices and preserve the environment and cultural heritage of a destination, education and training are vital components of sustainable tourism development.

Table 13. Pacific Education Data

Participant	Responses – Education
DC	• There is training by the tourism center to educate people for the tourism industry and the customers. • Training to be able to cater to different kinds of people/ markets, being able to cater both to locals and the overseas market

It is important to note that the relationship between the tourism industry and local communities is an important aspect of sustainable tourism island development. In order to spread the benefits of tourism, several interviewees noted the importance of establishing partnerships and collaborations between tourism operators and local communities, as seen in Table 14. In accordance with TR, Samoa is already encouraging such partnerships, with accommodation providers collaborating with attraction sites and communities to offer cultural shows and farm tours to tourists.

As TR pointed out, the success of tourism should not be determined solely by the number of visitors and the amount of money they earn. To determine how many visitors Samoa is able to comfortably accommodate, there must be a system in place to track the impacts of tourism on the environment and local communities.

SS emphasized the importance of education and awareness when it comes to promoting sustainable tourism practices. As SS noted, children in schools are the best group to educate about sustainability. However, funding and resources can be a challenge. Engaging local communities and stakeholders in sustainable development is crucial, even if sustainable practices conflict with local customs and beliefs. Maintaining relations with other Pacific islands is also important, since they all face climate change-related challenges.

Overall, the interviews reveal the importance of considering the impact of tourism on the environment and local communities, establishing partnerships with local communities, and spreading awareness of sustainable tourism practices.

Table 14. Pacific Relations with Locals Data

Participant	Responses – Relations with Locals
TR	- Samoa measures the success of tourism based on tourist arrivals and earnings. - There are currently no indicators or system to track the impacts of tourism on the environment and local communities. - Samoa is establishing a carrying capacity of the destination to determine how many visitors it can comfortably host. - The Tourism Satellite Account is being established to determine the social and environmental costs of tourism, as only the economic benefits are currently being accounted for. - Partnerships between tourism operators and local communities are encouraged to share and spread the benefits of tourism. - Accommodation providers are collaborating with attraction sites and communities to offer cultural shows and farm tours so that visitors can spend money in all areas of the communities.
SS	- Education and awareness is important in promoting sustainable tourism practices - Children in school are seen as the best group to educate on sustainability - Resources and funding are a challenge in implementing sustainable practices in Fiji - Sustainable practices may sometimes conflict with local customs and beliefs - Engaging local communities and stakeholders is crucial in sustainable development - Relations with other Pacific islands are important as they all face similar challenges as developing countries affected by climate change.

As for sustainability initiatives, TR said that a sustainable monitoring tool has been developed in collaboration with the Pacific Tourism Organization to monitor energy, water, and waste, as seen in Table 15. In addition, they discussed the development of a Sustainable Tourism Standard for Samoa, which includes adaptation and mitigation actions to reduce negative impacts on the environment. A key goal of Goal 12 emphasizes responsible consumption and production, and TR is working with UNWTO on measuring sustainability and environmental impacts. TR also mentioned Target 12.b, which aims to develop tools to monitor sustainable tourism impact, and Indicator 12.b.1, which measures the number of sustainable tourism strategies and action plans with monitoring tools.

SS discussed the importance of integrating SDGs into sustainability roadmaps and mentioned Hilton Resort's "Linen for Love and Soap for Hope" initiative. A national plastic-free day was also announced by the Prime Minister. SS also mentioned that local communities are taking their own sustainability initiatives, such as recycling materials and farming for food, on their own. Climate

change and rising temperatures are posing challenges to some communities when it comes to

seafood sources.

Table 15. Pacific Initiatives Data

Participant	Responses – Initiatives
TR	• Sustainable monitoring tool developed with Pacific Tourism Organisation to monitor energy, water, and waste • Tourism Climate Change Strategy with adaptation and mitigation actions to reduce negative impacts on environment • Developing a Sustainable Tourism Standard for Samoa • Working with UNWTO on measuring sustainability and environmental impacts • Goal 12: Responsible consumption and production, Target 12.b: Develop tools to monitor sustainable tourism impact, Indicator 12.b.1: Number of sustainable tourism strategies and action plans with monitoring tools
SS	• Incorporating SDGs into sustainability roadmap • Hilton resort's "Linen for Love and Soap for Hope" initiative • National plastic-free day announced by Prime Minister • Local communities engaging in sustainability initiatives on their own, such as reusing materials and farming for food • Some communities facing challenges with sea food sources due to global warming and rising temperatures

As part of the vision for sustainable tourism development in the field of ecotourism and cultural

entrepreneurship, humans are encouraged to minimize their negative environmental impacts while

simultaneously increasing the accessibility and affordability of tourism. In order to make destinations

more accessible to a wider range of people, JB emphasizes the importance of democratizing the

tourism industry, as seen in Table 16. The purpose is to give people access to nature without

damaging it, thereby allowing them to enjoy the beauty of the world without damaging it. Providing

people from different cultures with a unique perspective on the world that is different from what many

others have is the overall objective of the organization. In addition to providing opportunities for

cultural exchange and learning, the vision emphasizes sustainability, accessibility, and appreciation

for the environment.

Table 16. Vision Data

Participant	Responses – Vision
JB	• The vision of sustainable development and sustainable states. • The goal is to minimize the impact of human activities on the environment while making tourism more affordable and accessible. • The democratization of the tourism industry is a key focus, aiming to make destinations like St Maarten accessible to a wider range of people. • The aim is to give people access to nature without damaging it, so that they can appreciate the beauty of the world without impacting the environment. • The ultimate mission is to open up the world to people from different cultures, and provide them with a unique perspective on the world that is different from what most people have.

Greece Data Analysis

As SB pointed out, pesticides should not be used unnecessarily on an island with a suitable climate for sustainable agriculture because of its balance in sustainable tourism practices, as seen in Table 17. It was discussed by YP that customers must be assured that the way products are grown and produced is not harmful to the environment.

MT spoke about the dual nature of sustainability and the need to preserve both culture and economy for the future. However, there is a lack of expertise in sustainable tourism, so sustainability concepts may be misinterpreted.

According to KL, agritourism is rare in Greece and many businesses prioritize profit over environmental sustainability. Many businesses fail to take into account both the environment and sustainability in their operations when developing limited offerings on small islands. It was expressed that ZS was committed to encouraging sustainable practices in tourism and contributing to achieving sustainable tourism in the destination. A number of environmentally friendly practices were mentioned, including solar heating and energy-saving lamps, as well as providing tourism experiences that respect, protect, and preserve the destination's local character.

According to IP, sustainable environments and cultures require cooperation, consensus, and collaboration to achieve funding and meet visitor expectations. A number of topics were discussed at DER, including sustainability in relation to the environment and the company's community as a whole.

As a result, they stressed the importance of promoting local culture and products and avoiding non-local options, such as Asian restaurants in Greece. In addition to providing classic hotel services, the group promotes the area's history and archives. Additionally, they provide customers with opportunities to learn more about the destination through education and entertainment during different seasons.

The interviews I conducted suggest that the Greek tourism industry needs to put more emphasis on sustainable practices, particularly in agriculture, energy use, and cultural promotion. The sustainability of the industry depends on cooperation and consensus among stakeholders.

Table 17. Greece Sustainability Data

Participant	Responses – Sustainability
SB	- Balance - Do not put pesticides on an island that has such a climate which with proper work does not even need the pesticides
YP	- Proving to your customers that the way you grow the way you produce is not burdensome to the environment - Economic viability - Double face of sustainability
MT	- Importance of preserving culture and economy for the future - Lack of expertise in sustainable tourism - Concept of sustainability in inexperienced hands
KL	- Agritourism is rare and opportunistic tourism is common in the Greek islands - Many businesses prioritize making money over environmental sustainability - Limited offerings on small islands often center around bars and beaches, neglecting efforts to create a beautiful and sustainable environment for tourists - Few businesses consider both the environment and sustainability in their operations.
ZS	- Commitment to promoting sustainable practices in tourism and contributing to the achievement of sustainable tourism in the destination - Responding to new trends and shaping a distinct identity that expresses the special proposal of the destination - Using environmentally friendly processes such as solar heating and energy-saving lamps - Providing tourism experiences that respect, protect, and preserve the local character of the destination.
IP	- environment and culture. - Cooperation, consensus and collectivity for the long term. - Very positive on where it is headed, it is a one way street, you cannot not do it (it is necessary to get funding and the visitor wants it)

Participant	Responses – Sustainability
DER	• Sustainability is related to the environment and overall well-being of the company and its community. • The promotion of local culture and products is important, and the group focuses on showcasing them in each destination they operate. • Cultural aspects, such as gastronomy, are considered important, and the group tries to avoid offering non-local options, such as Asian restaurants in Greece. • The group promotes the surrounding area and its history/archives, rather than just providing classic hotel services. • Education and entertainment are combined in different seasons to offer customers the opportunity to learn more about the destination.

Understanding the perspectives of those with experience in the tourism industry is essential for a graduate student studying sustainable tourism island development. A variety of themes and concepts related to sustainability and values in the tourism industry were identified through interviews with individuals in Greece.

SB, stressed the importance of being "green" as possible, continuously developing and training staff, and adopting new technologies as part of their three-tiered approach to sustainability, as seen in Table 18. Greek wine varieties need to be promoted globally and Greekness needs to be emphasized to create a sustainable company. As part of the investment vision, MT stressed the need to provide the best service possible to everyone.

Among the things KL stressed were direct contact with guests, local recommendations, welcome treats, and assistance when needed. In order to provide high-quality hospitality and services, ZS stressed the importance of promoting sustainable tourism practices, responding to new trends, using environmentally friendly processes and activities, and acquiring knowledge.

IP asked for cooperation, togetherness, and collectivism in order to navigate the complicated system, while DER discussed Reve Group's four pillars for implementing their sustainability strategy, including preserving cultural and environmental diversity, supporting a sustainable society, and acting responsibly about the environment.

A common theme among these perspectives is valuing sustainability, promoting local culture, providing high-quality service and hospitality, using environmentally friendly practices, and responding to new trends in a proactive manner.

Table 18. Greece Values Data

Participant	Responses – Values
SB	• 3 tiers: be as "green" as possible, constant hr development and training, adopt new technologies
YP	• Goals that form the values • Goal to really export the wine, not to Greeks in diaspora, but foreigners, show the Greek varieties in the world market and through this to establish ourselves • Create a sustainable company on the other hand relying on Greekness through this promotion and the Greek vineyard. • functioned as representatives of Greek wine in general • sustainability
MT	• Providing the best service possible to everyone is essential in sustainable tourism. • Businesses and workers should have a vision for investment and include a moral component. • Quality is crucial for survival in the tourism industry
KL	• Hospitality is a key factor in providing a positive experience for guests • Direct contact with guests is important for establishing a personal connection and providing local recommendations • Providing welcome treats and local products can enhance the guest experience • Being available for guests and offering assistance when needed is important • Being discreet while also making guests aware of your presence is important • Personal interactions with guests can lead to opportunities for travel and adventure.
ZS	• Importance of promoting sustainable tourism practices • Need to respond to new trends and shape a distinct identity for the destination • Use of environmentally friendly processes and activities • Acquisition of knowledge and commitment to providing high-quality services and hospitality • Importance of warm and respectful interactions with tourists to create a positive experience for them
IP	• Cooperation, togetherness and collectiveness • simplicity in a complicated system
DER	• The company belongs to the Reve group which deals with trade and tourism. • Reve has introduced four pillars to implement their strategy for sustainability. • The group promotes two sustainable varieties and focuses on management dealing with partners and suppliers in trade. • In the tourism-hotel sector, sustainability is a key component of the group's philosophy. • The group works to preserve the cultural and environmental diversity of each destination. • The group takes responsibility for its employees, supports a sustainable society, and acts environmentally in a responsible way.

In order to achieve sustainable tourism development, various factors need to be considered carefully. To promote sustainable tourism development, several concerns and challenges need to be addressed as a result of the interviews conducted with individuals in the tourism industry. Due to inadequate management practices and a lack of regulations, overtourism is one of the major issues. A major challenge is the lack of community development to keep up with the rapid pace of change. SB emphasized the need for the government to enforce regulations and limit the number of permits issued, as seen in Table 19.

The knowledge gap, also identified by YP as a significant challenge, is another issue. This gap manifests itself as a lack of knowledge of sustainable practices and a lack of awareness of what others expect of professionals. To overcome this challenge, professionals should consult experts. In addition, sustainability requires a significant investment, which may deter many entrepreneurs. A decision on what demographic to target is also important, since overcapacity can hurt an island's product, as pointed out by MT and YP.

As well as advocating for quality staffing and interaction with tourists, MT emphasized the negative impact of Airbnb on the island's social fabric. Other concerns cited by MT include a lack of resources for accommodating guests, expensive internal tourism, and a lack of interest among younger locals in the hospitality industry. According to KL, local businesses are poorly marketed and lack local products available for sale. Additional concerns raised by KL include poor communication between businesses, a lack of collectivism, and a preference for the immediate future over the distant future. In peak tourist season, drug problems and deaths occur, and island authorities allow businesses to sell whatever they want because of bad policies.

ZS proposed a type of tourism that prioritizes environmental protection, cultural preservation, and local well-being, which can attract a large number of tourists with these values and priorities. According to IP, sustainability challenges are compounded by a lack of consensus on the definition of sustainable tourism and a lack of a clear tourism strategy by the Ministry of Tourism. The lack of confidence in the product, as well as greenwashing, prevents evaluations from being conducted. GZ

noted Greece's lack of established strategic branding, management issues, and the large number of tourists during the summertime, which makes locals feel unwelcome. In the tourist industry, locals are often photographed and seen as a part of the attraction, without respecting their culture.

In order to maintain quality service, DER identified the major challenge as coping with increased costs as a result of rising raw material, food, and energy prices. In order to promote environmental sensitivity, the company intends to reduce electricity usage during non-peak hours. Finding staff is also a major issue because many people quit seasonal hotel work during the outbreak. A lack of infrastructure development creates overload on small islands, burdens local communities and the environment, and affects staff availability when hotels and rooms are overbuilt. Additionally, there is a lack of serious research on how many hotels and rooms are needed on an island.

A variety of concerns and challenges must be addressed to promote sustainable tourism development, based on the interviews with individuals involved in sustainable tourism island development. There are a number of problems that need to be addressed, including overtourism, the knowledge gap, sustainability financial issues, exceeding carrying capacity, and a lack of education. Additionally, the lack of consensus on the definition of sustainability, the need for a clear tourism strategy, and the negative impact of cruises and mass tourism on the environment and culture are also concerns that should be addressed. Community development, education, and collaboration between stakeholders are essential to overcoming these challenges.

Table 19. Greece Concerns & Challenges Data

Participant	Responses – Concerns & Challenges
SB	- Overtourism - Government needs to be persuaded to not give out permits. There was once a law passed that a vineyard cannot be built on, but despite that you see vineyards turning into Airbnbs. - Cruises are a big issue. The cruise should be paying to enter the island. - Two huge local lobbies, where the buses and boats are gathering the tourists from the cruise ships and taking them to the island, who have tons of power on the island that the local community cannot go against. - To go green is very expensive, you need to change a lot of things and you have to adopt new practices that are often much more expensive than the old ones. - Everything happened very fast in Santorini, community needs to be developed to catch up.
YP	- The knowledge gap which is a double: not knowing what to do or how to do it, and not knowing what others expect from him - The professionals should seek help from the experts, to see how they will do it - Sustainability financial element - Decide on what the demographic of the tourists will be - Exceeding carrying capacity: the islands' product has grown so much that they can no longer serve their own product - fear that if mass tourism is lost, money will be lost. But it is the opposite for the long term.
MT	- Airbnbs cause social issues and change the island's physiology - Copying the vision of successful businesses leads to decreased quality and dragging down of those who do it well - Overbuilding on Kos and exceeding carrying capacity, lack of resources to accommodate guests - Lack of education on tourism in Greece, need for quality staffing and interaction with tourists - Expensive internal tourism on the islands and lack of interest in working in the hospitality industry among younger locals - Financial benefits of tourism are distributed to all locals, including franchise owners who are not necessarily from the area.
KL	- Marketing is poor and there are few local businesses selling local products. - Limited places to visit and souvenirs are made in China. - Terrible problem with cleanliness on the island and poor communication between businesses. - No collectivism and financial interests of each entrepreneur come first. - Ios project collects young tourists who stay in poor quality rooms and turn to bars all night. - Drug problems and deaths occur every year during peak tourist season. - Island authorities have bad policies, allowing businesses to sell whatever they want. - Immediate future is prioritized over the distant future.
ZS	- New type of tourism prioritizes environmental protection, cultural conservation, and local well-being - Involves real participation in cultural events of the society - Attracts a large number of tourists with these priorities and values

Participant	Responses – Concerns & Challenges
IP	• Lack of common consensus on the definition of sustainability in tourism • Sustainability certification does not guarantee sustainable practices • Need to address multiple issues, not just one aspect of tourism • Lack of a clear tourism strategy by the Ministry of Tourism • Evaluations not being done due to lack of confidence in product and greenwashing • Overtourism and poor management as major issues
GZ	• Greece lacks an established strategic branding, which changes with each governing administration • There are issues with management and locals not feeling welcome during the summertime due to the large population of tourists • Tourists often take pictures of locals and see them as part of the attraction, without respecting the culture • Mass tourism is problematic as it comes with big demands and no respect, whereas alternative tourism is preferred • There is resistance to change and old mindsets are not working for new challenges • Cruises are a significant problem, as they account for only 8% of tourism but have a pollution impact equivalent to 12 airplanes.
DER	• The main challenge is coping with increased costs due to rising prices of raw materials, food, and energy, while maintaining quality service. • The company aims to reduce electricity consumption during hours when it is not needed to promote environmental sensitivity. • Finding staff is a major issue due to many people quitting seasonal hotel work during the pandemic. • Overbuilding hotels and rooms, without corresponding infrastructure development, creates an overload on small islands, burdens the local community and the environment, and affects staff availability. • Lack of serious research on the number of hotels and rooms needed on an island contributes to these issues. • Older hoteliers may not perceive the importance of sustainability, while younger generations can bring different perspectives and improve the situation.

Through differentiation and increased market access, IP argued that lowering costs and increasing incomes can be achieved, as seen in Table 20. IP also argued that more distribution channels will help promote the unique features of tourism. Additionally, IP emphasized that technology and education, as well as proper preparation, are necessary for success. Finally, IP emphasized that EU financial support is available.

There is no doubt that IP's responses to financial sustainability emphasize increasing revenue and reducing costs through differentiation and market access and emphasizing the importance of

technology and education for success. A viable option for upcoming entrepreneurs in the sustainable tourism industry, IP suggested, is to seek financial support from the European Union.

Table 20. Greece Financial Data

Participant	Responses – Financial
IP	• Lowering costs and increasing income can be achieved through differentiation and increased market access • More distribution channels are needed to showcase the unique aspects of tourism offerings • Technological and educational components, along with proper preparation, are necessary for success • Financial support can be obtained from the EU

The interviews conducted on sustainable tourism island development revealed several key themes. Differentiation and increased market access are crucial to lowering costs and increasing income, with more distribution channels needed to highlight the unique aspects of tourism products. In addition, they stressed the importance of technological and educational components, along with proper preparation, for success, as seen in Table 21. Financial support can be obtained from the European Union.

According to SB, tourists want to experience the destination and live it, and more customized tourism packages are becoming increasingly popular in places of mass tourism. There was also mention of Greece's winter tourism, such as golfing in February, in some parts of the country.

As a result of large competition, YP noted that wineries need accreditation to improve product quality. According to KL, tourists are categorized into three different categories, depending on the season and month they visit, and they express concern about the negative impact of tourism on society, culture, and the environment. Since the 60s, the island has also changed in terms of its character and traditions.

GZ stressed the need for subsidiaries and funding for businesses in remote areas and addressed the impact of globalization, the importance of digital transformation and smart solutions, as well as the importance of sustainability and resilience when faced with climate change and migration

due to weather. In addition, GZ emphasized the importance of professionals leading the way in implementing sustainable tourism practices.

According to DER, sustainability should be a priority in tourism despite geopolitical issues and rising costs. The European Union's decision to eliminate internal combustion engines by 2030 also encouraged sustainability efforts. The model of Astypalaia was cited as an example for sustainable energy, and Greece should take advantage of renewable energy sources such as wind and solar. Astypalaia is an island in the Dodecanese Island group in the southeastern Aegean sea, which is known as the first smart and sustainable island in the Mediterranean, with its vehicle electrification and hybrid energy system.

In general, the interviews highlighted the importance of sustainability and innovation in tourism, focusing on personalized experiences, technological solutions, and renewable energy sources.

Table 21. Greece Trends Data

Participant	Responses – Trends
SB	- Tourists want to live the destination, experience tourism - Greece also has winter tourism apart from summer. Greece is a warm country, you can come play golf in February - More personalized tourism packages, mass tourism is dead
YP	- Improvements In wine tourism - Wineries that do not have accreditation will get the accreditation - Due to large competition, the product will get better, quality will go up
KL	- The tourists who visit the island can be categorized into three different qualities, depending on the season and month. - The island had a reputation as an unspoiled destination for young people in the 60s with the hippie movement. - The island's character and tradition have changed over time. - There is a concern about the negative impact of tourism on the environment, culture, and society.
GZ	- The need for subsidiaries and funding for businesses in remote areas and marketing problems - The impact of globalization - the importance of digital transformation and smart solutions - The need for sustainability and resilience in the face of crises such as climate change and migration due to weather conditions - The importance of professionals leading the way in implementing sustainable tourism practices

Participant	Responses – Trends
DER	- Sustainability needs to be a priority in tourism despite geopolitical issues and rising costs. - The European Union's decision to abolish internal combustion engines after 2030 is also driving sustainability efforts. - Astypalaia serves as a model for sustainable energy, and Greece should take advantage of renewable resources like wind and solar power.

In order to develop sustainable tourism islands, the government needs to implement policies that promote alternative forms of tourism. SB pointed out that the government provides investments and funds for farmers and farms to grow locally up to 75% and offers subsidies to incentivize business investment, as seen in Table 22. According to YP, government enforcement of waste management laws is vital, and professions must take responsibility for ensuring sustainability. KL believes that the local government can implement rules and regulations to improve the behavior of tourists and maintain the cultural identity of the place. According to IP, the government has created a National Strategy of the Periphery, which includes new legislation for Destination Management Organizations (DMOs) and an observatory that gathers real-time forecasting data.

In addition, infrastructure and environmental care need to be improved, and it was questioned why these issues aren't given enough attention. Road networks in various places need improvement, and investments in surrounding areas and education are needed to prevent future problems, according to DER. In order for sustainability efforts to be successful, local authorities must take massive action, and businesses play an institutional role but do not make all the decisions. In order to ensure that EU subsidies support sustainable tourism initiatives that align with the needs and goals of the local community, ZS suggested a participatory and collaborative process to be required.

DER pointed out that the government and local municipalities should invest in cultural enrichment. ZS pointed out that antiquities should be conserved, and DER emphasized the importance of cultural enrichment and conservation. Tourists want to experience the destination, and KL noted that the islands have moved from being unspoiled to being more commercialized, and tourists are seeing for more authentic experiences. According to ZS, voluntary work in the field of

culture is a reality in Europe and has positive effects. Thus, YP suggests upgrading and expanding classic summer holidays through cultural funding.

DER noted that despite geopolitical issues and rising costs, tourism needs to prioritize sustainability. The European Union's decision to abolish internal combustion engines after 2030 is driving sustainability efforts, and Astypalaia serves as a model for sustainable energy, and Greece should take advantage of renewable energy sources such as wind and solar power.

The government has a crucial role to play in the development of sustainable tourism islands, but local authorities and professions need to take responsibility as well. It is crucial to enrich culture and conserve the environment, and to improve infrastructure and protect the environment. EU subsidies must support sustainable tourism initiatives through participation and collective vision. A final point to consider is the importance of prioritizing sustainability in tourism despite geopolitical issues and rising costs.

Table 22. Greece Government Role Data

Participant	Responses – Government Role
SB	• Policies for alternative forms of tourism are in place, for the type of tourism that the island wants and needs • There are investments and funds for farmers and farms to have to and grow local up to 75%. • There are policies for people to invest, the government would not invest but a businessman would. The government would give motives like subsidies.
YP	• Greeks should not rely on the government to solve all problems in each sector. • Governments have a role in enforcing laws, such as waste management for sustainability. • Professions must mature and have self-control. • The state has a role in enforcing laws and making the system understand the consequences of not following them. • The profession itself should take responsibility and initiative, as seen in the case of Greek wine becoming known in America without government funding.
MT	• Local authorities are responsible for water and waste management in the destination • Businesses have a responsibility to create a good environment for their employees • Local authorities need to take massive action for sustainability efforts to have an impact • People in local and governmental positions need to be educated and have conscience • Passion, persistence, and vision are necessary for sustainability efforts • Businesses have an institutional role but do not make the final decisions.

Participant	Responses – Government Role
IP	• The National Strategy of the Peripheries involves new legislation for Destination Management Organizations (DMOs) and an observatory to gather data for real forecasting. • The current DMOs are not well-funded and play a competitive role with local authorities, creating a power game that is not helpful for entrepreneurs trying to create good tourism products. • Interest rates are high, up to 6-7%, but entrepreneurs can produce up to 13%. • There is legislation against greenwashing with fines, and the Ministry of Tourism has power for scheduling and management.
KL	• different types of tourists that visit the Greek islands depending on the season • The character of the islands has changed over time, with a shift from unspoiled to more commercialized tourism • The local government could implement rules and regulations to improve the behavior of tourists and maintain the cultural identity of the place • There is a need for better infrastructure and environmental care, but the author does not see it happening and wonders why there is not enough sensitivity towards these issues.
ZS	• Enrichment of the "Sun and Sea" product with services such as wellness, luxury, and local gastronomy • Upgrading and expanding of classic summer holidays through cultural funding and grants • Antiquities conservation requires high funding • Voluntary work in the field of culture is a reality in Europe and has beneficial effects • Improving the training and welfare of staff is critical for business planning and success.
GZ	• EU subsidies require a collective and participatory process • Negotiation and vision are necessary at the beginning of the process • This ensures that EU subsidies support sustainable tourism initiatives that align with the needs and goals of the local community.
DER	• The road network in various places needs improvement • Government and local municipalities need to invest in cultural enrichment • Hotel unit standards are generally good, but other areas suffer • Infrastructure is crucial for tourism development, such as airports and roads • Investment in the surrounding areas of tourism and education is necessary to avoid future problems. • The company doesn't currently cooperate with NGOs, but has plans to collaborate with social service institutions. • They offer things like furniture and food to these institutions, rather than throwing them away. • They are in talks with foundations in Rhodes to use dolls made by children in the rooms and inform customers about the initiative. • European clients are more aware than Greeks, and the company plans to donate the revenues collected to these institutions.

SB emphasized that locals and professionals need to form a union to develop policies for the national government to adopt. Additionally, lightweight bottles and dioxide fermentation are important

for sustainable tourism. However, small local businesses are not interested in implementing such practices, and persuading the municipality to create systems like organic water can be difficult, as seen in Table 23.

A significant issue in Greece is a lack of community spirit and unwillingness to deal with garbage. The author suggests ideal communities should set goals for their common good, including their approach to tourism. As an added attraction, Santorini's wineries have developed tourism structures in order to cater to American tourists. MT emphasizes the importance of reinforcing sustainable practices in tourism. In Greece, there is a tendency for individuals not to take responsibility for sustainability.

KL suggested that a plan for sustainable tourism would be helpful, but no one has started it so far. The island should focus on offering unique experiences, and investments should be made with love and meaning. The focus should be on immediate profit rather than long-term sustainability. There are many islands with unique products and experiences that can be emulated, so moving bars away from the main road would improve the island atmosphere.

For destinations to effectively address problems, they must agree on what the problems are. IP emphasized the importance of understanding the problem before finding a solution. To create sustainable accommodations, entrepreneurs can take steps like conceptual design, market analysis, and evaluating different scenarios. To target different markets, differentiated products are critical, and effective communication is crucial. To ensure informed decisions, top-down tourism management requires a balance between public, private, and societal decision-making.

A key component of GZ's argument is that research should be conducted to understand associations and participatory processes, starting with the visualization and mapping of stakeholders. Smaller islands do not wish to attract mass tourism, and tourism marketing should be conducted by tourism professionals. In order to change mindsets, local authorities need to be involved in a participatory decision-making process. It is desired to establish a sustainability observatory.

As part of their call for modernizing facilities and infrastructure beyond airports, DER emphasized the importance of using sustainable energy sources such as wind and solar power. Furthermore, he emphasized the importance of having a common policy among islands to reach a common goal, a common vision, and a collective logic to achieve those goals. In his criticism of the lack of cooperation and common sense between people living on the same island, he calls for new generations to step forward and take responsibility for the future.

According to the individuals interviewed, sustainable tourism island development can be achieved through a variety of approaches. Community spirit, agreement on shared goals and policies, emphasis on sustainability, and modernization of infrastructure and facilities are some of the key themes. Differentiating products, communicating effectively, involving all stakeholders, and taking a long-term approach are all important.

Table 23. Greece "What could be done better" Data

Participant	Responses – "What could be done better"
SB	• The locals and the professionals should have a union and make policies and then the national government will adopt them. The state does not know, we need to tell it what to do. • We could gather the dioxide from fermentation. We did not do that because it is very expensive. • Have very lightweight bottles. There are many practices like that but unfortunately we are a bit behind. • Local small business do not make it at all a point to have such practices. For example, we have tried for a long time to use organic water, you take dirty water, clean it and then take it back to nature. We have not persuaded the municipality yet to create that system. • Santorini there is this overtourism and 'new rich', which is a very bad combination. • We do not want group tourism, Greeks are big fans of slow life. But tourists are mostly foreigners who are the ones that come in big groups, and they can go because they can afford it. • The islands have lost locality and the Greek tourist, or the backpacker • Have people coming in for the whole experience
YP	• Lack of community spirit is a big issue in Greece, as evidenced by the unwillingness of villages and islands to manage their own garbage. • Ideal communities should discuss and set goals for their common good, including their approach to tourism. • Wineries in Santorini have developed tourism structures to cater to American tourists, who expect restaurants and other amenities. • Wine tourism is not the main reason visitors come to Santorini, but it is an added attraction.

Participant	Responses – "What could be done better"
MT	• Emphasis on the importance of sustainability in tourism • Need for everyone to reinforce sustainable practices • Mention of tendency in Greece for individuals to not take responsibility for sustainability
IP	• Understanding the problem is crucial before finding a solution. Destinations need to agree on what the problems are in order to effectively address them. • Evaluation of destinations is important, but many lack knowledge and education on how to do this properly. • Entrepreneurs can take steps such as conceptual design, market analysis, and evaluating different scenarios to create sustainable accommodations. • Differentiation of product is key, and effective communication is necessary to target different markets. • A balance between public, private, and societal decision making is important for top-down management of tourism. • Knowledge sharing and learning is important to ensure informed decision making.
KL	• Having a plan for sustainable tourism would be helpful, but no one is starting it • The focus is on immediate profit rather than long-term sustainability • The island should focus on offering unique experiences, like sunset views from a church • Investments should be made with love and meaning, and limitations should be put in place • Moving bars away from the main road would improve the traditional island atmosphere • Other islands like Sifnos and Folegandros offer unique products and experiences that can be emulated
GZ	• Research is needed to understand the associations used and to whom they are referring to • Participatory processes are important, starting with visualization and mapping of stakeholders, followed by focus groups • Tourism marketing should come from tourism professionals • Mass tourism is not desired on smaller islands and should only come from a collective process and decision • Long-term consistency is key to changing mindsets and local authorities should be involved in a participatory decision-making process • There is interest in establishing a sustainability observatory
DER	• Focus on modernizing hotels with sustainable energy sources like wind and solar power. • Call for modernization of facilities and infrastructure beyond just airports. • Emphasize the need for a common policy among islands to achieve a common goal. • Highlight the importance of having a common vision and a collective logic to move towards a common goal. • Criticize the lack of cooperation and common sense among people on the same island, calling for new generations to take over and see the future better.

SB stressed the importance of creating a personal experience for tourists. In order to achieve this, he suggested having a solid foundation, having a warm and welcoming staff, and creating an

environment where visitors feel good and proud. Furthermore, he noted that new generations of tourists will not tolerate poor treatment. To demonstrate civilization, YP emphasized the importance of addressing sustainability before discussing culture. As he argued, wine is seen as a cultural product that connects people to their past, geography, and gastronomy, as seen in Table 24.

MT shared her experiences in Greece, where entrepreneurship and businessmen have a negative stigma. She advised entrepreneurs to be patient, take calculated steps, and build strong foundations and resources. Additionally, MT stressed the importance of culture, good education, and respecting whatever products one sells while showcasing the destination properly. MT also recommended visiting local markets to learn about the culture and people of the region.

As part of the plan to enhance tourists' experience, KL stressed respecting the product and customer, offering alternative activities, and providing alternative activities. In addition, she stated that hospitality cannot be purchased and that everything must be built on respect for the product and the place.

When investing in good foundations, IP stressed the importance of balancing sustainability, profit, and compromises. He suggested making an action plan, an implementation plan, and considering where one is today and the future's prospects. According to him, it's important to communicate with locals and other stakeholders in their language and take a top-down or bottom-up approach based on the destination. Moreover, IP recommended differentiating and creating distribution channels for increased income, utilizing technology, and obtaining education and financial assistance. He also stressed the importance of proper evaluation, goals, and priorities in sustainable tourism, as well as the power dynamics between DMOs and local authorities.

According to GZ, the three-step process of creating a sustainable tourism business begins with a vision that incorporates local and business needs, followed by determining what type of tourism fits the destination's needs. In addition to focusing on local wellness and well-being, he stressed the importance of management, marketing, and a high budget. Furthermore, GZ emphasized the importance of changing the mindset and embracing collective participation. As a result of education

and targeted programs, she said, the industry can be improved by changing mindsets and respecting the authenticity of the destinations. In addition, I have noticed that resources such as social skills, research, planning, and finances play an important role in tourism and that the industry should be ROI + eco + cultural.

In order to achieve sustainable tourism, DER stressed the importance of broader cooperation, rather than just within the local community. They urged the development of a common tourism policy for islands with similar characteristics. In order to build a strong reputation and gain positive customer feedback, DER stressed the importance of providing good local services. In order to build long-term relationships with local actors, staff, and customers, he advised against pursuing quick profits. As well as promoting sustainability in tourism, DER emphasized respect for guests in hospitality.

To conclude, these experts in sustainable tourism and cultural entrepreneurship provided valuable insights aspiring entrepreneurs could use. By incorporating their advice into a cohesive approach, sustainable tourism businesses aligned with SDGs 11 and 12 can be established. The approach emphasizes creating personal experiences, addressing sustainability before culture, taking calculated steps, respecting the product and the customer, utilizing technology, understanding and evaluating destinations, and promoting a broader range of partnerships.

Table 24. Greece Advice & Recommendations Data

Participant	Responses – Advice & Recommendations
SB	• create this personal experience • It can get boring because you do it all the time, so have a good foundation • Have people work for you that are welcoming and warm and excited, proud to be there. • A prerequisite is to have a lot of money, an environment where you feel good and be proud of it. • The new generation of tourists will not accept poor treatment • I would create organizations where the problems are discussed and solutions are found for the long term. • We need motives for the people to stay at the vineyards. We can do management as a collective for the long term.

Participant	Responses – Advice & Recommendations
YP	- importance of sustainability in tourism. - before discussing culture, sustainability should be addressed to show civilization. - question the validity of promoting the arts if the winery is not sustainable. - Wine is seen as a cultural product that connects people to their past, geography, and gastronomy.
MT	- Greece has a negative stigma towards entrepreneurs and businessmen. - Being an entrepreneur requires endurance, risk-taking, and knowing what you ask for. - Do not expand a business without the right foundations and resources. - Location is important, and it's recommended to do pilots and experience before creating. - Strong foundations are necessary, and taking calculated steps beforehand is essential. - Culture and good education are of utmost importance. - Respect whatever you sell and showcase the destination correctly. - Learn about the local products and people by visiting local markets.
IP	- Sustainability - profit- compromises. Invest in proper foundations, the way it is supposed to be. We need a strategy that is in agreement with all the stakeholders. - Create a good action plan, implementation plan etc, you need to take into account where you are today and what your prospects are. - When communicating that to the locals and other stakeholders you need to speak to them in their language that they understand and speak prospects. - Having a balance in top down or bottom up approach depends on the destination. - Importance of differentiation and distribution channels for increased income - Need for technology, education, and financial support - Issues with power dynamics between DMOs and local authorities - Legislation against greenwashing and Ministry of Tourism's role in management - Importance of understanding and evaluating destinations with proper methodology - Steps for entrepreneurs to create sustainable tourism businesses - Importance of collective decision making and proper scheduling - Need for evaluation, goals, and priorities in sustainable tourism - Technology is a means, not a solution, and must be adapted to local context.
KL	- Respect for the product and customer is essential - Offering alternative activities and creating a plan for tourists can enhance their experience - Hospitality is crucial and cannot be bought - Building everything on respect for the product and the place is key.

Participant	Responses – Advice & Recommendations
GZ	1) Vision, what is in common, what the locals want and then what the businesses want 2) figure out the type of tourism they want 3) management & marketing & high budget - Prioritize wellness and well-being of locals before selling the tourism product - Change the mindset and have a collective participatory process in decision-making - Education and targeted programs can change mindsets and improve the industry - Respect the DNA and authenticity of the destination and showcase it as an asset - Resources such as social skills, research, planning, and finances are important - Tourism industry should be ROI + eco + cultural - Sun and sea tourism dominates, but cultural tourism is important too - Good service and hospitality are key to success.
DER	- Wider cooperation is needed to achieve sustainable tourism, not just the local community. - Islands with similar characteristics can develop a common policy for tourism. - Providing good local services is important for building a good reputation and gaining positive feedback from customers. - Quick profit should not be the main goal, but building long-term relationships with local actors, staff, and customers. - Respect towards the guest is essential in hospitality and sustainable tourism. - Sustainability is an important aspect of tourism.

This table highlights important aspects of cultural understanding. SB emphasized the importance of creating a personal experience for tourists and having welcoming and warm staff, as well as creating organizations that discuss long-term solutions. SB recommended also offering a variety of educational tours of the vineyards so that tourists can experience the place before tasting the wine, as seen in Table 25.

Before discussing culture, YP stressed the importance of sustainability in tourism. Tourism infrastructure must be sustainable in order to promote cultural experiences. Wine is considered a cultural product that connects people to their past, geography, and gastronomy. For KL, traditional culture is preserved and offered to tourists. In addition, they recommend events and activities that respect local culture and demonstrate local traditions.

A key aspect that MT mentioned is the importance of strong foundations, location, and education. Entrepreneurs need to visit local markets and respect the products and people they sell. In

addition, they should emphasize the destination's education and culture, and take calculated steps before expanding a business. IP emphasized the importance of balancing top-down and bottom-up approaches, depending on the destination. In addition, they recommend proper evaluation, goals, and priorities in sustainable tourism, using technology as a tool, not a solution, and adapting it to local needs.

Developing a vision that aligns with local needs and businesses, determining the type of tourism desired, and focusing on marketing, management, and a high budget are all recommended by GZ. It is also recommended to prioritize local wellbeing and wellness before selling tourism products. DER recommended wider cooperation to achieve sustainable tourism, by developing a common tourist policy for islands with similar characteristics. A good local service is also important, as is building long-term relationships with local actors, staff, and customers, and respecting the guest in hospitality.

Lastly, ZS highlighted the modern tourist's desire for qualitative and diverse experiences related to culture, nature, and traditional rural life. We need to engage local people in tourism that respects, protects, and preserves local culture and nature, such as nature walks, gastronomy, and wine tasting activities. The importance of cultural understanding and preservation for sustainable tourism is evident, and entrepreneurs must focus on creating customized experiences while respecting and preserving local cultures and nature.

Table 25. Greece Cultural Understanding Data

Participant	Responses – Cultural Understanding
SB	• different tour packages in the vineyards that offer educational experiences • have them live the experience of the place and then come to try the wines
KL	• Emphasis on preserving traditional culture and offering it to tourists. • Lack of creativity in the development of tourism infrastructure. • Need for events and activities that teach and showcase local traditions. • Importance of customer satisfaction while maintaining respect for local culture.

Participant	Responses – Cultural Understanding
ZS	- Modern tourists seek more qualitative and diverse experiences related to culture, nature, and traditional rural life. - The goal is to inform visitors about events and cultural elements, including ancient cultural centers and modern folk art exhibitions. - Engaging local people in tourism experiences that respect, protect, and preserve local culture and nature is important. - Nature walking activities and gastronomy and wine tasting activities are examples of such experiences.

According to SB, well-educated and experienced new generations can significantly impact the tourism industry in the future. However, he also highlighted the disruptive nature of tourism, particularly in small countries such as Greece, where sudden spikes in tourism can create economic imbalances, as seen in Table 26. According to YP, Greek wine has been put on the world map by Santorini's wineries and tourists, as well as the different categories of wine tourism in Greece. MT discussed how extending the tourism season can help combat seasonality, while also emphasizing the importance of showcasing each island's cultural and gastronomical identity. In addition to partying, KL noted that the Cyclades have much more to offer. There has been a greater focus on health, safety, and nature as a result of the pandemic, as well as the importance of in-depth cultural experiences for existential tourists. Furthermore, GZ and DER stressed the importance of targeting tourists who are culture-minded and respectful of the environment, as well as tailoring tourism offerings to specific groups like sports enthusiasts, families, and relaxants.

From these interviews, a number of common themes emerged. First, the importance of preserving and showcasing local culture and traditions was highlighted, which is crucial for the development of sustainable tourism. SB and KL both emphasized the importance of providing tourists with a memorable experience while respecting and maintaining local culture. The second thing to be recognized was the need to extend the tourism season and address seasonality to ensure a more stable economy. MT talked about the different types of tourism in various regions and how showcasing cultural and gastronomical identity can help maintain the unique physiognomy of each island. In addition, the importance of targeting the right kind of tourists and tailoring tourism offers to

specific groups was understood. Both GZ and DER stressed the importance of targeting tourists who are interested in culture and the environment, while DER also spoke of focusing on specific target groups, including sports enthusiasts, families, and relaxation enthusiasts. Lastly, the importance of maintaining and improving the competitiveness of Greek tourism was acknowledged as well as the positive impact tourism can have on the economy. In addition to creating jobs and enhancing regional development, Greek tourism plays a key role in the national economy.

It was clear from the interviews that sustainable tourism development requires respecting and showcasing local culture, addressing seasonality, targeting the right kind of tourists, and promoting economic growth.

Table 26. Greece Tourism Data

Participant	Responses – Tourism
SB	• Optimism for the future, new generations are well educated and experienced • tourism is disruptive. Greece is a small country and suddenly became a tourist hotspot; ex. people who opened hotels first had everyone working for them and became the masters of the village with very little experience • some win too little and others too much • some islands can have winter tourism
KL	• Types of tourism discussed: party tourism, relaxation tourism, and sightseeing tourism. • The island has beaches where tourists can rest and be alone. • Some roads are more difficult to pass and lead to more secluded beaches. • Beyond partying, the island has other things to offer to tourists. • Some tourists come specifically to see this part of the Cyclades.
YP	• Wine tourism in Greece is divided into two categories: Santorini wine tourism and wine tourism elsewhere. • Santorini has six or seven autonomous companies that live exclusively from wine tourism, which is one of the three must-dos for visitors to the island. • Santorini put Greek wine on the world map, thanks to its wineries and their visits. • There are 18 wineries in Santorini, 15 of which are visitable and have received regional accreditation. • All winery businessmen in Greece are Greek, unlike in other countries where foreign investors have invested in the wine sector.

Participant	Responses – Tourism
ZS	• Existential tourists are interested in in-depth cultural experiences • New generation of tourists prioritize health and safety • Lockdown created new habits around nature • Workcation is becoming more relevant for telecommuting professionals and digital nomads • Tourism contributes to protecting the natural environment and preserving historical buildings and monuments. • Tourism improves quality of life and cultural identity, promoting positive changes in values, morals, customs, and tolerance. • Cooperation with local communities and respect for the man-environment-culture axis is important in sustainable tourism. • Greek tourism is a key pillar of the national economy, creating jobs, enhancing regional development, and strengthening businesses. • The competitiveness of Greek tourism should be maintained and improved through destination-based planning. • Mykonos' infrastructure and skilled workforce are what sets it apart and attracts high-end tourists.
MT	• Extending tourism season can help combat seasonality • Each Greek Island has its own cultural and gastronomical identity • Islands maintain their physiognomy through showcasing their culture and gastronomy • Social cohesion differs between less developed and developed regions • Different regions have different types of tourism (e.g. Cyclades vs. Dodecanese vs. North Aegean)
GZ	• Target tourists with a mindset for culture and respect for the environment in Greece • Consumer needs have changed after the pandemic and they are more focused on living in the moment • Expectation of large crowds coming in as a result of changing consumer needs
DER	• The company has concepts to follow for their target group. • Two of the three hotels in their management focus on sports tourism. • The target group for these hotels are people who love sports and want to have an active vacation. • The hotels offer fitness programs, water sports, cycling, and healthy diet. • The company also caters to family-oriented and adult-only tourism. • The other concept is for customers who come to relax and experience the destination without intense physical activity.

The issue of over-tourism and its impact on local communities is a recurring theme in the context of sustainable tourism island development. SB stressed the importance of a union to organize the wine growers and makers so that they have a say in island affairs. However, significant measures are not being taken to deal with overtourism, as seen in Table 27. A similar challenge is educating the local population about the long-term benefits of preserving the island's ecosystem and culture.

Greeks tend to prioritize short-term gains over long-term investments, which makes it difficult to create a positive image for the country.

Despite the fact that tourism is considered a serious professional activity that requires dedication, ZS recognized the importance of tourism as a serious professional activity. The tourism industry has made the Mykonians more open-minded and receptive to cultures other than their own. In order to promote local traditions and use local products, DER emphasized the importance of hiring staff from surrounding areas and working with local producers.

KL differentiated between party tourism, relaxation tourism, and sightseeing tourism based on specific types of tourism. MT emphasized the importance of showcasing the cultural and gastronomical identity of each island, which can help combat seasonality. Some islands can also have winter tourism. In terms of target tourists, GZ suggests those with a sense of culture and respect for the environment in Greece.

For sustainable tourism island development to succeed, local communities must work together and respect the man-environment-culture axis. In addition to creating jobs, enhancing regional development, and strengthening businesses, Greek tourism is a vital pillar of the national economy. It promotes positive changes in values, morals, customs, and tolerance. In order to maintain and improve Greek tourism's competitiveness, destination-based planning is essential. Infrastructure and skilled workforce are what set Mykonos apart and make it so popular with high-end tourists.

Table 27. Greece Relations with Locals Data

Participant	Responses – Relations with Locals
SB	• Santorini is a rich island, with newly rich people. No need to incorporate thirds in. But need for a union.
	• Tough to persuade locals to keep their vineyards when they can make 10x the time by making it into a hotel
	• Need to organize the wine growers and wine makers so that we have a saying in the matters of the island
	• Over Tourism is discussed by everyone but no significant measures are being taken

Participant	Responses – Relations with Locals
YP	- Santorini's vineyard is being considered for UNESCO World Heritage status to preserve the island's ecosystem and cultural heritage. - The island's profession sees it as a positive step, but the local population is more interested in building hotels and rooms for tourism. - Lack of education and understanding of long-term benefits hinders the population's perspective on sustainability. - Greeks tend to focus on short-term gains rather than investing in long-term things. - Investing in building a positive image for Greece is challenging because of the country's current brand and people's preference for immediate effects.
ZS	- Mykonians are known for their hospitality and passion - Tourism is a serious professional activity that requires dedication - Mykonians have become accustomed to famous tourists from a young age - Mykonians have become more open-minded and receptive to different cultures through tourism
DER	- Importance of hiring staff from surrounding areas - Cooperation with local producers, especially in food and beverage - Emphasis on using local products and promoting local traditions - Examples of working with local suppliers in various destinations

As a common theme in the interviews with various stakeholders in Santorini and Mykonos, sensitivity in tourism was discussed. According to SB, Santorini's tourism is focused on immediate gratification because there are few Greek tourists there, as seen in Table 28. The tourists on Mykonos, on the other hand, tend to be more open-minded and receptive to different cultures due to repeat tourism. According to YP, tourists have different travel styles and purposes and are not homogeneous. As the average length of stay decreases, the demographics of tourists change, with a massive increase in Chinese tourists causing a shift in the market and the potential departure of traditional visitors. According to KL, local authorities can provide tourists with information about small churches and local products, in addition to the beaches. DER noted that foreign tourists are generally more aware of and willing to pay a higher price for sustainable tourism services that respect local traditions and values than domestic tourists. Likewise, ZS stressed the importance of developing tourist awareness, emphasizing the need for tourists to be aware of both the positive and negative effects of tourism development, as well as prevent and control harmful effects. Enhancing tourist

awareness can improve the competitiveness of the destination and ultimately improve the quality of life for local residents.

Taking into account the different travel styles and purposes of tourists is crucial to sustainable tourism development, according to the interviews. While advertising plays a significant role in attracting tourists, it is also used to educate them about the positive and negative impacts of tourism and guide them towards sustainable tourism experiences that respect local traditions and values. Furthermore, the promotion of tourism can lead to higher competitiveness for the destination and a better quality of life for its residents. Therefore, entrepreneurs in the field of sustainable tourism island development must prioritize sensitivity and tourist awareness while catering to the diverse needs of their clientele.

Table 28. Greece Sensitivity Data

Participant	Responses – Sensitivity
SB	• Full indifference. There are no Greek tourists. • Santorini does not have repeat tourism • This creates a sense of tourism of what can I get right now • In Santorini Greeks are a minority, because they all go to the mainland • Mykonos has repeat tourism
YP	• Tourists are not homogeneous, they have different travel styles and purposes • Visitors who come to stay for a week and get to know a place in depth are different from those who come on a cruise ship for a short time • Some travelers have a positive disposition and love to discover new places, while others have a negative attitude and are quick to judge • The average length of stay is decreasing and currently at 2.3-3.2 days • The demographics of visitors are changing, with a massive increase in Chinese tourists, causing a shift in the market and potentially causing traditional visitors to leave
KL	• Advertising plays a significant role in attracting tourists to the island. • Tourists are curious and interested in learning about the local culture and customs. • Local authorities can guide and lead tourists to discover other aspects of the island beyond the beaches, such as small churches and local products. • The island produces local products such as honey, oregano, cheeses, and delicacies, which tourists are interested in trying

Participant	Responses – Sensitivity
ZS	• Developing tourist awareness is important for improving the quality of the tourist experience and protecting the environment and local culture. • Tourist awareness involves being aware of the positive and negative impacts of tourism development and taking steps to prevent and control harmful phenomena. • Improving tourist awareness can contribute to enhancing the competitiveness of the destination and ultimately improving the quality of life for local inhabitants.
DER	• Foreign tourists are generally more aware and willing to pay more for sustainable tourism services that respect local traditions and values. • Younger tourists may prioritize affordability and fun over sustainable tourism experiences. • Scandinavian and Northern European tourists are more likely to appreciate sustainable tourism experiences due to their cultural background. • Tour operators in Nordic countries prioritize sustainability and may request additional measures to minimize pVollution and noise.

The opinions of the interviewees reflect changes in the tourism industry over time in the context of sustainable tourism island development. Santorini has undergone significant changes in recent years due to a large influx of foreign tourists interested in short-term gains, SB pointed out. As a result, there has been no cohesive community on the island for many years, as seen in Table 29. YP also suggested that landing fees could be implemented to regulate tourism and preserve the Greek islands' environment as cruise ship tourism contributes to overcrowding.

For tourists visiting the island, KL emphasized the importance of advertising and promoting local culture and customs. The tourism industry can benefit from tourists trying local products, such as honey, oregano, cheese, and delicacies. As part of improving the tourist experience as well as protecting the environment and local culture, ZS emphasized the importance of developing tourist awareness. It is possible to improve the quality of life of local residents by increasing tourist awareness and thus enhancing the competitiveness of the destination.

Finally, DER emphasized the importance of sustainable tourism services that respect local traditions and values. Foreign tourists tend to be more aware of and more willing to pay for sustainable tourism services.

The opinions of the interviewees reflect the dynamic changes in the tourism industry over time and their impact on the development of sustainable tourism islands. By promoting local culture,

developing tourist awareness, and regulating tourism to preserve the environment, we can balance short-term gains with long-term sustainability. It is also important to examine the development potential of lesser-known islands such as Naxos and Tinos.

Table 29. Greece Change Over Time Data

Participant	Responses – Change Over Time
SB	- Santorini is a fresh destination, 80s only Greeks, used to be poor - Last 20 years on the national map - Has tons of foreigners now - Earthquake in the 50s, they would move to Athens - Afterwards, tourism and great value on their land - It is all about what they can get right now. So this creates no communities. - Athenians or foreigners doing the job because the moved out of the land back then but still had land - It is all for short term
YP	- Cruise ship tourism is causing overcrowding and negative impact on Greek islands - Landing fees can be implemented to regulate tourism and preserve the island's environment - Each island has its unique development model, such as Paros being more focused on expensive tourism and Mykonos adapting to new trends - Santorini's main product is its view, but its future is uncertain - Other lesser-known islands like Naxos and Tinos have potential for development in marine tourism and sailing - Dynamic changes in tourism may create opportunities for other islands beyond Mykonos and Santorini

According to SB, Santorini has experienced rapid changes over the past twenty years as foreigners have flooded the island and short-term gains have taken precedence over community development. YP, on the other hand, discussed the necessity to regulate tourism, particularly cruise ship tourism, in order to preserve the environment and the unique development model of each island. Furthermore, they pointed out that the tourism industry has the potential to undergo dynamic changes, creating opportunities beyond the well-known destinations of Mykonos and Santorini, as seen in Table 30.

Education was also discussed, with YP emphasizing the importance of continuous learning and adapting professional training to incorporate sustainability. A successful collaboration between

the tourism industry and academia has resulted in the training of personnel and promotion of sustainable practices, as MT cited waste food management as one example. Through education in schools and at home, DER emphasized the need to instill a culture of sustainability from a young age, and the opportunity for private businesses and initiatives to set an example.

The role of advertising in attracting tourists to the island and promoting local products and culture was the focus of KL's discussion. Tourism has both positive and negative impacts, which contributes to the destination's competitiveness and to the improvement of locals' quality of life, according to ZS. According to DER, foreign tourists are generally more willing to pay for sustainable tourism services that respect local traditions and values.

Lastly, SB reflected on the lack of community building in Santorini and the shift towards short-term gains, whereas YP stressed the need to regulate tourism to preserve the environment and unique development models of each island and the potential for dynamic changes in the industry. The interviews highlighted the importance of integrating sustainability into professional training, encouraging sustainable practices through collaborations between academia and industry, and fostering a culture of sustainability from an early age.

Table 30. Greece Education Data

Participant	Responses – Education
SB	• Importance of connection between tourism industry and academic society • SETE provides subsidiary programs to train personnel and hoteliers • Example of successful cooperation with Harokopeion University for waste food management • Increased interest and involvement from visitors due to the program
DER	• The importance of instilling a culture of sustainability from a young age, both in schools and at home. • A lack of faith in the government to promote sustainable tourism. • The potential for private initiatives and local organizations to promote sustainable practices. • The role of businesses, such as hotels, in setting an example and promoting correct values. • The possibility of organizing actions to make sustainable practices a habit.

Participant	Responses – Education
YP	• Education is a continuous process, and it's crucial for good professionals to keep learning and adapting • Sustainability should be included in the education of professions that have an empirical component • Some entrepreneurs may not have formal education, but they can still learn through other channels like the market • What matters is not whether an individual is educated or not, but whether they feel the need to seek out specialist knowledge and take action towards sustainability

The island's seasonal tourism industry, which operates from Easter to October, is extremely important to KL, as seen in Table 31. During this time, the island's tourism infrastructure is active and offers many opportunities for visitors. Outside of this period, the island lacks the necessary infrastructure to support tourism. KL suggested advertising local customs and traditional dances to attract tourists during the Easter holiday period, as a means of addressing this issue.

Furthermore, other experts emphasize the importance of sustainable tourism education. According to YP, sustainability should be included in education for professionals with an empirical component, while entrepreneurs can learn through other channels, such as the market, through their own experiences. Instilling a culture of sustainability at a young age, both in school and at home, can help promote sustainable practices in the future, according to DER.

The connection between academic society and the tourism industry is also crucial, according to experts. MT mentioned the success of SETE's collaboration with Harokopeion University on waste food management, which has increased visitor interest. The DER suggests that private initiatives and local organizations can contribute to sustainable practices, while businesses such as hotels can set an example and promote the right values.

As a final note, YP emphasized the negative impact cruise ship tourism has on Greek islands and suggests enforcing landing fees so that tourism is regulated and the environment is preserved. Additionally, YP noted that dynamic changes in tourism may create opportunities for other islands besides Mykonos and Santorini.

A sustainable tourism approach requires promoting cultural and ecotourism, instilling sustainable practices in education, and partnering with academic societies, private initiatives, and local organizations in order to achieve its goals. As well as considering seasonality, strategies should be developed to promote tourism during off-season months.

Table 31. Greece Seasonality Data

Participant	Responses – Seasonality
KL	- The island has a seasonal tourism industry, operating from Easter to October, with no tourism infrastructure for the rest of the year. - The island could potentially promote tourism during the Easter holiday period by advertising local customs and traditional dances, and selling the experience to tourists. - The island has a cultural club but lacks necessary infrastructure to support tourism. Importance of connection between tourism industry and academic society

According to GZ, branding is an essential aspect of sustainable tourism island development that requires research, strategy, and vision. The branding process should showcase the substance of the destination and help with its imaging, rather than being a result of a sporadic process. Instead, it is the result of the entire process and research. In Greece, branding has already established itself thanks to the Ancient Greeks and mythology, and it is just in need of support. Branding is the result of positioning in the mind of the consumer, as seen in Table 32.

The branding process should not be seen as a separate process from the targeting and implementation of sustainable tourism practices. The right branding can promote the destination's substance and attract tourists interested in sustainable tourism. It is essential to understand the values and unique characteristics of a destination in order to successfully brand it.

A destination can also be branded as an ecotourism destination, which would attract tourists who are interested in environmental sustainability. Branding can help promote sustainable tourism practices.

In general, branding is an integral part of sustainable tourism island development that should not be overlooked. It requires research, strategy, and vision, and should be done after targeting and

implementing. In addition to showcasing the destination and helping with its image, branding can also help to promote sustainable tourism.

Table 32. Greece Branding Data

Participant	Responses – Branding
GZ	- Branding is a marketing process that requires proper research, strategy, and vision. - It should be done after targeting and implementation, and should be a result of the whole process and research, not sporadic. - The branding should showcase the substance of the destination and help with its imaging. - Branding is the result of positioning in the mind of the consumer. - In Greece, branding has already established itself due to the Ancient Greeks and mythology, and it just needs support.

Government Data Analysis

The sustainable development of islands and regions through ecotourism and cultural entrepreneurship has the potential to provide direct and indirect benefits for local communities. Sustainable tourism can increase revenue for local businesses, especially those that provide environmentally friendly products and services. The UNEP (2008) indicates that this can include eco-friendly accommodations, locally sourced food and beverages, and sustainable transportation options. In the long run, sustainable tourism can generate 20% more revenue than traditional tourism, according to the United Nations Environment Program (UNEP).

Global tourism generated approximately US$ 1.4 trillion in revenue in 2018, according to the UNWTO's Sustainable Tourism Observatories, which indicates that sustainable tourism can have a significant economic impact on destinations around the world. According to the UNWTO, sustainable tourism creates approximately 319 million jobs in 2018, a significant direct benefit of sustainable tourism. As an indirect result of sustainable tourism, increased investment is made in local economies and natural and cultural heritage sites are preserved. According to the UNWTO, for every US$ 1 million invested in tourism, approximately 78 jobs are created in the tourism industry and related industries.

An indirect economic benefit is the creation of new jobs and the increase in local investment, both of which result in new jobs in the tourism industry as well as in other related industries such as agriculture and handicrafts. In comparison to traditional tourism, sustainable tourism generates 3.6 jobs per 100 tourists, according to the United Nations World Tourism Organization (UNWTO).

In addition to increasing investment in local economies, sustainable tourism can also improve infrastructure and conservation efforts. Ecotourism and the preservation of natural and cultural heritage sites are examples of such initiatives (WTTC, 2019). The World Travel and Tourism Council (WTTC) projects that sustainable tourism will generate $8.8 trillion in GDP and 319 million jobs by 2028.

Direct and Indirect Benefits of Sustainable Tourism in Greece

Sustainable tourism practices have resulted in increased revenue and employment opportunities for local residents in Greece. The Greek National Tourism Organization (2019) reported an increase of 10-15% in tourism revenue over the past few years, totaling €16.1 billion in 2018. Additionally, sustainable tourism practices created employment opportunities in the tourism sector, which employed approximately 400,000 people in 2018. The tourism industry contributes approximately 20% to the Greek economy, providing employment for more than 1 million people (GNTO, 2019).

Tourism provides indirect economic benefits in addition to direct tourist spending. Tourism can create jobs in related industries such as food and beverage, transportation, retail, and small and medium-sized businesses (SMEs). According to the Greek National Tourism Organization (2019), tourism can also stimulate investment in infrastructure, including airports and roads, which can have a positive impact on the entire economy. The tourism industry generated revenues of approximately €18 billion in Greece in 2019, generating a total of €35 billion in revenue (GNTO, 2019), as seen in Table 33.

Sustainable tourism practices can contribute to economic growth, job creation, and poverty reduction in rural areas. Sustainable tourism can also help reduce seasonality in tourism, thereby

increasing the stability and consistency of local communities' income sources (Ministry of Tourism in Greece, 2019). The Hellenic Chamber of Hotels provides resources and support for hotels and other tourism businesses in Greece, including information on sustainable tourism, energy efficiency, waste management, and water conservation. The Chamber reports that more than 800,000 people are employed in the tourism industry, and tourism contributed around €16.3 billion directly to the Greek economy in 2019 and €44.6 billion in total to the Greek economy (Hellenic Chamber of Hotels). Cultural tourism can contribute to the preservation of Greece's cultural heritage as well as provide economic benefits to local communities. Sustainable tourism practices can support ecotourism and responsible travel, which are examples of sustainable tourism practices that align with SDGs 11 and 12 (GNTO, 2019).

Sustainable Tourism in the Pacific Islands

The South Pacific Tourism Organization promotes tourism in the Pacific islands through their website, which provides information about sustainable tourism initiatives and policies in the Pacific as well as tourism business resources. The Pacific islands face numerous challenges, including limited resources, remoteness, climate change vulnerability, and natural disasters. These challenges may, however, be addressed through sustainable tourism, which can benefit local communities economically. Approximately $2.8 billion USD was contributed to the region's GDP by tourism in 2017, employing approximately 127,000 people (South Pacific Tourism Organization).

A report by the Polynesia Ministry of Tourism and Culture indicates that sustainable tourism can contribute significantly to the region's economy. Approximately 13% of French Polynesia's GDP was generated by tourism in 2018, representing approximately XPF 60 billion (US$ 560 million). Approximately 17,000 people were employed by the tourism industry in 2018, according to the Ministry, which identifies sustainable tourism as a direct benefit. In addition to increased infrastructure investment and conservation efforts, sustainable tourism in Polynesia has indirect benefits. Tourism infrastructure in 2018 was valued at approximately XPF 470 million (US$ 4.4 million) and cultural and environmental conservation efforts were valued at XPF 630 million (US$ 5.9 million).

Sustainable tourism practices can contribute to economic growth, job creation, and poverty reduction in the Pacific islands. Ecotourism and responsible travel are examples of sustainable tourism practices that align with SDGs 11 and 12. The South Pacific Tourism Organization has published a report on sustainable tourism development in the Pacific, highlighting the importance of reducing waste, promoting energy efficiency, and supporting local communities as part of sustainable tourism practices. The report highlights several ecotourism initiatives aimed at supporting sustainable tourism in the Pacific. Additionally, the report highlights the importance of cultural tourism in the Pacific, which can help preserve and promote the cultural heritage of local communities. The report provides examples of successful cultural tourism initiatives in the region, such as the development of cultural centers and the organization of traditional cultural festivals.

Tourism Contributions

In conclusion, sustainable tourism practices have a positive impact on the economy and the environment, and can contribute to the achievement of the United Nations Sustainable Development Goals 11 and 12. The examples provided by the Greek National Tourism Organization, the Ministry of Tourism in Greece, the Hellenic Chamber of Hotels, and the South Pacific Tourism Organization demonstrate the economic benefits of sustainable tourism, such as increased revenue and job creation, as well as the importance of cultural tourism in promoting cultural heritage and supporting local communities. These resources can provide valuable guidance and support for young entrepreneurs interested in developing sustainable tourism businesses in Greek and the Pacific islands.

In developing countries, sustainable tourism has been identified as a key factor in driving economic growth and job creation by the United Nations Environment Programme (UNEP). The sustainable tourism industry has the potential to generate up to 10% of global GDP and create up to one in ten jobs, according to UNEP. Tourism is one of the most significant industries contributing to economic growth and development in many countries. As reported by the World Tourism Organization (UNWTO), the global tourism industry generated approximately US$1.5 trillion in export

earnings in 2019 with more than 1.5 billion international tourists arriving (UNWTO, 2021). Tourism, however, also negatively impacts the environment and local communities, as it increases carbon emissions, water and energy consumption, and displacements of indigenous people (UNEP, 2012). As a means of reducing these negative impacts, UNEP promotes sustainable tourism practices that aim to maximize the economic benefits while minimizing environmental and social impacts. According to UNEP (UNEP), sustainable tourism was valued at approximately US$181 billion in 2018, with increased revenues generated by eco-friendly accommodations, locally sourced food, and sustainable transportation options (UNEP, 2018).

Ultimately, sustainable tourism can contribute to the economic development of a destination both directly and indirectly, including increased revenue for local businesses, the creation of new jobs, and a greater level of investment in the local community. In Polynesia, sustainable tourism has provided significant economic benefits for the region, accounting for approximately 13% of its gross domestic product. Globally, sustainable tourism has also been identified as a key driver of economic growth and employment by the United Nations and its organizations, including UNWTO and UNEP. Additionally, the Sustainable Development Goals provide a framework for promoting sustainable tourism and achieving sustainable development goals, including the development of sustainable cities and communities and the promotion of responsible consumption and production.

Table 33. Government Data

Resource	Action
Greek National Tourism Organization (GNTO)	• The Greek National Tourism Organization (GNTO) promotes sustainable tourism practices and provides information on ecotourism and cultural tourism in Greece. • Tourism generates approximately 20% of Greece's economy and employs over 1 million people. • Sustainable tourism practices can stimulate investment in infrastructure and contribute to regional development. • The GNTO stresses the importance of reducing waste, promoting energy efficiency, and supporting local communities for sustainable tourism. • Ecotourism initiatives in Greece include walking and cycling routes and the promotion of locally produced foods.
Hellenic Chamber of Hotels	• a non-profit organization representing the Greek hotel industry, providing resources and support for sustainable tourism practices. • They offer guidance on implementing sustainable practices such as energy efficiency, waste management, and water conservation. • Tourism contributed around EUR 16.3 billion directly to the Greek economy in 2019, and EUR 44.6 billion in total, with more than 800,000 people employed in the industry. • The industry's contribution to the country's infrastructure and services includes investments in areas such as transportation, telecommunications, and energy.
South Pacific Tourism Organization (SPTO)	• The regional organization promotes sustainable tourism in the Pacific islands through their website and provides information on sustainable tourism initiatives and policies in the region. • The South Pacific Tourism Organization has published a report on sustainable tourism development in the Pacific islands, highlighting the challenges faced by these islands and the potential benefits of sustainable tourism for local communities and conservation efforts. • Tourism contributed approximately $2.8 billion USD to the Pacific islands' GDP in 2017 and employed around 127,000 people. • Sustainable tourism can contribute to the conservation of the natural and cultural heritage of the Pacific islands and benefit local communities economically.
Ministry of Tourism in Fiji	• promotes tourism in the country and provides resources for tourism businesses on their website. • The website also has information on sustainable tourism initiatives and policies in Fiji, including energy efficiency, waste management, and coral reef conservation. • Sustainable tourism practices can indirectly benefit industries like fishing and agriculture by preserving and conserving natural resources. • Tourism can also raise awareness of environmental issues and encourage green technology development. • Fijian tourism generated approximately $2 billion in direct revenue in 2019 and contributed $4 billion to GDP.

Resource	Action
Ministry of Tourism and Culture in Polynesia	• promotes tourism and cultural heritage in the region. • Their website provides resources for tourism businesses and information on sustainable tourism initiatives in Polynesia. • The section on "Sustainable Tourism" highlights sustainable practices such as natural resource conservation and cultural heritage preservation. • The resource is helpful for young entrepreneurs interested in developing sustainable tourism businesses in Polynesia.
UNWTO's Sustainable Tourism Observatories	• provide information and data on sustainable tourism practices and policies around the world. • The website offers resources for tourism businesses and case studies on best practices in sustainable island tourism in small island developing states (SIDS). • The observatories' data and analysis on sustainable tourism practices and policies can be helpful for young entrepreneurs interested in developing sustainable tourism businesses in the Greek and Pacific islands.
United Nations 2030 Agenda for Sustainable Development	• The UN General Assembly adopted the 2030 Agenda for Sustainable Development in 2015 as a plan of action for people, planet, and prosperity. • Sustainable tourism is recognized as an important means of achieving several of the Sustainable Development Goals (SDGs). • SDG 11 focuses on sustainable cities and communities, and sustainable tourism can help achieve this goal. • SDG 12 emphasizes responsible consumption and production, and sustainable tourism can also contribute to this goal.
UNWTO's Global Report on Sustainable Tourism	• The Global Report on Sustainable Tourism provides an in-depth analysis of sustainable tourism policies and practices around the world. • The report includes case studies and best practices for sustainable tourism development, as well as recommendations for policymakers and tourism stakeholders. • The resource offers insights into global trends and best practices in sustainable tourism. • This report is useful for young entrepreneurs interested in developing sustainable tourism businesses in the Greek and Pacific islands.
UNWTO's Tourism and the SDGs Platform	• The Tourism and the SDGs Platform provides resources and guidance for tourism stakeholders to align their businesses with the Sustainable Development Goals (SDGs). • The platform includes case studies and best practices, as well as information about each of the 17 SDGs and how they relate to tourism
Pacific Tourism Organization	• Sustainable tourism is important for small island developing nations (SIDs) in the Pacific due to its economic benefits. • Tourism contributes approximately 25% to the GDP of SIDs in the region and provides employment to over 200,000 people. • Local communities can benefit economically and maintain their cultural and natural heritage by promoting sustainable tourism practices.

Resource	Action
United Nations Environment Programme (UNEP)	- Sustainable tourism can generate indirect economic benefits. - Community-based tourism initiatives can contribute to the creation of local jobs and preserve traditional customs and practices. - Microenterprises and handicraft industries can also benefit from sustainable tourism. - The United Nations Environment Programme (UNEP) advocates for the development of sustainable tourism practices that can create long-term economic benefits for communities.
Samoa Tourism Authority	- Tourism accounts for about 25% of Samoa's GDP, as reported by the Samoa Tourism Authority. - In 2019, tourism directly contributed 236.6 million SATs (USD 91.3 million) and indirectly contributed 307.5 million SATs (USD 118.5 million) to Samoa's economy. - Tourism provides employment opportunities, especially in the hospitality and transport sectors
Fiji Ministry of Commerce, Trade, Tourism, and Transport	- Tourism is the largest industry in Fiji, contributing around 34% to GDP. - Fiji's tourism industry generates around FJD 2.2 billion (USD 1.1 billion) in foreign exchange earnings annually. - Tourism creates employment opportunities for Fijians and directly or indirectly supports approximately one in three jobs in the country. - The tourism industry also provides opportunities for small and medium-sized businesses, including those involved in cultural and ecotourism.
Ministry of Tourism in Greece	- highlights the economic benefits of sustainable tourism, including job creation and poverty reduction, especially in rural areas. - Sustainable tourism can help reduce seasonality in tourism and provide a more stable source of income for local communities. - Sustainable tourism practices have led to an increase in tourism revenue in Greece, with total revenues reaching €16.1 billion in 2018. - Sustainable tourism can also promote cultural heritage and environmental conservation in Greece.

CHAPTER 6

DATA DISCUSSION

Defining Sustainability

Sustainability, however, is a relatively new concept, and it can be interpreted in many ways. Therefore, any business, community, or government that wishes to be sustainable needs to be properly educated on it by professionals. Several definitions of sustainability were provided by interviewees, but all revolved around the idea of preserving the environment and culture for future generations. The interviewees defined sustainability as meeting the needs of the present generation without compromising the ability of future generations to meet their own needs, as CP emphasized, and DW and GM stressed the importance of preserving natural resources and ensuring self-sufficiency on the Pacific islands. From a business standpoint, JB emphasized how important it is to adopt sustainable construction practices to reduce carbon emissions. SS, as Tourism Fiji's Sustainability Officer, her definition of sustainability is about protecting the environment for the younger generations.

The United Nations Environment Programme (2022) emphasizes the importance of sustainable consumption and production practices in tourism development. According to UNEP, tourism can have a significant impact on the environment, especially in terms of energy, water, waste, and land use. Tourism development must incorporate sustainable practices in order to minimize negative impacts and promote positive ones. Interviewees from the Pacific islands emphasize the importance of preserving natural resources and ensuring self-sufficiency, as well as adopting sustainable construction practices to reduce carbon emissions.

A key element of preserving a destination's culture is preserving its local character. This ties in with GZ's comments about branding destinations, which emphasize the importance of showcasing the destination's character rather than creating one. By transforming the unique elements into assets, the destination can produce a genuine outcome, which will in turn result in a genuine experience for its guests. As a means to achieve funding and meet visitor expectations, IP explained that sustainable

environments and cultures require cooperation, consensus, and collaboration. According to KB, ensuring socio-economic and environmental benefits without adverse impacts requires a systematic approach to management and cultural preservation. The Ministry of Tourism in Greece also recognizes that stakeholder engagement and collaboration are necessary to achieve sustainable tourism.

In addition to the involvement of local communities and their education on sustainability, it is imperative that local people understand the concept of sustainability and trust the experts. DER stressed the importance of promoting local culture and products and avoiding non-local options, such as Asian restaurants in Greece.

As a part of UNWTO's Tourism and Sustainable Development Goals Platform, sustainable tourism is highlighted as a means of meeting the needs of visitors, the tourism industry, the environment, and host communities while taking full account of the effects it has on the economy, society, and environment today and in the future. As defined by the interviewees, sustainability is meeting the needs of current generations without compromising the capability of future generations. Additionally, the UNWTO's Tourism and Sustainable Development Goals Platform emphasizes that tourism is vital to achieving Sustainable Development Goals (SDGs), particularly Sustainable Development Goal 11 (Sustainable Cities and Communities) and Sustainable Development Goal 12 (Responsible Consumption and Production).

Many of the points made on sustainability are controllable. It is critical to educate locals as well as business professionals about sustainability. As SB explained, entrepreneurs need to constantly educate themselves, education does not end once one graduates school. Particularly the stakeholders from Greece placed emphasis on the component of education. Traditional methods used to work back then, however, are no longer effective. Traditionally, people have performed tasks that they are not knowledgeable about and carried out tasks in their own way, without obtaining the necessary training or education. Modernization of systems is necessary, but first there must be an understanding and a sense of trust, individually and collectively.

Benefits of Sustainable Tourism

The benefits of tourism, especially sustainable tourism, are undeniable and the numbers prove it. According to the United Nations Environment Program (UNEP), sustainable tourism generates 20% more revenue than traditional tourism over the long run. Global tourism generated approximately US$ 1.4 trillion in revenue in 2018, according to UNWTO Sustainable Tourism Observatories, which demonstrates that sustainable tourism can have a significant economic impact on destinations worldwide. Additionally, tourism creates jobs and increases local investment, which can benefit entrepreneurs in addition to revenue. According to the World Travel and Tourism Council (WTTC), sustainable tourism generated $8.8 trillion in GDP by 2028 and create 319 million jobs worldwide.

It is important to note, however, that tourism also negatively impacts the environment and local communities by increasing carbon emissions, water and energy consumption, and displacement of indigenous populations (UNEP, 2012). UNEP promotes sustainable tourism practices that aim to maximize economic benefits while minimizing negative environmental and social impacts as a means of reducing these negative impacts. It presents a great opportunity for entrepreneurs who may have been discouraged by the significant decline in tourism during the Coronavirus pandemic. The Greek islands are anticipating a large population of mass tourism, as MT and GZ mentioned, and SB and KL emphasized the fact that people are motivated to live in the present moment after being in lockdown for numerous months. It creates both positive and negative consequences; a large increase in tourism populations can be beneficial to the economy, but it also leads to overtourism which can adversely affect local communities and the environment. As a result, sustainability plays a role in achieving a balance. DC and CP discussed the importance of increasing tourism for Samoa which is somewhat off the beaten track. Tourism plays a significant role in their economy. They spoke about the Coronavirus pandemic and how much it negatively affected their businesses. This illustrates how tourism plays a significant role in community well-being.

Concerns and Challenges

It has been important to focus on the concerns and challenges of stakeholders. Their experience is important for the outcome of this study. We need to understand the perspectives of the current participants in order to provide assistance to the industry. Finding targeted solutions requires a thorough understanding of the challenges and concerns they share.

A number of people expressed concerns about climate change in both regions, but their reasons were slightly different. Located in the world's largest ocean, the Pacific islands are vulnerable to natural disasters and soil erosion, as MS pointed out, affects the infrastructures and the environment severely. Furthermore, KB highlighted the vulnerability of Fiji and other Pacific Island nations to global events such as climate change and plastic waste. As these communities rely heavily on the land and natural resources for survival, environmental threats, such as overfishing, can have significant downstream impacts. GZ discussed how climate change will lead more people to travel to warmer destinations, making Greece a target for large populations.

A concern for Pacific cultures is to balance the need for more tourism with respect for cultural beliefs and traditions. As an example, MS, TR and DC discussed how they do not swim in the ocean on Sundays or do any other activities on Sundays because it is their Sabbath. It is difficult to put tourism on hold on Sundays since it is a continuous business. The tourist behavior can also be disrespectful to the local culture, such as not wearing swimsuit coverups in public, and exposing the children to views they are unfamiliar with, such as grown women's nake body in public. It is also important to pay particular attention to the regulation of drugs, as it relates with the locals' cultural beliefs. As DC and MS mentioned, there are drug-related problems in Samoa that are not only detrimental to tourists but are also disrespectful of the local culture. In the Pacific, there are currently no regulations against such drugs and tourists who intend to party and take drugs cannot be stopped.

There were three values mentioned by all Pacific stakeholders: respect, family, and service. Tourists coming in without following these values create a problem (which is usually unintentional). The commercialization of cultural traditions is also disrespectful, as DW and GM emphasize. For the

natives, hulas and luaus are sacred practices, but they have become "attractions" for tourists. In the Greek islands, GZ and MT discussed how it can become unbearable for the locals to stay in their island during the high summer season, because tourists view them as attractions and take pictures of them.

JB emphasized the fact that societies are oriented toward short-term solutions as a result of socioeconomic factors, which are causing a pressure to generate quick returns as they pertain to business-oriented concerns. Especially for aspiring entrepreneurs, it is crucial to avoid making that mistake. Creating something lasting and meaningful is not possible with short term solutions and quick returns. The same applies to all types of businesses.

It is also important to consider funding, as it is necessary not only to adopt sustainable practices, but also to maintain them. DC, CP, TR and MS discussed the necessity of this for Samoa. MT also expressed concerns regarding a lack of hotel resources in many Greek islands, an expensive internal tourism industry, and a lack of interest among younger locals in the hospitality industry. One of the concerns expressed by the Pacific interviewees was the high cost of flights to smaller, less popular islands. While these islands are in great need for tourism, their transportation costs are a barrier. There is the greatest amount of tourism in Fiji and Hawaii because they have their own airlines that are frequent and affordable; Samoa and Tonga, for instance, are difficult to reach. As a consequence, Fiji and Hawaii have a more developed tourism system, which is booming, and the remaining islands are still developing in that regard. DC stated how cruises could be an effective solution and they could bring in larger volumes of tourists to the small islands, but the environmental impacts of cruises, as stated by both Greek and Pacific islanders, are a major concern.

Government regulation is also a big need. The UN is unable to regulate on a local and national level. SB called on the government to enforce regulations and limit the number of permits issued to individuals to open new hotels in Santorini Island. MT mentioned that there are already 100 thousand rooms on Ios, which means that there is no need for additional rooms because there are not enough resources, such as clean water, to accommodate all the guests. People keep building and the

carrying capacity is being exceeded, so the Greek authorities need to step in and set up regulations. DER identifies the primary challenge as coping with increased costs that result from rising raw material, food, and energy prices in order to maintain quality service. During non-peak hours, the company will reduce electricity consumption in order to promote environmental sensitivity. They suggested that regulations of that kind take place by the government, so everyone has to abide by them. When hotels and rooms are overbuilt, it creates an overload on small islands, burdens local communities and the environment, and affects staff availability. In addition, there has been little serious research on how many hotels and rooms are needed on an island.

Due to inadequate management practices and an absence of regulations, overtourism is one of the most pressing issues. The UNWTO's Sustainable Tourism Observatories have identified overdevelopment, overcrowding, and environmental degradation as key challenges facing the Greek tourism industry. In popular tourist destinations such as Santorini, where the influx of tourists has strained the island's natural resources and infrastructure, these challenges are particularly acute. Similarly, the Pacific Tourism Organization and South Pacific Tourism Organization have emphasized the need for sustainable tourism in the region. Among the factors they have highlighted are preserving natural resources, protecting cultural heritage, and ensuring local communities benefit from tourism. However, they have also expressed concern about the negative impacts of overtourism, particularly in popular destinations like Fiji.

In some Pacific islands, overtourism is of great concern. Fiji's tourism industry has grown significantly in recent years, with an increase of 5% in annual tourist arrivals since 2010. Overcrowding, environmental degradation, and cultural erosion have all resulted from this growth in popular tourist destinations such as Nadi, Denarau Island, Mamanuca Island Group, and Yasawa Island Group. In addition to putting stress on Fiji's limited resources, such as water and energy, the rapid development of the tourism industry has also resulted in waste generation and pollution, particularly in marine ecosystems.

Transition to discuss branding and its relationship to sustainability. Greece is lacking a strategic branding strategy, has management issues, and has a large number of tourists during the summer, which makes locals feel unwelcome. It is also important to decide which demographic to target, as MT and YP pointed out that overcapacity can hurt an island's product. According to KL, local businesses are poorly marketed and lack local products for sale, so community development is another major challenge to keep up with rapid change. KL also expressed concerns about poor communication among businesses, a lack of collectivism, and a preference for the immediate future over the distant future. As a consequence, MT and IP believe that a successful business constantly evolves and improves its methods.

Among the interviewees, the knowledge gap is identified as a significant challenge. This gap manifests itself as a lack of knowledge of sustainable practices and a lack of awareness of what others expect of professionals. Experts can help professionals overcome this challenge. Modernization is inextricably linked to the knowledge gap. There is a need for participatory processes in order to improve that, as well as building trust among locals, government, businesses, sustainability experts, and other stakeholders. It is important to understand a traditional community's old ways when dealing with them, and to make them feel heard first and foremost. Change is difficult because their ways used to work back then, but they no longer work now. They are trying to do the new with their old mindset. Modernization and involvement are therefore necessary, but they cannot exist without each other, because trust cannot be built without one.

It is also important to educate visitors before they arrive in order to ensure that they are more respectful of the island. DW and DC discussed the benefits of tour operators providing tourists with information prior to their visit. In order to have a respectful stay and experience, it is important to be aware of the culture and the appropriate behaviors towards the locals and the environment. As part of the protection of the environment, it is also important to know what not to do on beaches, for example, in order to preserve coral and nature's biodiversity. The Tourism Authorities are responsible for this, but all tourism businesses within the destination are responsible as well.

The importance of developing collectivity, social coherence, and participatory action was a recurring theme. SB emphasized that the state does not know what needs to be done for the local communities and businesses, thus telling the state what to do should be their responsibility. Hence, a union of wine makers, for instance, needs to be established on the island of Santorini. However, he asserts that for Greeks, the concept of collectivity is not prominent, particularly in islands. A common misconception among businesses is that they are competitors, making it difficult for them to work together as a collective and make plans for the community's wellbeing. KL from Ios Island expressed the same sentiment. She believes that collectivism should also be initiated by the entrepreneurs of the destination, first by promoting and selling local products. In order for the idea of collectivism to be realized, there must be support for one another. The local community and businesses have the ability to do many things, but they do not do them due to the lack of a plan. She is confident that if there was a plan, things would be different, and people would want to participate. However, the role of entrepreneurs is huge so if they start making a change individually, the rest of the population will do the same if they see it working. This can be applied to the concept of sustainability as well as promoting eco- and cultural tourism.

As a result of interviews with individuals involved in sustainable tourism island development, a variety of concerns and challenges must be addressed in order to promote sustainable tourism development. Tourism has provided significant economic benefits to countries such as Fiji and Greece, but concerns about its negative impact have led to a growing recognition of the importance of sustainable tourism. It has been the responsibility of governments and tourism organizations to promote responsible tourism practices as well as preserve natural resources and cultural heritage through a variety of measures. Nevertheless, there remain a number of challenges, particularly those relating to overtourism as well as the need to balance economic growth with the preservation of the environment and culture. Overtourism, the knowledge gap, sustainability financial issues, exceeding carrying capacity, and a lack of education are among the many issues that need to be addressed. As well as the need for a clear tourism strategy, the negative impact of cruises and mass tourism on the

environment and culture should also be addressed. In order to overcome these challenges, community development, education, and collaboration between stakeholders are critical.

Solutions and Advice

Each interviewee was asked to provide me with a list of what they would like to see better done in the tourism industry, as well as advice for aspiring tourism entrepreneurs. The tourism industry is increasingly recognizing the importance of sustainability, with an emphasis on being eco-friendly and promoting inclusivity and equity. For sustainable tourism to be achieved, collaboration between government, local communities, entrepreneurs, and environmental organizations is essential. Small steps towards sustainability are vital, with a focus on investing in renewable energy, providing local jobs, promoting gender equality and accessibility, and involving indigenous communities in tourism activities while protecting their cultural heritage. Businesses must also involve local stakeholders in decision-making processes, provide fair and decent working conditions, respect local cultures and traditions, and promote the authentic character of the destination through appropriate storytelling and marketing. Entrepreneurship and modernization are also key to staying up-to-date with the evolving tourism industry, targeting different markets, and differentiating products. Ultimately, sustainable tourism requires a vision and common policy among destinations, with a focus on sustainable development and minimal environmental impact.

SB discussed the three tiers that any entrepreneur needs to include, which are being environmentally conscious, continuous human resource development and training, and adopting new technologies. The interviewees all discussed sustainability and being eco-friendly. JB discussed how opening up the world through tourism for people while minimizing the impact on the environment is always beneficial. SS noted that sustainable initiatives are being implemented in Fiji by utilizing renewable energy and partnering with the Pacific Recycling Foundation. Hotels and resorts can provide recycling bins to educate locals and tourists about proper waste disposal, and some resorts are making glass bottles into bricks as a sustainability initiative. It is imperative that hotels adopt sustainable practices that minimize their negative environmental impacts. For example, the GNTO

recommends reducing energy and water use, managing waste effectively, and promoting local and organic goods. Similarly, the Ministry of Tourism in Greece encourages the use of renewable energy sources and sustainable transportation, such as electric vehicles and bicycles, to reduce carbon emissions. Tourism companies need to engage in sustainability initiatives, invest in renewable energy, and invest in renewable energy in order to provide local jobs. Some of the barriers mentioned by the interviewees in adopting these practices are the funding and the lack of cohesiveness within the industry.

However, as a result of promoting gender equality and accessibility, entrepreneurs can contribute to inclusive and equitable growth. Through equal access to education, employment, and entrepreneurship opportunities, the United Nations 2030 Agenda for Sustainable Development calls upon empowering women and girls. In Greece, the Ministry of Tourism promotes accessible tourism to people with disabilities, and the UNWTO's Global Report on Sustainable Tourism stresses the importance of removing barriers to travel and tourism.

It is beneficial for entrepreneurs to find niches where they can promote and sustain culture, as DC stated, while tourists should also respect the cultures and families they are visiting. GM, on the other hand, emphasized the importance of starting with a clean slate and avoiding contaminating the environment. TR emphasized eco-friendly practices, while JB stressed the need for small steps towards sustainability. KL stressed respect for the product and customer, providing alternative activities, and maintaining a respect for the place and product. She also explained that hospitality cannot be bought.

Several interviewees indicated that collaboration between the government and local communities is essential to improving the sustainability of tourism. The government needs to be willing to take more risks and implement measures in order to maintain the infrastructure and tourist sites. It is also recommended that entrepreneurs collaborate with other businesses and organizations in order to promote sustainable tourism, as recommended by the Greek Ministry of Tourism. Partnering with local environmental groups or tourism associations can be an important component of

promoting responsible tourism practices and supporting local initiatives. According to CP, a sustainable tourism development can also be achieved by working closely with local communities. GZ emphasized the importance of participatory efforts and processes. KB, IP and DER, along with KB, suggested that local communities should have a stake in sustainable tourism development and guidelines should be developed in accordance with their preferences. SB stressed the importance of community collectivity by urging locals and professionals to form a union in order to formulate policies for national governments to implement. Communities should set goals for their common good, including their approach to tourism, in order to achieve their objectives. Furthermore, DER stressed the need for greater cooperation than just within the local community, urging the development of a common tourism policy among islands with similar characteristics. The importance of providing good local services was stressed by DER in order to build a strong reputation and gain positive customer feedback. Together with JB, he cautioned against pursuing quick profits, in order to build long-term relationships with local actors, staff, and customers. For the experts to create a strategy based on local needs, it is very important for the local stakeholders to come together and determine what type of tourist they want and need. The local community knows best what they need. By involving them in the tourism and sustainability processes and explaining why changes are necessary, trust will be created and thus cooperation will prevail over resistance. Moreover, among the recommendations of the Hellenic Chamber of Hotels are that businesses involve local residents in decision-making processes, provide fair and decent working conditions, and respect local cultures and traditions. In Polynesia, the Ministry of Tourism and Culture stresses the importance of involving indigenous communities in tourism activities as well as supporting their cultural heritage.

Collaboration with government, local communities, entrepreneurs, and environmental organizations is key to promoting sustainable tourism practices. In addition to maintaining infrastructure and tourism sites, the government should work closely with local communities to ensure their preferences are taken into account, according to the experts interviewed. Good local services and long-term relationships with local actors, staff, and customers are also important. Businesses

should involve local stakeholders in decision-making processes, provide fair and decent working conditions, and respect local cultures and traditions, as well as figure out what type of tourist they would like. It is important to involve indigenous communities in tourism activities and protect their cultural heritage, according to Polynesia's Ministry of Tourism and Culture.

The importance of storytelling was greatly emphasized as a way to showcase the true character of the destination and the locals. MS stressed the importance of promoting Samoa's Christian beliefs, culture, and tourism development as a means of generating income for families. SB stressed the importance of creating a personal experience for tourists. In order to achieve this, he suggested having a solid foundation, a warm and welcoming staff, and creating a welcoming environment where visitors feel proud. It is through storytelling that the culture and values of the destination are brought to life, which is a key component of entrepreneurs' marketing strategies. Tourism at a particular destination is influenced by the manner in which storytelling is conducted. As GZ stated regarding the Greek islands, showcasing the authentic character of the destination through appropriate storytelling and marketing, rather than creating a character to suit the marketing plan. ZS' approach in Mykonos Island proposed a type of tourism that emphasizes environmental protection, cultural preservation, and local well-being, thereby attracting many tourists with similar values and priorities. Moreover, TR stressed the importance of local tourism businesses and entrepreneurs in promoting Samoa's unique tourism experience and culture via social media and content creation. Discussing wine tourism, YP stressed that sustainability must be addressed as a method of demonstrating a civilized and socially aware society. As he argued, wine is seen as a cultural product that connects people to their past, geography, and gastronomy. Sustainability initiatives should not be merely for show but should be implemented with consideration for the environment and care. In addition, it makes little sense why culture should be promoted when the business and destination are not sustainable. It can seem disingenuous, which makes sense. Conscientious and aware tourists will see through that.

In addition to academic knowledge, JB stressed the importance of practical experience and the role that hospitality plays in improving the world. JB also recommended involving biologists to protect endangered species and natural beauty, creating sustainable ecosystems that benefit local economies, and focusing on assets rather than profits, as Airbnb does. Additionally, GZ and DER discussed the importance of having the right experts in each field. It is important to have the right knowledge and tools for a successful and sustainable business, and to involve the right stakeholders throughout the process.

In order to address problems effectively, destinations must agree on what those problems are. It is important for entrepreneurs to understand the problem before finding a solution in order to create sustainable accommodations. To create sustainable accommodations, entrepreneurs can take steps such as conceptual design, market analysis, and evaluating different scenarios. To target different markets, differentiated products are critical, and effective communication is essential. MT shared her experiences in Greece, where entrepreneurship and businessmen have a negative stigma. Additionally, MT stressed the importance of culture, a good education, and respecting whatever products one sells in order to market the destination properly. She advised entrepreneurs to be patient, take calculated steps, and build strong foundations and resources. To gain a better understanding of the culture and people of the region, MT also recommended visiting local markets.

The importance of continuing education on a personal level after school and university was frequently discussed. SB stressed the importance of modernization and education. As the world evolves, especially in the tourism industry, we must keep up. It is one thing to modernize facilities and infrastructure, but it is even more important to modernize mindset and perspective when it comes to modernization. Old-fashioned methods worked years ago, but they are no longer effective. The old ways and mindset of creating a particular business because it is the most profitable thing to do at the time because it will create quick and vast profits without any education in the specific business do not work anymore. Throughout the world, all industries are evolving and progressing, and the entrepreneurs who have the most knowledge through constant education are the ones who are more

likely to succeed. It was noted by DER that more individuals of the younger generations, with more global experience, are needed to contribute their experience and open minds to the tourism industry on the islands, so that they may be able to open the eyes of local and traditional peoples, businesses, and communities to tourism.

It is also important to educate tourists about cultural aspects before they arrive at the destination as a solution to the main challenges. Travelers should be educated on sustainable tourism practices, according to the UNWTO's Global Report on Sustainable Tourism. In order to promote sustainable tourism, entrepreneurs should educate their guests about local environmental and cultural issues, as well as encourage them to practice responsible tourism. As DW, TR and DC mentioned, it is essential for tourists to be educated before they arrive at the destination. As the local businesses are the ones who interact most with tourists and customers, it is their responsibility to ensure that they are provided with that service. Unless tourists are knowledgeable and aware, they may act disrespectfully toward the locals, consciously or unconsciously. KB stressed the importance of understanding and respecting local communities and their values, working with communities to develop appropriate tourism practices, and providing visitor education to promote responsible behavior. The Hellenic Chamber of Hotels recommends that entrepreneurs promote authentic experiences as a means of tourist education, such as local music and food, as well as partnerships with local artisans and businesses can be offered to promote the region's unique cultural heritage. To maintain the charm of a place, education and a mix of clientele are essential.

In order to provide the best possible experience to tourists and locals, a proper strategy is necessary. According to KL, a sustainable tourism plan would be helpful, but no one has yet begun. An island should offer unique experiences, and investments should be made with love and purpose. Among the key components of GZ's argument is that research is necessary to understand associations and participatory processes, beginning with the visualization of stakeholder groups and mapping processes. Small islands do not wish to attract mass tourism, and tourism marketing should be conducted by tourism professionals. Local authorities must be involved in a participatory decision-

making process in order to change mindsets. Establishing a sustainability observatory is desirable. Incorporating these elements into a strategy requires a process, and several steps will need to be taken in advance by experts. It is critical to balance sustainability, profit, and compromises. He suggested establishing an action plan, an implementation plan, and considering where one is today and the future's prospects. It is crucial that locals and other stakeholders are communicated with in their own language and that a top-down or bottom-up approach be taken depending on the destination. Also, IP recommended utilizing technology, acquiring education, and obtaining financial assistance in order to increase income through differentiating and creating distribution channels. Moreover, he stressed the importance of evaluating, defining, and prioritizing sustainable tourism, as well as the relationship between DMOs and local authorities in terms of power dynamics.

According to GZ, establishing a sustainable tourism business requires a vision that incorporates local and business needs, followed by determining what type of tourism will be most appropriate for the destination. Additionally, she stressed the importance of management, marketing, and a high budget as well as focusing on local wellness and well-being. In addition, she stressed the need to change the mindset and embrace collective participation. A change in mindsets and respect for the authenticity of destinations can be achieved through education and targeted programs.

Each interviewee mentioned that having a vision was another element. During his interview, JB described his company's vision as creating sustainable development and sustainable sites while bringing more people into the world by providing affordable and environmentally friendly options for tourists. It is always a win to open up the world to more people while having a minimal impact on the environment, according to him. DER also highlighted the importance of having a common policy among islands to reach a common goal, a common vision, and a collective logic to achieve those goals. In his criticism of the lack of cooperation and common sense between people living on the same island, he calls for new generations to take responsibility for the future. By creating something that opens up the world to people in its own way, this is an excellent example for entrepreneurs to follow. Creating something with the greater good in mind, not just profit in mind, will always prove a

win in the long run and will set them apart from their competitors. In addition, the concept of vision is linked to the concept of sustainability because it enables us to look towards the long term. The importance of vision was also discussed in very specific ways by GZ, DER, MT, SB, because it can help people get out of their short-term mindsets. In particular in the Greek islands, the lack of vision by the government is quite evident, with many islands' identities and branding not aligning with the needs of the destination, creating significant problems, as we discussed earlier. In spite of the fact that the government cannot control their own vision and strategies, businesses and locals can control their own.

In order to make a difference, it only takes a few people with a strong vision, backed up by an effective strategy and plan. People who are aligned with that vision, and who want a better world for their community will get on board. Long term, people will be compelled to accept this change, as it was the old traditional ways of doing things that worked in the past, but not anymore, and people are being forced to adopt it. The ability of entrepreneurs to be trendsetters by implementing innovative ways of doing business, coupled with the right education, can have a significant impact on society.

Branding

It is important to note that developed and developing countries have slightly different priorities regarding their challenges and areas for improvement. As a developing region, the Pacific islands are primarily faced with climate change, funding issues, balance of industry, and respect issues. A developed country such as Greece faces many challenges, including a lack of collectivity, a lack of proper evaluations and research, and a lack of effective management. However, there are problems with managing it and marketing it. The problem seems to be more marketing than actual management and development. On the other hand, developing Pacific destinations require more branding, marketing, and management. While Fiji, Hawaii, and New Zealand are the most developed among them, the rest of the developing island states require serious marketing and branding efforts for their tourism destinations. It was discussed by CP, DC and GM that there is a need for more tourism in their island states (Samoa and Tonga).

There is a need for branding and showcasing the destinations as their true character. DW commented that she liked the Hawaii ads that were shown in the mainland US that depicted the volunteer opportunities related to ecotourism when visiting Hawaii. In order to attract tourists who share these values and are seeking meaningful experiences, it is necessary to showcase the culture and the environment and the experiences tourists can have in such aspects. MT and GZ discussed the importance of showcasing the island's character rather than creating one with marketing. As opposed to creating something new or something inauthentic, this is a very sustainable method of turning what already exists into an asset.

Additionally, marketing the destination and what tourists expect when they arrive is vital. Online information influences their expectations, and if they see businesses promoting entertainment and partying on the island, that is what they will visit for. In addition, KL mentioned that there are numerous drug-related issues on the island of Ios in Greece yearly during the first wave of tourists, particularly younger individuals. It is necessary to enforce stricter regulations to prevent such inappropriate behaviors, as well as portray the culture in the right light to prevent such problems.

Sustainable tourism requires a long-term approach that emphasizes creating a unique experience in order to establish brand value. In order to achieve this, it is necessary to maintain high standards rather than relying on market standards to sell quickly. According to KL, the marketing is of very poor quality, but the business has a lot of potential for growth. In order to stimulate serious positive change on the island, it is necessary to develop and market its characteristics in a way that represents the image that the locals want for the island. In their conversation, GZ, DER, and KL discussed how the locals and local entrepreneurs must sit down together and discuss as a community what they wish to achieve for the island and the type of visitors they wish to attract. Using proper management and marketing, targeted action can be taken as a result of identifying that information. There must be a collective discussion and decision in order for this to be accomplished.

These topics are always relevant when it comes to small island destinations, regardless of where they are located in the world. Tourism ministries play an important role, but how entrepreneurs

brand and market their tourism businesses is crucial to the destination's overall image. Cultural entrepreneurs play a crucial role in promoting eco- and cultural tourism, because they are the ones who are in the best position to showcase these elements.

Government

There was a strong emphasis on the role of government in the promotion of sustainable tourism practices among all interviewees. The TR believes that collaboration between the tourism industry and government is essential to promoting sustainable tourism practices. In addition, KB stressed the importance of government controls in managing tourism and regulating business standards. Visitors should be instructed to respect local culture by creating rules and guidelines.

Tourism committees, which are under the government's control, generate most of the industry's revenue and businesses involved in tourism activities are regulated by the government, DW reports. DC stressed the importance of government promotion and education for locals as well as the importance of enforcing legislation. As a source of funding for businesses during the recent pandemic, DC cited the Samoa Chamber of Commerce, the Samoa Hotel Association, and the Ministry of Commerce. MS mentioned the Samoa Tourism Authority and SPREP as sources of funding for sustainable projects.

In spite of the lack of government regulations, GM referred to the Plastic Initiatives as a positive step forward in improving the situation. Local communities should be involved in tourism development processes, and food and fishing activities should be regulated in order to ensure long-term sustainability.

Besides spreading awareness and advocating for sustainable tourism practices, political advocacy was deemed essential. According to YP, government enforcement of waste management laws is crucial, and professions must take responsibility for ensuring sustainability. Sustainable tourism practices, such as reducing waste, conserving natural resources, and promoting cultural exchange, are recommended by the Samoa Tourism Authority. In addition to benefiting the environment and local communities, this approach also contributes to enhancing the visitor

experience and can result in repeat business. In order to improve the behavior of tourists and maintain the cultural identity of the place, KL believes that the local government can implement rules and regulations.

Using existing assets and promoting sustainable tourism requires collaboration among stakeholders in the tourism industry. Although JB expressed concern with the government's and local authorities' roadblocks to implementing sustainable projects, he also urged honest projects to move forward if these authorities will assist. Additionally, a critique was offered of building more rather than utilizing existing assets, and a plea for utilizing excess space for cultural purposes and housing. It was also important to note that SS critiqued capitalism and stressed the importance of doing things correctly. Tourism Fiji has not yet received government funding for sustainability, but some non-profit organizations are supporting local communities. For islands to develop a sustainable tourism industry, alternative forms of tourism must be promoted by the government. SB points out that the government provides investments and funds for farmers and farms to grow locally up to 75% and offers subsidies to incentivize business investment. In order to ensure that EU subsidies support sustainable tourism initiatives that align with the needs and goals of the local community, ZS suggests a participatory and collaborative process is required. The South Pacific Tourism Organization (SPTO) emphasizes the importance of developing strong partnerships with other stakeholders in the tourism industry. Through collaboration with other businesses, government agencies, and local communities, you may be able to achieve common goals and improve the overall tourism experience by achieving mutually beneficial relationships.

Tourism in Greece can be improved by promoting cultural enrichment and preservation. According to DER, local governments and local municipalities should invest in cultural enrichment. ZS stressed the importance of conserving antiquities and DER emphasizes the importance of cultural enrichment and conservation. The islands have become more commercialized in recent years, moving from being unspoiled to being more commercialized, as tourists desire to experience the destination. In the opinion of ZS, voluntary work in the cultural field is a reality in Europe which has

positive effects. Greek National Tourism Organization (GNTO) recommends developing unique and authentic experiences for visitors while focusing on high-quality customer service. It is possible to differentiate your business from competitors and increase customer loyalty by providing personalized and memorable experiences. Therefore, YP proposes enhancing and expanding classic summer holidays through cultural funding.

It is essential to ensure competent personnel, to evaluate destinations appropriately, and not to engage in power games with local authorities and DMOs. A National Strategy of the Periphery has been developed by the government, according to IP, which includes new legislation for Destination Management Organizations (DMOs) and the creation of an observatory for real-time forecasting. A proper execution and management process, conducted by competent personnel, is the next step. Moreover, IP discussed the differences between top-down and bottom-up approaches, and which one is most effective depends on the destination, and this is determined by the proper evaluation of the destination. It is unwise to have accountants evaluate a destination (such as it was in some Greek destinations) and then develop a strategy based on that evaluation. To conduct such processes that offer appropriate criteria, well-educated experts and organizations are necessary. Another important point made by IP is how it has turned into a power game among the DMOs and the local authorities, which should not exist, and having the entrepreneur in the middle of this power game lost, trying to create a quality product with very high interest rates.

Local authorities and professionals must also assume responsibility for the development of sustainable tourism islands, in addition to the government. By supporting sustainable tourism initiatives through participation and collective vision, EU subsidies should ensure that cultures and the environment are enhanced, infrastructure is improved, and the environment is protected.

Trends

According to the interviewees, there are significant trends that will emerge over the next few years that aspiring entrepreneurs ought to keep in mind when they are developing their tourism businesses. In contrast to mass tourism, more customized tourism packages are becoming

increasingly popular to cater to tourists who wish to experience the destination and live it. Due to the increased quality of tourism, this is a very positive trend for the community. However, it is also a great opportunity for entrepreneurs since more specialized tourism products will be required, opening up the market for more cultural entrepreneurs to launch diverse tourism products.

Additionally, KL mentioned the three different waves of tourists that arrive in Ios island during the summer; in June, younger generations are primarily interested in partying, in July, older individuals are interested in luxurious experiences, and in August, those who have been visiting the island each summer since they were young. Yet, she emphasized the negative impact that the first wave of tourists has on the community and the declining quality of the tourism product.

Many interviewees emphasized that it is imperative that the destination decides as a collective what type of tourism they wish to generate and focuses solely on increasing it with proper branding and marketing while raising the quality of the tourism product as well. By focusing on specialized experience the quality of the tourism product can be improved. For example, TR from the Pacific also emphasized the importance of Samoa's rich culture and the unique tourism experiences of Fa'a Samoa, showing that there are plenty of opportunities for cultural entrepreneurs to create high-quality tourist products. IP's comments on differentiation and increased market access are crucial to lowering costs and increasing income, with more distribution channels needed to make tourism products more appealing.

Many interviewees stressed the importance of technological and educational components, as well as proper preparation, for success. Many businesses have had to shift to digital platforms as a result of the COVID-19 pandemic, which has had a significant impact on the tourism industry. Entrepreneurs can remain competitive in the industry by adopting digital transformation in order to adapt to these changes. This can include investing in online marketing, implementing contactless technology, and providing virtual experiences. Financial assistance can be obtained from the European Union, among other resources. In addition, DC noted that the Samoa Tourism Authority provides funding to businesses that meet certain criteria.

Among the trends cited were the importance of sustainability and resilience when addressing climate change and migration due to weather conditions. Fiji's Ministry of Tourism and UNWTO's Global Report on Sustainable Tourism both emphasize the importance of sustainable tourism practices. As an entrepreneur, you can take steps to minimize your business's impact on the environment by adopting sustainable tourism practices. Among these measures are the use of eco-friendly products, reducing waste and energy consumption, and encouraging responsible tourism. According to KB, the tourism industry is taking the lead in sustainable development because there is a significant interest in a sustainable future. Tourism should prioritize sustainability despite geopolitical issues and rising costs, according to DER. The European Union's decision to eliminate internal combustion engines by 2030 also encouraged sustainability efforts. Astypalaia was cited as a model for sustainable energy, and Greece should utilize renewable energy sources such as wind and solar. SB and DER pointed out that on many high-profile islands, renewable energy sources are not utilized for aesthetic reasons, such as solar panels ruining the island's aesthetics. Tourism needs to prioritize sustainability despite geopolitical issues and rising costs, according to DER.

In the Pacific Islands, many hotels are currently using renewable energy and investing in sustainability programs, but there is still room for improvement, according to SS. However, sustainability remains a challenge to ensure that it is fully integrated into all aspects of tourism, despite the growing interest in it within the industry. Additionally, JB highlighted the challenges associated with implementing sustainability initiatives. In spite of the fact that doing well can result in positive outcomes, doing poorly can result in negative consequences, emphasizing the importance of preserving sustainability.

The members of wine tourism noted that more and more wineries and businesses are receiving their accreditation, which is intended to ensure legality and sustainability. Entrepreneurs should take this into consideration early on, getting their accreditations and making necessary adjustments to their business, so they can evolve rather than catch up later on. Due to the high level of competition in the industry, getting accredited will assist businesses in improving the quality of their

products and allowing them to compete in a higher quality market. As a consequence, the rest of the tourism on that particular island will benefit in a more positive way and then the local community will benefit as well. Moreover, inclusion and diversity in the tourism industry are highly emphasized by UNWTO's Tourism and the SDG Platform. You can create an inclusive and welcoming environment both for your guests and for your staff as an entrepreneur. Training on diversity and inclusion, accessible facilities for people with disabilities, and cultural awareness can be part of this process.

As part of its commitment to sustainable tourism, the Fiji Ministry of Commerce, Trade, Tourism, and Transport has implemented a number of measures to promote responsible tourism. It is intended to reduce the environmental impact of tourism activities, protect cultural heritage sites, and support local communities by developing a Sustainable Tourism Policy and Sustainable Tourism Certification Program.

The resilience trend was also discussed by GZ and MT. Business owners and entrepreneurs, in particular in Greece, are stigmatized as "bad" (as in people with malicious motives only concerned with taking other people's money), resulting in difficulties in their work. MT pointed out that being an entrepreneur is a risky endeavor, but can result in high rewards. Climate change is another aspect that requires resilience. As a result of their dependence on natural resources, Pacific Island nations are particularly vulnerable to the effects of climate change.

How Ecotourism and Cultural Entrepreneurship Fit in the Solution

A key component of the vision for sustainable tourism development in the field of ecotourism and cultural entrepreneurship is the encouragement of humans to reduce their negative environmental impact while simultaneously increasing the accessibility and affordability of tourism. JB emphasizes the importance of democratizing the tourism industry in order to make destinations more accessible to a wider range of people. The purpose is to give people access to nature without damaging it, thereby allowing them to enjoy the beauty of the world without damaging it. Providing people from different cultures with a unique perspective on the world that is different from what many others have is the overall objective of the organization. In addition to providing opportunities for

cultural exchange and learning, the vision emphasizes sustainability, accessibility, and appreciation for the environment.

Conclusion

The phenomenological approach and grounding theory helped to arrive at the main outcome of this study. As I began the interviews, I had no specific objective in mind, and I had only acquired knowledge from academic documents and my own experience in tourism in Greece and the Pacific islands. While interviewing, it became clear that aspiring entrepreneurs play an important role in my destinations of interest. I maintained an open mind and listened to the perspectives of stakeholders. After each interview, I would adjust and create questions and topics of discussion, based on which the answers can be used to establish and create something beneficial for the communities. From the insights gathered, I want to focus on the ones which can be controlled on an individual level. It is not easy to have a say in the government and their policies, but one can control how they build and conduct their business. Throughout the interviews, it became clear that cultural entrepreneurship is essential for promoting and showcasing a destination's culture and values properly.

A variety of stakeholders were interviewed from Greece as well as the Pacific and it was quite interesting and exciting to see similar problems and proposed solutions in both countries. It involves finding a niche, respecting local culture, educating tourists, and engaging in eco-friendly practices. This increases hope for a better future, and how we are in control of it. It is important that initiatives are implemented in a manner that is sustainable and considerate of the environment. A mix of clientele is what makes a place appealing, and small steps towards sustainability can make a big difference.

The individuals interviewed indicated that a variety of approaches can be used to develop sustainable tourism islands. It is important to emphasize the importance of community spirit, agreed upon shared goals and policies, and emphasize sustainability as well as modernizing infrastructure and facilities. It is crucial to differentiate products, communicate effectively, involve all stakeholders, and take a long-term approach.

According to MT, the government's poor management and regulations make it difficult for entrepreneurs to develop a quality and sustainable product and business. Regardless of the collectivity and social cohesion among the community, which exists in some island communities but is nonexistent in others, the governmental policies and regulations that are needed and absent present a barrier. It is important to recognize, however, that there are always elements which an entrepreneur has control over, and if each individual contributes their part to the effort, the possibility of a positive change will be greater.

As a result, I decided to focus on practical, small, but significant steps that entrepreneurs could take, as governmental regulations and decisions cannot be controlled. The first step to change occurs on a personal level, and one can always do something to improve himself and then the society at large. It is great that the government is doing so, however, entrepreneurs can also take action on their own to make a difference. By focusing on the concerns and advice from the interviews, I endeavor to identify the main themes that entrepreneurs may wish to incorporate and have in mind for their tourism businesses in order to develop more practical solutions.

As a non-business professional, I can contribute to the conversation by identifying some common issues and offering practical solutions for young entrepreneurs to incorporate in their plans through my research across oceans. There has been progress in the sustainable tourism sector, however, we must work together to ensure that our planet and cultures remain unique and significant for generations to come. This is where the magic of tourism resides, in its diversity and thus its ability to open people's minds to different perspectives and understand how people can live and experience life differently. My interviews enabled me to see the world through the eyes of my interviewees and it is a pleasure for me to share their insights and develop practical steps and solutions to improve their societies for others to follow.

I would like to encourage younger individuals of my generation, who have left their homeland like myself, to go study and work abroad, to return to their native country and create something that will benefit their community. Our responsibility is to create significant change, one step at a time. We

must combine our experience and knowledge with modernization and technology in order to benefit the small island communities. In addition, our open-mindedness and wide horizons are of great value. Sustainability, as a relatively new concept, may not be as easy for traditional communities to comprehend. One thing that all small communities have in common is their love and care for their region, their people, and their culture. We can act as examples for them to follow. The establishment of trends that will inspire traditional businesses to adopt similar techniques once they see how effective they are, or even embrace them once they see how successful they are.

CHAPTER 7

SUGGESTIONS

Suggested Actions for Entrepreneurs

Tourists' motives cannot always be controlled. If someone wishes to act in a certain way regardless, they will. It is thus important to control the message we put out that shapes the image of our company and destination. In order to have a positive impact for the long term, it is essential to have an organic, practical and effective vision and to get people on board in the process. Focusing on the controllables with the right sequencing can lead one towards the right path for long term impact and success.

For my practical contribution to the industry and academia, I provide the following suggested consultation for tourism entrepreneurs, which involves the elements that came out of the research that an entrepreneur can have control over. Now that the social and financial benefits of sustainable tourism have been established, here are some suggested resources and steps for entrepreneurs to incorporate in their business plan for a sustainable tourism business, based on the information and insights gathered, in order to help with the main problems that have been identified through this research that exist in these destinations, as seen in Table 34.

Table 34. Problems & Challenges, Steps & Resources

Problems & Challenges	- short-term & old fashioned/ traditional mindset - lack of education - lack of collectivity - need for modernization - need for strong foundations - need for participatory processes

	Vision
SDG Guidelines	**SDG 11:** • promoting sustainable urban planning, protecting cultural heritage, and ensuring sustainable mobility. • community engagement • Sustainable tourism infrastructure **SDG 12:** • promoting sustainable food consumption, and supporting sustainable supply chains • Sustainable tourism planning, assessing the environmental, social, and economic impacts of tourism and involving stakeholders in the planning process • Sustainable tourism management, promoting sustainable practices, monitoring impacts, and engaging with stakeholders
SDG Criteria	**SDG 11:** • promoting community engagement • protecting cultural heritage • ensuring sustainable mobility **SDG 12:** • reduce waste • promote sustainable food consumption • support sustainable supply chains
Other resources	• UNWTO Tourism Trends and Outlook • Sustainable Tourism Criteria for Destinations • Tourism Market Trend • OECD: Entrepreneurial Competencies for Tourism
	Evaluation & Research
Resources	• Pacific Sustainable Tourism Network (PSTN) • International Ecotourism Society (TIES) • Sustainable Travel International (STI)
	Education
Global Sustainable Tourism Council STEP program	• Six modules • Delivery • Certification
Other Resources	• UNWTO Sustainable Tourism - Eliminating Poverty (ST-EP) • UN Global Compact • United Nations Educational, Scientific and Cultural Organization (UNESCO) • International Council on Monuments and Sites (ICOMOS) • World Travel and Tourism Council (WTTC)

	Accreditations
Steps	- Conduct a sustainability assessment - Advocate for sustainable policies - Use eco-friendly practices - Focus on accreditation and legality - Participate in certification schemes
Global Sustainable Tourism Council Resources	- GSTC Criteria for Hotels and Tour Operators - GSTC Industry Criteria for Destinations - GSTC Resources for Sustainable Tourism - GSTC Accredited Certification Bodies
	Branding & Storytelling
Actions	- Promote cultural awareness - Educate visitors - Collaborate with local artists and artisans - Involve locals in content creation - Incorporate local language and dialects - Support local initiatives and organizations - Offer authentic and immersive experiences
	Extra Tips
Actions	- customization of experiences - digital transformation and smart solutions - resilience - continuous education

Vision

All the interviewed experts agreed that having a good vision is essential to any business or strategy. When developing a vision for a business, there are two ways to accomplish it. You can begin by looking internally at what your main purpose and mission in life are, and then develop a vision and calculate the steps necessary to accomplish that vision. You can also evaluate the destination and place you intend to operate in, and after conducting your research, come up with a vision to help you make improvements, based on the needs and wants of those you intend to serve. A business owner or entrepreneur determines the approach based on the type of business he or she is interested in starting.

Those who fall into the first category will conduct evaluation and research in a participatory manner after establishing their vision. In other words, you create a vision that is aligned with one's personal values and purpose and will be externalized in a more personal manner for the benefit of the greater community, based on one's expertise and interests. In the second category, these steps would come prior, since you are creating a vision tailored to the local population.

UNWTO's Sustainable Development Goals should be incorporated into the vision as they already provide a path towards building a sustainable tourism industry. They include the main elements that the interviewees proposed directly and indirectly for a successful and sustainable tourism business. Sustainable Development Goals (SDGs) 11 and 12 as particularly relevant. These SDGs focus on sustainable cities and communities and responsible consumption and production, respectively. To achieve these SDGs, entrepreneurs must implement guidelines and criteria that promote sustainable tourism practices.

Guidelines

To begin with the guidelines, SDG 11 emphasizes the importance of sustainable urban tourism development, which includes the promotion of sustainable urban planning, the protection of cultural heritage, and the maintenance of sustainable mobility. In addition, community engagement is critical in order to ensure that local communities are included in tourism development and decision making processes. In addition to providing opportunities for community members to benefit from tourism, the development of tourism must meet the needs of local communities. Having a sustainable tourism infrastructure is also crucial for ensuring that hotels and transportation systems do not negatively impact the environment or the well-being of residents.

A key component of SDG 12 is the promotion of sustainable tourism production and consumption patterns. This includes reducing waste, promoting sustainable food consumption, and supporting sustainable supply chains. Incorporating sustainable tourism principles into tourism planning processes requires sustainable tourism planning. As part of this process, stakeholders are involved in assessing the environmental, social, and economic impact of tourism. In addition,

sustainable tourism management involves promoting sustainable practices, monitoring impacts, and engaging stakeholders in order to ensure that tourism businesses are managed in a sustainable and responsible manner.

Criteria

Furthermore, entrepreneurs must adopt several criteria in order to achieve SDG 11, including promoting community engagement, preserving cultural heritage, and ensuring sustainable mobility. As part of community engagement, local communities are involved in tourism development and decision-making processes, whereas cultural heritage protection involves preserving historic monuments, museums, and traditional crafts. In order to achieve sustainable mobility, it is necessary to minimize the negative effects of tourism-related traffic and to promote sustainable transportation methods.

It is also important for entrepreneurs to adopt specific criteria to achieve SDG 12, including reducing waste, encouraging sustainable food consumption, and supporting sustainable supply chains. In order to reduce waste, tourism activities must minimize the amount of waste generated and promote waste reduction and recycling practices. Promoting sustainable food consumption involves promoting local and sustainable food production and consumption while reducing the negative impacts of tourism-related food consumption, including food waste and overuse of natural resources. As part of supporting sustainable supply chains, tourism businesses must promote responsible sourcing of goods and services and ensure that they operate in a manner that supports the sustainability of their suppliers and partners.

By implementing these guidelines and criteria into their tourism business practices, entrepreneurs can create a vision that promotes sustainable development and support for the local communities. Adopting sustainable practices not only benefits the environment but also the local community and the tourism industry's long-term sustainability.

Other Resources

In order for entrepreneurs to be successful in the tourism industry, they must develop a solid understanding of the current industry conditions and identify potential growth areas. Entrepreneurs can benefit from several resources that can provide valuable guidance as they establish a vision for their tourism business in this regard. Some other resources entrepreneurs could use in building their vision include the UNWTO Tourism Trends and Outlook, the Sustainable Tourism Criteria for Destinations, the Tourism Market Trend, and the OECD: Entrepreneurial Competencies for Tourism.

As part of the UNWTO Tourism Trends and Outlook report, global tourism trends, challenges, and opportunities are reviewed. This information can be used by entrepreneurs to understand the current state of the tourism industry and identify potential areas for growth. Several factors influence the tourism industry, including technological advances, environmental factors, economic conditions, and political developments, which are presented in this report.

Travelers are increasingly demanding environmentally responsible and socially conscious travel experiences, making sustainable tourism practices increasingly important in the tourism industry. To be considered sustainable, destinations must meet the criteria outlined in the Sustainable Tourism Criteria for Destinations by the Global Sustainable Tourism Council. To ensure that their business contributes to sustainable development, entrepreneurs can use these criteria. It is possible for entrepreneurs to protect the natural and cultural resources of their destination, minimize negative impacts, and improve the quality of their tourism experience by incorporating sustainable tourism practices.

Euromonitor's International Tourism Market Trends report offers insights into global tourism market trends, including consumer preferences, emerging destinations, and new business models. In order to identify market gaps and opportunities, entrepreneurs can use this information. The report offers valuable information on the changing dynamics of the tourism industry, helping entrepreneurs identify and stay ahead of the curve. Entrepreneurs can benefit from such a resource as it helps them develop a long-term and forward-looking vision for their business venture.

Finally, the OECD's Entrepreneurial Competencies for Tourism resource identifies the competencies that entrepreneurs must possess in order to succeed in the tourism industry. By analyzing this information, entrepreneurs can identify their strengths and weaknesses and create a plan to improve their skills. The ability to identify and respond to market opportunities, manage their business operations effectively, and build a brand that resonates with consumers can be enhanced by focusing on these competencies.

Entrepreneurs can benefit from these resources when it comes to establishing a tourism business vision. The resources can help entrepreneurs align their businesses with sustainable tourism practices, meet consumer needs, and contribute to sustainable development. By incorporating these insights into their business vision, entrepreneurs can create successful and sustainable tourism businesses that benefit both local communities and the industry.

Evaluation and Research

To effectively evaluate and research their destination, entrepreneurs in the tourism industry require access to reliable and comprehensive information on sustainable tourism practices. As a result, a number of resources can provide valuable information for entrepreneurs in the tourism industry in this regard.

In the Pacific Islands, the Pacific Sustainable Tourism Network (PSTN) promotes the development of sustainable tourism. The website provides information about sustainable tourism practices, training opportunities, and case studies. By using the resources provided by PSTN, entrepreneurs are able to learn about sustainable tourism practices in the Pacific Islands and incorporate these practices into their business plans. In order to ensure the long-term sustainability of the tourism industry in the region, entrepreneurs should adopt sustainable tourism practices.

As a non-profit organization, the International Ecotourism Society (TIES) promotes sustainable tourism practices worldwide. They provide resources and tools on their website for businesses to develop and promote ecotourism practices, including a directory of ecotourism businesses and information on sustainable tourism certification programs. The resources provided by TIES are a

valuable resource for entrepreneurs in the tourism industry to gain knowledge and insight into sustainable tourism practices and to identify opportunities to integrate ecotourism practices into their business models.

As a non-profit organization, Sustainable Travel International (STI) promotes sustainable tourism practices. In addition to providing resources and tools for businesses to develop and promote sustainable tourism practices, their website provides information on sustainable tourism training programs, certification programs, and certification programs for sustainable tourism businesses. By utilizing the resources provided by STI, entrepreneurs in the tourism industry can become familiar with sustainable tourism practices and certification programs that will assist them in improving their economic, social, and environmental sustainability. In order to demonstrate their commitment to sustainable tourism practices to consumers and stakeholders, entrepreneurs may obtain certification through STI.

In order to evaluate and research sustainable tourism practices in their destination, the Pacific Sustainable Tourism Network, International Ecotourism Society, and Sustainable Travel International provide resources and tools for entrepreneurs. When entrepreneurs incorporate sustainable tourism practices into their business strategies, they can contribute to the long-term sustainability of the tourism industry and attract environmentally and socially conscious consumers. As a result of these resources, tourism entrepreneurs are more likely to align their business strategies with sustainable tourism practices, which encourages responsible tourism.

Education

Education is a key component, and the Global Sustainable Tourism Council (GSTC) has developed a program to educate and train tourism businesses and destinations on sustainable tourism practices. Entrepreneurs in the tourism industry are provided with valuable resources through this program, known as the Sustainable Tourism Education Program (STEP). This program aims to improve sustainability practices in tourism businesses and destinations through a comprehensive training and education program. This course includes six modules covering key aspects of

sustainable tourism, such as sustainable tourism principles, tourism planning and management, socioeconomic, cultural, and environmental impacts, and marketing for sustainable tourism. Entrepreneurs will gain a thorough understanding of sustainable tourism practices and how they can be applied to their business or destination by completing these modules.

It is possible for participants to complete the STEP program at a pace and on a schedule that is convenient for them. As part of the program, participants will be provided with self-assessments and recommendations for improvement, which will enable them to identify their strengths and areas for improvement. In recognition of their commitment to sustainable tourism, participants can apply for the GSTC Certificate in Sustainable Tourism upon completion of the STEP program. Customers, partners, and other stakeholders can use this certification to demonstrate their sustainability credentials.

This program is an important resource for tourism entrepreneurs interested in building sustainable tourism businesses. In addition to providing practical guidance on how to implement sustainable tourism practices, it also assists entrepreneurs in identifying areas for improvement and provides certification that demonstrates their commitment to sustainability. By taking advantage of this resource, entrepreneurs will be better equipped to develop a sustainable tourism business that benefits both the environment and the local community.

Tourism entrepreneurs can benefit from a range of educational resources to help them build sustainable and responsible businesses. Among the key resources available are the UNWTO Sustainable Tourism - Eliminating Poverty (ST-EP) Foundation, the UN Global Compact, UNESCO, ICOMOS, and the World Travel and Tourism Council (WTTC).

In order to promote sustainable tourism development in developing countries, the ST-EP Foundation provides funding, training, and technical assistance to small and medium-sized businesses (SMEs). As part of the program, entrepreneurs receive resources to assist them in developing sustainable business models, managing their resources effectively, and participating in community activities.

UN Global Compact, a voluntary initiative, encourages companies to align their operations and strategies with universal principles relating to human rights, labor, environment protection, and anticorruption. Entrepreneurs can benefit from the Global Compact by building a sustainable and responsible tourism business that contributes to the sustainability of their communities.

Intangible cultural heritage information is provided by UNESCO, including traditional expressions, oral traditions, performing arts, social practices, rituals, and festive events, as well as information related to nature and the universe. In order to develop tourism products and services that respect and promote the cultural heritage of the destinations they serve, entrepreneurs may wish to utilize this resource to gain a better understanding of the destinations they serve.

Among the tools and guidelines provided by ICOMOS are guidelines for heritage interpretation and tourism, as well as guidelines for preserving cultural heritage. By following these guidelines, entrepreneurs may be able to create tourism experiences that promote and preserve cultural heritage while benefiting local communities as well.

Also, the WTTC conducts research and analyses on the cultural and economic impacts of tourism, as well as reports regarding tourism trends and strategies for promoting local culture. In order to maximize the benefits of tourism while minimizing the negative impacts, entrepreneurs can utilize these resources to better understand their business' impact on local communities.

Accreditation

Tourism entrepreneurs can implement a variety of strategies to ensure their businesses are sustainable and aligned with industry best practices. An important method of identifying areas for improvement is to conduct a sustainability assessment. For example, they might conduct an environmental impact assessment, analyze their business's social and economic impacts, or assess their supply chain's sustainability.

By advocating for sustainable policies, entrepreneurs can also work with local and national governments, tourism organizations, and other stakeholders. By promoting sustainable tourism practices and supporting sustainable tourism policies, entrepreneurs can play an important role in

ensuring the sustainability of the tourism industry. Additionally, eco-friendly practices such as reducing water and energy consumption, utilizing renewable energy sources, and promoting sustainable transportation options are important steps for tourism businesses. This will reduce tourism's environmental impact and attract environmentally conscious customers.

Additionally, entrepreneurs should consider obtaining accreditation from relevant authorities to ensure their business is legal and sustainable. Obtaining these certifications allows businesses to demonstrate their commitment to sustainability and to compete in a more competitive market.

Therefore, tourism entrepreneurs should employ a variety of strategies to ensure the sustainability of their businesses and alignment with industry standards. By conducting sustainability assessments, advocating for sustainable policies, adopting eco-friendly practices, and obtaining accreditation, entrepreneurs can contribute to the long-term sustainability of the tourism industry and create sustainable tourism businesses.

Global Sustainability Tourism Council

Most interviewees mentioned the importance of getting the right accreditations and certifications for one's business, but without the right organizations and experts, it could fall into the category of greenwashing, which is penalized by the European Union. The Global Sustainability Tourism Council (GSTC) is the main reliable body with the right incentives and criteria that can provide correct accreditations that when implemented correctly can really make a business sustainable. A couple of my interviewees from that council are KB and IP, two reliable professionals with a strong background in tourism and sustainability. They both stated that the GSTC is the place where entrepreneurs can seek guidance in order to succeed. This GTSC resource includes a number of resources for entrepreneurs, including first evaluating, researching, and analyzing the needs for a successful sustainable business.

Achieving accreditation from the Global Sustainable Tourism Council (GSTC) is a great way for tourism entrepreneurs to differentiate their businesses and have a positive impact. A framework

for businesses to evaluate their operations and improve toward sustainability has been developed by the GSTC for hotels, tour operators, and destinations.

In the GSTC Criteria for Hotels and Tour Operators, four key areas are addressed: sustainable management, socioeconomic impact, cultural impact, and environmental impact. The criteria provide a comprehensive set of guidelines for businesses to achieve sustainable operations. The GSTC Destination Criteria provide a framework for assessing and improving sustainability practices across the same four areas for destinations. Sustainable destinations can be certified by the GSTC if they meet the criteria.

The GSTC also provides a range of resources for tourism businesses in addition to its criteria. Training programs, webinars, and publications can be used to help entrepreneurs understand sustainable tourism practices and apply them to their businesses. Entrepreneurs can use these resources and guidelines to gain a deeper understanding of sustainable tourism and apply it to their businesses.

By working with these accredited certification bodies, entrepreneurs can obtain certification and demonstrate their commitment to sustainability. Furthermore, the GSTC accredits certification bodies that evaluate tourism businesses and destinations against GSTC Criteria. To ensure a sustainable tourism business that benefits their customers, the environment, and the local community, entrepreneurs should follow the GSTC guidelines, criteria, and resources. In a highly competitive market, entrepreneurs may be able to differentiate themselves from their competitors by demonstrating their commitment to sustainability through this accreditation process.

Branding & Storytelling

By showcasing local cultures and communities in the branding process, marketing and management strategies will be developed. According to my interviewees, the purpose is to showcase the local character rather than create it. Therefore, in order to ensure that the image of the destination and its people is accurately portrayed through the tourism industry, a participatory process and research are essential.

Tourism entrepreneurs must showcase the character and culture of their local communities in order to develop successful marketing and branding strategies. The entrepreneur can accomplish this by promoting cultural awareness, educating visitors about sustainable practices, collaborating with local artists and artisans, involving locals in content creation, incorporating local dialects and language, supporting local initiatives and organizations, and offering authentic and immersive experiences to visitors.

By promoting cultural awareness, the local community's character and culture can be effectively showcased. Cultural tours can be offered by entrepreneurs, local traditions can be promoted, and opportunities can be provided for visitors to interact with locals. It is also possible to promote cultural awareness by educating visitors about sustainability practices, by educating them about local environmental and cultural issues and by encouraging responsible behavior.

Through the tourism business, a participatory process and research are essential to ensuring that the image of the destination and its people is accurately portrayed. To provide a unique and authentic perspective on a destination's culture and heritage, entrepreneurs should work with local artists and artisans. A destination's real character can be showcased in branding materials such as logos and packaging incorporating local artwork.

By engaging local residents in content creation, entrepreneurs can also promote the destination's culture and heritage effectively. They may interview locals, highlight local events, or share community stories. In addition, the integration of local languages and dialects into branding and storytelling can contribute to the preservation of local languages as well as to showcasing the authenticity of a destination. It is also effective to support local initiatives and organizations in addition to showcasing a community's character and culture. By aligning with organizations and initiatives that promote and preserve a destination's culture and heritage, entrepreneurs can build a strong connection with the local community and demonstrate their commitment to sustainable and responsible tourism.

In addition, entrepreneurs can offer authentic and immersive experiences that allow travelers to experience a destination's culture and heritage firsthand. Examples include cultural tours, cooking classes, and other excursions that highlight a destination's unique character. It is possible for entrepreneurs to showcase the real character and culture of a destination by incorporating these strategies into their branding and storytelling, attract travelers seeking authentic and meaningful travel experiences, and promote sustainable and responsible tourism.

Extra Tips

In order to meet the evolving needs of customers, it is important to emphasize customization. Customized tourism packages should be offered by entrepreneurs in order to cater to their customers' unique interests and preferences as personalized experiences become more prevalent in the tourism industry. Thus, they can differentiate themselves from their competitors and offer their customers a more valuable and memorable experience.

Tourism entrepreneurs should also consider digital transformation and smart solutions. By incorporating digital solutions such as smart tourism destinations, online booking platforms, and mobile applications, entrepreneurs can enhance customer experience and streamline operations as technology transforms the tourism industry. By utilizing digital solutions, entrepreneurs can expand their audience and establish stronger relationships with customers.

Additionally, entrepreneurs need to emphasize the importance of building resilient businesses that can adapt to changing circumstances as well. Tourism entrepreneurs should be prepared to weather such challenges as climate change and geopolitical issues, which pose a number of risks to the tourism industry. As a result of building resilient businesses, entrepreneurs can cope with unexpected circumstances more effectively and emerge stronger as a result.

By taking these steps, entrepreneurs can ensure that their tourism businesses are operating in a way that is environmentally, socially, and economically sustainable. This will not only benefit the local communities and environment but also contribute to the long-term success of the business. Through the implementation of these practices, entrepreneurs in the tourism industry can contribute

to the sustainable development of their destinations while attracting environmentally conscious travelers and contributing to the economic development of their communities.

Future Research

As a result of this study, several future studies can be carried out on this subject. Additional research could emphasize government as a stakeholder, including interviews with government officials to get a better understanding of their perspective. Also, future studies could be conducted on cultural entrepreneurship, with detailed steps and methods to create a complete business plan aligned with those elements from beginning to end. The framework I created can be expanded into more detailed steps. The same could be said for ecotourism and ecotourist businesses. On the education part, there could be future research specializing on tourist education. Moreover, comparative studies and research can take place that explore in detail the values and mindset in these parts of the world, with a particular focus on specific sets of islands. There is also potential for future research to examine the other 14 UNWTO Sustainable Development Goals and tourism and sustainability, with a focus on the other goals and elements.

APPENDIX

INTERVIEW TRANSCRIPTS

Table A1. Locals: CP / Christina Nansen & Palepa Laulu

Themes/Concepts	Participant Responses
Sustainability	sustainability is meeting the needs of the present generations, without compromising the future generations, and their necessities. Don't take advantage of what you have today or else the future wouldn't have the chance on having access to whatever we have. Most of the supplies in our country are mostly imported because It is a lot cheaper when we get it from imports. But we do also focus on exports for revenue towards our economy. One of our exports is mainly agricultural products, such as taro, bananas.
Values	What makes us different from other pacific countries is basically our language and our culture somehow makes us from other Pacific nations and countries. One of our very important values is that Samoa is founded on God we are a very Christian country, so 85% are Catholics as statistics recorded in 2020. We value the participation of women in different communities especially in the government. For example, there is a government policy now, that 10% of women should be in politics because large majority of men run the politics. Samoa is looking at ways that can promotes women to join politics. Within Samoan families we value the advice of mothers it is true that fathers are the leaders of the family, but it is always the mother that is giving the advice and, of course, as we all know, mothers always gives us the best advice.
Concerns/Challenges	due to the increase of tourists, we've also looked to increase our infrastructure, and there's been a rise in concern for deforestation, what trees are being cut down to build more buildings, to satisfy the number of tourists visiting our country. It is something we are looking to take to increase in our developments by building more hotels and accommodations for tourists but we also raise concern that this somehow contributes to the increase of climate change. Climate change nowadays is the number one risk and danger that most people are facing. It is a global impact. It is good that we are increasing our developments, but it's not sustainable that we are increasing our developments, but we are also contributing to climate change.
Trends	we have several industries that are owned by overseas countries. An example would be Vodafone. It is one of the major contributions towards our economy for employment. For entrepreneurship, we do have cases that it is our local company and local industry, but it is ran by a foreigner. We have contracts with harvest people. we believe that people overseas they have a much higher standard of education, and we reach out to get those people to come to Samoa to come and share their knowledge, skills and expertise. It benefits our country that we are learning from them.
Government Role	The government recently established an announcement of their main projects. It's called, save lives. If one individual cuts down one tree, they have to plant to 10 more. The governments goal is to plant 1 million trees. I know it's not much but at least we're getting back on our feet and we're also contributing to saving mother nature.
What could be done better	I want to see the government coming with more measures and more actions towards the economy. They should come with measures that will determine both outcomes both good and negative outcomes. They should implement and establish measures that will counter both outcomes and determine the consequences of the negative sides of these outcomes. I want to see the government taking more risks. As we say in Samoa prevention is key, it is better for us to be ready to face situations than having to struggle with what to do. The government needs to work closer with a local community. One of the government goals is that they have to finance the local community because they have to sustain the availability and to ensure that the infrastructure and our sites are in good condition for our tourists, because we don't want a tourist to come to Samoa and see a facility is not being well provided. We are at the place where we continue to make that standard for our tourists and we want to make the money that a tourist spends on our country, we want to maintain that high standard for our tourists.

Themes/Concepts	Participant Responses
Advice/ Recommendations	When tourists coming to the country in the South, we have our own history and historical date that we remember. For example, we have Independence Day that's a day we most likely do a celebration for our ancestors. In Samoa we value our ancestors. Because where would we be now without our ancestors, but having us to perform for the tourists showing them our culture it is not a bad thing for us to showcase our culture to tourists because in our opinion, and in our area of expertise, the tourists are also coming to learn a culture. But there are cases where we have to be careful. Some countries are suddenly copping other countries culture and selling their artifacts. I believe we have to look into those cases to avoid such thing from occurring because the countries artifacts are very important to them and of course it will sudden us to see other countries selling our artifacts. My advice to the tourism industry is to make sure that our Artifacts are very much protected and Darrell culture will remain for the future.
Cultural Understanding	CP: when we welcome tourists, we will take them to where the tourism authorities are, and prepare a ceremony by greeting them we will do festivals and by that we can teach them how handicraft, for example, are traditional bags made out of leaves. So whenever we get the chance to bring in tourists into our country we prepare exciting activities regarding to our culture so they can embrace it and get a feeling of how Samoa what is from their own point of view.
Sensitivity	most tourists that come from their own country, and of course the value our country and they also understand the importance of sustaining our economy mainly for avoiding climate change, we are trying to minimize climate change. Tourists are well aware, once a tourist comes to visit the country and the culture that we introduce them to we give them a drink with has a bit of alcohol in it but it is our cultural drink that welcomes the tourist. Each tourist has a drink and it's up to them if they want to give it toast, Sam will say that they are excited to visit Samoa but most tourists are cooperating with how we want our Samoa to remain beautiful and minimizing littering. Giving them the cultural drink is a sign that we appreciate them for choosing Samoa to come and visit.
Climate Change	The urban areas are mostly affected by natural disasters caused by floodings and hurricanes and especially our rural areas as well. The water flows and the oceans so mainly the coastline area. Samoa has been affected badly for family members that are doing bad financially so how we can cope how we can help others. We tend to do things such as helping them cleaning up their places and their surroundings and also the Red Cross society sets up supports, and they help people who are injured and they also help to give them their necessities that have been ruined by the natural disasters, such as food, water, supplies, and clothing. Once the natural disasters are over, the government will look into where to focus, and what's the main innovations are that they cannot recover and the damages that are made by the natural disaster so that our people could get back on their feet. Especially in the Pacific since it's the largest ocean in the world for Pacific islands We are very vulnerable to natural disasters. We had our biggest hurricane in 2009 as it was recorded and more than 30,000 people in Samoa died due to incidents. It is recorded in history as one of our sorrows.

Table A2. Locals: DW / Dawn Wahinekapu

Themes/Concepts	Participant Responses
Sustainability	Hawaii is very dependent on outside resources, we do not really like that. We need to import and export stuff on a ship. It is a concern for local people, especially because Hawaii used to be self-sustainable before, the developments and everything. The Hawaiian people were able to live here without any exports, imports, they grew their own food, animals etc, but we are so dependent now on outside resources. I think it is important to have a lot of farms and stuff so that we can be more self-sustainable. When there was a hurricane, or the pandemic, everyone goes crazy and they go to Costco and buy everything. Tourism is good to have but you should not depend on that to support your economy too much. Like what happened with Covid, we did not have tourists so a lof of people and businesses went out of business and them and the government lost a lof of money. I think that kind of opened the government's eyes to say we need to look at other ways to be more self-sustainable.
Values	For Hawaiian culture a lot of is about respecting the land. There are a lot of sacred places on the island, which they want to keep secret. Respecting the aina. Interactions among the local people and the tourists, a lot of the negative so far is when people do not respect the land, they leave trash at the beaches, or they go where they are not supposed to go, or follow the rules. I think when people respect the land, respect the culture it is okay. Oahu is overpopulated, when there's so much tourism at the beach, people do not like it being so crowded. Tourists do not like that either. Overpopulation adds to the negative parts of tourism.
Concerns/Challenges	It is a very common thing in Hawaii. The hula is a way for the Hawaiian people to tell stories and history, the would go dance and teach their history. But it became commercialized and many people do not understand that the hula is a sacred thing to Hawaiians and it is not just for entertainment. Sometimes it gets disrespectful too, same for the Hawaiian gods, you know they have their own gods, like the Tikis that they sell these are the Hawaiian Gods, and the commercialize that. So understanding that Hawaii has its own culture and religion, it is in Christianity when the Missionaries came, and the Hawaiian religion and there are still Hawaiians who practice these things so it is a bit disrespectful.
Government Role	They have like a tourism committee, which is part of the government. Our former mayor is in charge of the department of tourism. They work really closely with them. For Hawaii it is very important because it is our main source of income. We are trying to find ways to make sure that they educate the tourists and that they regulate a lot of things. For instance, in Kailua, there was a tour bus company that was taking people to Kailua beach. They would come here with a bunch of tourists and bring all these kayaks, and it was taking the beach from the local people. When you come to our side of the island, you want to kind of get away. People were getting irritated by that so they stopped it. The government said you cannot bring tours there. Tourists can get there but they would have to find a car or something, but no tours and big groups because we do not want to make the beaches so crowded. In Hawaii it is very regulated by the government.
What could be done better	The overcrowded beach could maybe close certain days in the week so that the environment can rest because what we found during covid was there were less people on the beach and the water was super clear and the beaches were super clean and the sea turtles were actually multiplying and coming out on the beach as well, laying eggs. It was like a renewal for the environment, when you do not have people swimming with the chemicals from the heat protection. I think that gives nature a break. Hanauma Bay, that beach closes a couple times the week, because it is a marine sanctuary. The reason they started doing that is because they found that the sunscreen had a lot of stuff in it that destroys the reef. So they close the beach so that the ocean can replenish and the animals can have some time away from the people in the bay. It is a beautiful place, you go snorkeling and the fish come right up to you, and they are huge. It became a very popular place and they have had to do something before the reef was destroyed.

Themes/Concepts	Participant Responses
Advice/ Recommendations	That is however our main source economically, we got to have it, but I think what helps tourism is education. Educate the tourists before they come to the island. Like when you come to Hawaii with Hawaiian Airlines you get a little video of Hawaii and what not to do, it there are signs of not going in the water, do not go in the water, for the lifeguard risk. Educate them before they come to Hawaii so they know it is not only about you, but everybody else around you. That is something that helps the interactions with the tourists and the Hawaiian people.
Cultural Understanding	There is the Polynesian Cultural Center, if you go there you learn about the culture, and they have volunteer things that you can go and help, like clean the beaches and the provide opportunities like that for tourists to go and help. Opportunities for beach clean ups, where you go for a couple hours and help out. Many people like to help out for the clean ups for examples be out in nature also. Tour buses can provide good education too, background and history. I sees such actions happening more than before. When I watch Hawaii's basketball games on ESPN+, they have a commercial of the hawaiian islands and they show people cleaning the area and then they all have dinner. It is a different way of promoting tourism that I have seen. This commercial was more about taking care of the island and the land, just being about the nature and stuff. It is a different point of view for tourism that I have never seen before. These are many Polynesians here especially Samoans, Tongas, there is a lot of cross-culture that happens here, and they take on each others cultural thing. Hawaii is like a melting pot now, we have so many different people here, so they kind of develop their own local culture, taking a bit of each ethnic group, you got Japanese for example, Japanese food, and develop their own language. We have pidgin language, we have like our own pidgin dialogue. The Polynesian Cultural Center kind of represents all Polynesians, so when they do their shows and all different Polynesians do their own dance and stuff and we have schools,and on May Day we have the Hawaiian court, with the kids representing each island, it is also a lot of Tahitians here. It is a melting pot for the Pacific.
Tourism	Eco-tourism: The commercial in ESPN was the first thing that I have seen promoting tourism in such a way. I am sure there is more but I haven't personally seen much. Hanauma Bay, before you go there they have a video you need to watch which tells the history of the reef, how it was developed, how they sustain it, and they also go over what not to do there to protect the reef, like the sunscreen. That has been there for a while, this is the only beach the do that because it is a marine sanctuary, and it is recognized as a sanctuary, like a national park. When you recognize a beach as a national park, it helps protect it. They put more resources into it. They can control it.

People who run tour companies have that education element at the beginning, and promote more of volunteer opportunities and also promote more educational kind of activities. It is hard for entrepreneurs because they are trying to make money and they do not have the resources. It is hard to make a living in Hawaii. Attracting a different kind of tourist starts with how you promote, with commercials, how you put out the ads of your company. Like we want to take you on a tour in Hawaii and show you the culture, instead of you will party, cruise for example. Have a bit of both and taking care of the ecosystem helps. The cost of living is super high. A little house is now 1.5 million dollar house. So if you look for houses to buy in Hawaii, if you want a 3 bedroom, it is about 1.2 million. It got really bad after covid, the cost of living is very high so you need to have a really good paying job to stay here, two income families. You have 2-3 families living in one house. Regular people just cannot make a living here, they are moving to Vegas, because they just cannot make it here. They graduate high school, to get a house is really hard, you need to have well, so you got to be well off. Oahu is the worst, it is the most populated, we have here all the military bases, Waikiki, we are the most developed, the jobs are here, so here is the worst. Maui is very expensive. The Big Island is getting higher, it is cheaper near the volcanoes so people are buying houses there, it is cheap because you may not have the land, if the volcano erupts. It depends on the island but Oahu is definitely the worst. |

Themes/Concepts	Participant Responses
Sensitivity	I understand tourists because when I go somewhere I am a tourist. I want to go away and I want to go have a vacation too. We are all tourists at some point of our lives so I understand, you want to go have fun and you are spending all that money, so you want to relax. So I have nothing against tourists but you just need to regulate, having the government regulate and making sure things do not get overcrowded or out of hand. Every once in a while you get a tourist that does not understand or does not care, those are the ones that are the bad apples. But most tourists are okay. I do not have a bad perception of them I just wish it wasn't over crowded.

Table A3. Locals: DC / Dennis Chan Tung

Themes/Concepts	Participant Responses
Sustainability	manage and support for the long term, maintain for the future generations.
	Example: If we want to export to foreign markets organic products, to which markets can we sustain these exports?
Values	respect for the elder, family and women is a courtesy we live by. Service, serve your family, village, society
Concerns/Challenges	Covid hs had a bad impact on the society and the industry, many businesses closed down, there was a ripple effect to growers. The government had to support by asking the banks to wait for the businesses to pay back their loans.
	Training, funding, high interest from banks
	Flights are very expensive and most people cannot afford to fly to Samoa. Need for more competition in the airlines for the fares to go down. We compete with New Zealand that has cheaper fares and Fiji that has the Fiji Airways.
	Drug related problems by the tourists since Samoa has no legislation for people to get caught
Government Role	Promotion & education for the local, enforce legislation
	Opportunities for funding for businesses: local Chamber of Commerce supports good business proposals that have a good plan, also the Samoa Hotel Association, and the Ministry of Commerce supported businesses that were affected during the pandemic
What could be done better	People are mostly coming to Samoa to see their families. We need another tourist market. In Europe for example it is very affordable to fly and visit different countries within the continent.
	promote and showcase Samoa's environment on social media and link it with the airlines for more exposure, give brochures to tourists when they come so they know of the Samoan culture and they have information before they come
Advice/ Recommendations	For entrepreneurs: find a very specific niche to promote, make it the purpose to sustain culture for the future generations to be part of, the location of the business is important
	There is a need for more tourists but Samoa is not a party place. Tourists to be respectful, wear sarongs and be mindful for the families
Tourism	main motives to come to Samoa is the people who come to see their families, overseas Samoans are a big market Namua island: resort that put its prices down during covid so it did get tons of visitors during the pandemic. They attract the business traveler that does not have time to go far for a beach but wants to still enjoy it (the resort is on the seaside)
	The Commonwealth Health Meeting is happening in Samoa in 2024, the hotels need to up their standards to cater to high end clientele
	Locals are encouraged to start businesses, there is only one Sheraton (international) hotel, Samoan authorities partnered with PNG to set up the hotel, there is a market but not the funds for the luxury and thus they brought they foreign company in. Locals work and they are trained for it.
	There is the standard/ expectation that one can get the quality of experience/ luxury they can get in Waikiki.

Themes/Concepts	Participant Responses
Education	There is training by the tourism center to educate people for the tourism industry and the customers. Training to be able to cater to different kinds of people/ markets, being able to cater both to locals and the overseas market

Table A4. Locals: MS / Misi Sanele tetaia Ah Sam

Themes/Concepts	Participant Responses
Sustainability	I am trying to promote sustainable tourism by developing our Island experience in collaboration with our Ministry of Natural Resources and environment and conservation international.
	Allowing visitors to swim with turtles in natural environment. Planning to implement a solar system. Trying to build a seawall to protect from sea level rising.
	Difficult to sustain given the impact of sea level rising. I do not know how fast it will rise but I do know that it is causing soil erosion and the waves are getting higher.
Values	I value the natural environment hence the sanctuary for flying foxes, other bird life, turtles and other sea life.
	Demonstrating on the island our culture and through story telling.
	We offer morning tea or meals for the village meeting. I source any food ingredients from the village including leaves to make the roof of the Samoan beach fales.
	I will continue to promote eco-tourism. We will let tourists experience turtles in their natural habitat. We will provide avedues to keep the island clean from rubbish. I want to be an eco friendly business so will not try and do any operation that will impact the environment. The island is a natural beauty and is home to birdlife and sea life and will continue to leave it as it is and build around this natural beauty.
	Sometimes gay relationships have an impact on our society. Especially when people with same sex come on the island and I feel for our locals experiencing such inappropriate behavior given our culture and religious beliefs. But I accept them on our island as I do not discriminate against any people or gender etc.
Concerns/Challenges	Pros – income,
	Cons – trying to balance the tourism and our Sunday beliefs. We want the money but Sunday is our sabbath. Also balancing tourism development without impacting environment.
	With covid, and uncertain seasons, we are not sure whether we have enough or not enough tourism in the area. Unless there are big events or reunions will we know if we have enough.
	Financing, Climate change – stronger and more frequent cyclones, sea level rising impacting our Samoan beach fales. King tides
	Climate change is the main concern – the island is slowly being swept by the ocean and the waves come crashing into our beach fales. We rely on the support of our government on climate change issues and support
Government Role	You work closely with the Samoa Tourism Authority. Sometimes concerns are addressed but I will need to get my basic stuff right first before I can ask the government for assistance.
	Only the Samoan Government through Samoa Tourism Authority. SPREP – the Pacific Regional environment Programme
	You work closely with the Samoa Tourism Authority. Sometimes concerns are addressed but I will need to get my basic stuff right first before I can ask the government for assistance
What could be done better	I will try and improve our experience on Manu'a through improving our storytelling especially the history of the high as being the sanctuary for flying foxes and turtles. The island was also used as a first line of defense during the world wars by Germany.

Themes/Concepts	Participant Responses
	Improving our story telling and managing any risks to them
	-How we manage our Christian beliefs, culture and tourism development as a source of revenue for our families. Sometimes our Christian beliefs hinders our tourism such as tourists not allowed to swim at our beaches on Sundays
Tourism	All sorts of visitors have come, backpackers, retirees etc have visited including conservationists.
	Eco tourism. The world moving to protecting the environment, protecting and showcasing our culture including story telling.
	Experience natural environment. Swimming with the turtles and understanding our history
	After the Tsunami in 2009, a group of visitors of 5-7 people from Christchurch who normally visit our island yearly donated an aluminum boat and motor for us. It shows how grateful they are for how we connected with them and I will never forget this kind gesture
Sensitivity	I believe some understand while others search on country's risk analysis to understand social issues etc.

Table A5. Locals: GM / Geret & Malia Lund

Themes/Concepts	Participant Responses
	what I know most is you compare Tonga to Hawaii. Hawaii is not sustainable because the new movement in Hawaii is wow you know what they have 3 1/2 million tourists come through they use and drink their freshwater their tanning lotion and soap is going into their ocean. It's causing havoc with the environment. it's the cost of that. The wealthy are making a whole bunch of money off of Hawaii. And right now it's so expensive and kids are growing up in Las Vegas and I'm still working at the same hotel. My environment is being depleted when it comes to what is sustainable, that's where the Eco tourism comes in yeah we're gonna go visit Tonga and live in royal conditions because if you do anything else it will industrialize it bro that shit is not working. Might not be reversible. What you do is leave it alone.
	The truth is if you want to sustain there, wow that's pretty and walk away. Leave it alone basically.
Sustainability	Sustainability is a priority on the island because the perfect example of that is that they had an open dump right on the coast that when they burned it, it was filled with plastic and they had to get rid of it. So now they have a big recycling thing, because the plastic and stuff is bad all the way around. If we're gonna have tourists here we have to have green tourism have some kind of way to make it that you don't burn gasoline that is about a sustainable as you can make it is to come in and not damage the environment and not bring any more pressures to what it already has.
	Businesses: they don't have a lot of industrial base or because they are such craft people they have all kinds of woodcarvers and handmade stuff that they sell to the tourist. It's a pretty big economy down there because of that that's one of the primary things is that they are some of the greatest crafts people on the planet. They know how to make everything. Their thing is to try to feed themselves the more money they can drive the better it's the same like the sustainability thing. Tonga is kind of off the map.
Values	Malia: I want to go back to when I was little. Things have really changed now and it is sad. The ways I have seen the culture change is how we respect each other, children respect the elderly. Back then there was a certain level for each person, I do not see that now. Her uncle who married us, their big concern was (20 years ago) how Tonga's culture is unique in the fact that it has never been taken over by a European colony, one of even now their biggest concerns and we see the effect now, is that transition from that very communal tight culture, and how it was going to be affected by the other cultures that were coming in, like the Chinese, New Zealand, Europeans, Americans, so far it has been quite the rough road. There is a lot of cultural changes happening because of the influence of the ex patriots too and their children and in the other countries and they are coming back, so it is kind of hard to watch.
	Globalization: Once people see that they can travel and go to all these unique places, the more people that pour in, the more it affects the whole system. A lot of values change because of the money that shows up too, possessions, they have regular phones and someone shows up with 1k dollars iphone, right away they are like I want one of those.
Concerns/Challenges	In Polynesia, from Hawaii, to Tonga, to the Christmas island, there are a lot of similar cultures, different languages but they cross over, a lot of different pronunciations, a lot of different words, the difference is they have all been completely corrupted by the European colonial powers, Tonga wasn't because the missionaries showed up and there was Wesleyan that warned them that if they did not put together a real European parliament, and with a king, with a Prime Minister instead of their king, they were going to be taken over by either England or France. Since he was such a powerful representation of the Methodist church, he got the king of Tonga start a parliament and protect them. So they have always been the Tongans. The Hawaiians have really been hurt because they were corrupted by the missionaries and got taken over by the missionaries and corrupted by America. The missionaries destroyed their culture. I understood that Hawaiians had lost a lot that they were from their culture, but when I met the Tongans, I cam back to Hawaii from the first trip and told my friends that were Hawaiian, that they had no idea what they lost. The whole idea of how they have organized their society, from

Themes/Concepts	Participant Responses
	the main chiefs down to the neighborhood chiefs, he's responsible for his community to the king, and there's this patriarchal structure, and the women run the household, very different than Samoa where it's exactly the opposite. In Samoa, the men are dominant completely, the women are subservient completely. The Hawaiians lost everything because there is no structure in their society, as far as the village in Hawaii, arguing who's the bloodlines from the different chiefs and who should take over the kingdom that they are trying to build, it's a disaster. They are genetically altered too because of the Portuguese wailers, and the Asian and Filipino populations, there's all these other structures including the wealthy dominant missionary class that is still there, and the Americans and and military. When you know what the Tongans have, still to this day, it is crazy what they bring with them, even with the internet. I would imagine Tahitians lost a lot too, because the French took over at the same time. In Australia the aboriginals are gaining a lot respect and power, but when it comes to the island nations, there is nothing good about the colonial era. Right now the Chinese are a big problem because they are coming in and they have a whole different social structure.
Government Role	I don't think they have a lot in place yet except for the plastic initiative. They do the plastic one too twice a year. When we went to Cabo, they had a crazy approach to the environment with biodiversity. They have all these cars and their kids are working. Their whole thing was plastic. They had this plastic machine built by the Marines to teach the local population that these are the different plastics. This is what they can make out of rocks they melt and make keychains for the tourists that were coming through the place. They had a pristine turtle beach, these young people were more worried, they were bilingual and they were just they were talking in English to Spanish back-and-forth like it's the same language, and it was a real powerful experience because it was all about the Eco tourism, and it was very respectful. In Tonga as far as initiatives to keep it sustainable I think the thing would be to follow with the rest of the world is doing and try to keep it as eco friendly as possible.
What could be done better	what I would like to see happening is the world heritage funding pay not to let any tourist go. Because everything is still in perfect condition they are paying to save Tonga. This is happening in the Cook Islands. There is three altar islands of the Cook Islands, where they paid them not to allow tourists in. They give them like $1 billion a year. The world heritage foundation does it why not? Just let the tourists come here and we will support you it's a very weird twist. In Samoa all the way to Tahiti, there are some very special coral reefs that are left. An example of ecotourism is happening in the Caribbean with the lionfish. They brought them in with the tropical fish trade, and of course people did not want to kill their fish, they got too big in the aquarium so they let them go in Florida Keys, all the way from Florida to South America, Belize, so what they do to try to control them is they have invited the tourists to come down and go snorkel and fishing and they get a bounty of how many they take off the reef, the chefs at the restaurants and the hotels actually cook them in a dinner than they caught, they call it saving the reefs. They are doing some good damage to the populations too. Something that's good to eat, they tend to eat all of it. That may be a way to go. Beneficial for growth: money, more money, investment. they have one really nice international hotel. but it's definitely the beginning of the tourism industry. it's not developed yet. and that's why it's a good place to go. Instead of Waikiki that's totally rural, you go out of the main capital and it's basically farming communities. There is not a a lot of tractors and stuff they do mostly everything by hand. It's the same with Fiji, you go out there and they have where they harvest all the sugarcane, may be since the 1800s so you don't want to ruin any of that. It's a delicate environment what you can do to benefit the tourism industry out there probably have more sustainable hotels built that are coming in ways something that is more ecologically sustainable because the environment is so delicate you have to be conscious of not coming in too industrial.
Advice/ Recommendations	be more environmentally, conscious we went down to Tonga to harvest a while back coral and it is designated that if you want to go down there and export, any coral, you have to grow your own basically and then you have to be sustainable completely on your own. And it was directly from our industry, not our business. You can do fake rock keep it right around the roof and keep it in Tonga so it doesn't hurt the reef Thank you. But when you take all the rock off the reef the rest of it bleaches white, the ultraviolet radiation is brighter, and he leaves a big giant hole in the

Themes/Concepts	Participant Responses
	reefs but you can't even see the roof from a plane. If you're going to go there and start a new environmental business, you better make sure that you have a clean slate and not mess things up. It would be cool to see the pro fisherman go there. They have giant fish marks and they can prevent the Chinese from coming in and ride them for money for big fish you can charge a lot of money. There are professional fisherman that would love to go in there. The Chinese are trying to go and strip the resources out of there.
Cultural Understanding	To learn the culture: Go to church with them, the way they sing. Show them the village, like not downtown but the little tiny villages. If they go there and somebody leads them there, and show them. When tourists go there, when i was young, they would give them a quilt and send them out of the city, they would come to my village too, in my island, the capital city to my village, 30mins drive. That is a very unique experience when you drive around Tonga. They send a small group to my village, and the whole village knows. Everybody knows and everybody comes out to meet them, and that is unique, because in downtown is like they see you are from American and they are "copycats". If you send them to the small village it is unique because they will do and see everything. In Tonga they say roast pigs and roast more pigs. It is not just about their food, it is about their handcrafts, introducing all the traditional clothing we wear and explain the reason, and most likely everybody is barefoot. Geret: I went through this when I met the Tongans, and I went blind. I went there to meet a partner that I have never met and his family, I had never been past Hawaii. Meeting Tongas they are very happy people with very unique culture. They are the antithesis to everything in LA. It has very little pavement, no signs, none of that. Everybody knows each other, you want to call a cab, and the cab did not need to know the address, they just need each family at every corner. In reality, when you meet them they are just as human as you are and they have just as many problems, how to feed your children even though it is a farming community, a question from the outside is why we got a telephone bill now, the power, and there is no water, there is gasoline, but the reality is that if you get out with the people they are human and they start to hangout. That's probably the best thing you can do for a community like Tonga because the tourist would go out to the village would want to help the village right away. If they have any kind of soul or heart, they are there because they are interested in Tonga, they will ask what they can do for you, show me more of your crafts, because they are great crafts people, it does protect them too, because they are not there to change them or tell them to go work for them, they are there to join them in the real culture that is there. Instead of the phony culture, like the Luaus in Hawaii, the paid luaus, which is nothing like the Tongans when they kick it with their family, because it is definitely for the tourist. The food is kind of real, the Hawaiian but it is a very phony experience when you understand what the Tongans do, when they all sing together.
Tourism	They don't have a large tourist industry. But the Fijians do. I know that the main big 5 star resorts are owned by the same people that own Hawaii. They kept it a bit more controlled, it's obviously got impact on the Fijians too. In Hawaii everyone looked over at the hotels thinking they would have good jobs, so much wealth getting food for everybody.

You can compare Hawaii to Fiji. The British Empire gave it back to them. They left Indian culture there too. What people do not realize about Fiji is that it is a Polynesian culture and then they left like 40k Indians there, so they've prevented some of the damage, there are some other islands that have some villages on them and unique populations of the Fijians, they allow like a boat with maybe 30 people to go there every few months and they have to step out step out the boat, take pictures and maybe buy something and then go home. Because they know that corruption has already corrupted the rest of the place. |
| Sensitivity | Just because they are coming in the modern world, everytime a tourist comes, they are very respectful generally, because they come from New Zealand, Australia ans stuff, they are very familiar with the Polynesian cultures and the Tongans, And it is the kind of place and is gentil in the way that you don't want to hurt it. If you are a tourist and go there and there is and there is a party atmosphere and there is more people that outnumber the tourists. They are definitely happy people. Your first concept is this is cool and I don't want to destroy it. I would rather just enjoy it. I think that's the nature of what I would need to do for all of the tribal even to the little villages in the islands in Greece, they are like Tonga's villagers just like that. They are small, but all the same family and they have uniqueness too. Look at LA it will be corrupted with industrial |

Themes/Concepts	Participant Responses
	and everything seems to be like the rest of the Greeks. They're trying to be in their own way you don't want to lose the depth to your own culture. that's what humanity has to do is take care of Mother Nature and all living organisms. Look at the American Indians, there are remnants of them all. But the cultures the way they dress the way they the different head dresses and languages has been just decimated. It's nobody's fault it's the Tongans' or whoever. Think about Greece and what we are talking about in Tonga it's on the other side of the world of the problems are the same. You don't want to lose that, but enjoy it and that is when you're trying to find, how we do that. As a world community, how we go into culture and not screw it all up. the Amazonian Indians are doing that too. They are trying to stay away from the tribes that are unknown, if someone shows up around wearing a T-shirt they want a T-shirt. And that's as simple as it is.

Table A6. Business: SB / Stelios Boutaris

Themes/Concepts	Participant Responses
Sustainability	Balance is the magic word. You cannot put pesticides on an island that has such a climate which with proper work does not even need the pesticides. The big problem is who is going to do that proper work. To go green is very expensive, you need to change a lot of things and you have to adopt new practices that are often much more expensive than the old ones. This is where comes big reaction. In Santorini you cannot put panels for solar energy for example, because it ruins the landscape. You cannot put wind turbines. So someone wants to go green but needs energy, so he will take energy from this factory, it is very hard to become full green.
Values	3 tiers: be as "green" as possible, constant hr development and training, adopt new technologies
Concerns/Challenges	Overtourism: You are trying to say, guys let's not build anymore on the land, but on the other side when the money is this much, he will do it regardless. That is a big problem which they have kind of solved with the cruises. There cannot be many cruise ships on the island at once. But there we are failing, we have not managed yet to persuade the government to not give out permits. There was once a law passed that a vineyard cannot be build on, but despite that you see vineyards turning into airbnbs. Cruises are a big issue. And normally it should work the opposite way. The cruise should be paying to enter the island. But there are two huge local lobbies, where the buses and boats are gathering the tourists from the cruise ships and taking them to the island, who have tons of power on the island that the local community cannot go against. This is tragic, it should be like on people on the boats: "you wanna embark on the island, pay 20$ per person."

You see it as an American company coming in and making an investment and have locals work. In Greece that is not the case. The locals are the ones who do the work. The locals own the tourist businesses, and they hire foreigners. The locals run the system not the foreigners. In Mykonos you cannot have business without a local Mykonian. In Santorini of course there are foreigners, but it is because there were no locals to begin with. Locals run it all. Different from the Philippines for example of other upcoming destinations or third world countries. |
| Trends | Tourism is about living the experience, so what has been rising is theme tourism. The tourist does not just want to go sit in a beach and tan, he wants to live the destination. We are very good placed in that sense. Because we have not sold Greece well enough yet, and we have tons of new things to say. Greece has also winter tourism apart from summer. Greece is a warm country, you can come play golf in February. So this element will really rise, of experience tourism. Requirements will rise along with that. Because the tourist will want to be more taken care of, and it is not about luxury, but personal. The whole thing to be very personal. So the packages will be more personalized. To me mass tourism is dead, that is why Chinese tourists will never come to Greece again, we do not want them because they bring in the mass tourism. |
| Government Role | I always believe that the local and the professional, for example the union of wine makers of northern Greece or Santorini's, it should make policies and then the national government will adopt them. The state does not know, we need to tell it what to do. So locality and collectivity is very important. Unfortunately in Greeks the idea of collectivity does not exist. He does not have trust to his competitor. For example, the other winery, Argiros, does not believe that what I do is for the greater good, he believes I do it for my own good. This is a constant Greek problem. But it is not everywhere like that. In Northern Greece we do things as a collective. In smaller islands things are different too.

This is a policy that is happening centrally from the government. The Ministry of tourism is trying to have alternative forms of tourism, for example I do not want the same type of tourism to go to Rhodes that would go to Marbella. Like we want type that is more laid back and relaxed, here it is very beautiful and slower, nice landscape, it is not for mass tourism. This is a policy that is now existing in Greek tourism. |

Themes/Concepts	Participant Responses
	UN and SDGs: For example, tomatoes, Greece imports them. Because foreign ones are much cheaper. The cost element makes a big difference. There are investments and funds for farmers and farms to have to and grow local up to 75%. New generations are much more aware, if an American goes to Santorini and is told which tomato is Greek and which one is foreign, they would get the local Greek ones even though it is pricier. I am ambitious, there are policies for people to invest, the government would not invest but a businessman would. The government would give motives. The gov would say, you wanna make wine in Santorini, here is 70% subsidy. However, this mostly exists for big units, it should subsidy the smaller ones however. In other islands, things are different and more organized in such terms and with the locals, it is not all about bigger.
What could be done better	We do not use pesticides, we plant among the lines of the vines beans which drop the temperature. These are the main practices we have so far. For example, a practice would be to gather the dioxide from fermentation. We did not do that because it is very expensive. Another practice would be to have very lightweight bottles. We are not doing that there yet, but we will on our vineyards in Northern Greece. There are many practices like that but unfortunately we are a bit behind. Local small business do not make it at all a point to have such practices. For example, we have tried for a long time to use organic water, you take dirty water, clean it and then take it back to nature. We have not persuaded the municipality yet to create that system. This will happen within the next year but in general there is not enough awareness. We bought a generator because the electricity is always out, which cost us 50k because there is not enough energy on the island. New investments keep happening, but there could be 10 generators that provide for everyone and that's it. Santorini there is this overtourism and 'new rich', which is a very bad combination. It would be possible to have some of these tourists go to the other smaller islands, but tourism is largely rising worldwide, that Santorini will always be crowded. Same for other smaller islands, there used to be nothing and now they are drowning in tourists, in Antiparos for example there is not sewage system and it smells terrible.

We are big fans of slow food, slow life.We do not accept groups. We do not want group tourism. However, other vineyards that are much bigger work with tours. Not everyone is like Greeks who enjoy going on their own, many people go on groups. Only foreigners are on big groups. The Greek tourist cannot go, it is way too expensive. The islands have lost their locality, they have lost the Greek tourist, or the backpacker who creates a better environment on the island. Like you do not want just the mercedes, cars, buses and taxis around the island, you want a different kind of relaxed. It is very difficult to achieve that. What we want to achieve, is to have people come in, they are not sheeps, have some wine, you will pay up, but take all the time on the world. We want to give the full experience, the experience in the vineyard, the experience of the wine. |
| Advice/ Recommendations | this is the big challenge, how someone can create this personal experience. How it can be sold and created to put in the time. I have a friend who was a big business person and went to Zagori, and he is doing trips and tours to the mountain. It went very good because he did it all himself, it was like good company and friendly. And I have another friend who has a yacht in Paros and takes visitors and takes them to the island and it is as if they are his friends. This is his success. Very hard, you may be bored because you do it all the time.This is why a good foundation is very important. What we say is "feel at home when you come to our winery." I know that we always need to find people to work for us that are welcoming and warm and excited, proud to be there. A prerequisite is to have a lot of money, an environment where you feel good and be proud of it. I has someone in Skiathos who called the tourists "sheep." If you call them sheep, because they are in and out, this will not exist for much longer. If you treat them like that, visitors will react. Your generation which has seen and experienced more things, will never accept that. |

Themes/Concepts	Participant Responses
	What I do on my own industry, because I do not know about the hotel industry, what I would do is create organizations where the problems are discussed and solutions are found for the long term. We grow grapes, and the vineyards are not well taken care of. So what solutions can be found, we need to come up with that as a collective in common, it cannot be just me doing it we need to do it as a collective. We need motives for the people to stay at the vineyards. We can do management of doing sprays with drones, doing it as a collective in order to show the farmer that there is a day tomorrow. The big problem with Santorini is that everything happened very fast. That is the whole point because we are functioning in a society and we need to develop that community as much as possible, and the locals need to be part of the same problem and solutions.
Cultural Understanding	packages at the vineyards, one is to try 3 wines and learn the history of the island, another eat along with 4-5 wines, another to get them out in the vineyards and show them the what the vineyards of Santorini are, which are very unique, it had the volcanic terrain, very special terroir with the climate, from one side it has the air, the hot weather, it has the element of how a big variety can get created there, and then the visitors come and try the vines, which we explain the minerality of the wines, so we want them to live the experience of the place and then come to try the wines
Tourism	I do believe the upcoming years will be good to Greece. The new generation is well educated and experienced and will do things right. Because we know that the main thing is not the 50m of people, it is the spending to get higher. We prefer Greece with 20 million tourists that spend a lot, than 40 million who do not spend much. We do not have the foundation, like Germany for example, we do not have that many airports, ports, water systems to sustain it all so we cannot have a crazy big crowd. Some islands, like Crete, could work 12 months a year. Santorini is tough because you work so much 7-8 months in the high season where you want to rest also. Santorini is so cold and windy in the winter which makes it so hard. But other islands like Rhodes are very good for the winter. They could have a different kind of tourism. But it is not nice going somewhere and everything is closed. So far, tourism is disruptive. Because it is a small community, and suddenly from 1k there are 10k tourists, and it is a mess. And some people win very little from it and others too much. Think of a small village in Crete where people had their vineyard, their grapes, everyone had their own thing. Suddenly tourism comes, and someone who is a bit luckier and maybe cunning, created a hotel over there. Suddenly everyone starts working for him. So he becomes like the master of the village, thus there is disruption in the families. So I believe that tourism, even though it gives profits, it is very disruptive for the society. There needs to pass the phase and something to get created again. For the time, we are in the negative. It gives weird money to the people.When someone is poor and he is told that his vineyard will have value if turned into a hotel, he will do that. And because he is farmer and not that experienced, he will create minimum cost hotels. I went to Santorini where the water is not drinkable, and I paid 120$ for a room in the water, and they had not even put some bottled water in my room which costs just 50 cents. For breakfast they would give you breakfast that is all imported goods instead of traditional Greek ones which may be more expensive, but the visitor would pay for them.
Relations with locals	Santorini is a special situation. It is an island with much money, it has many people that have become newly rich, there is not the notion like in Polynesia to incorporate thirds in, what we try to do is create a union of the wineries of Santorini, so have a common voice in the municipality, for example, let's say you cannot build at a specific place, the vineyard need to be maintained where it is. Of course, we support local communities, the main thing is to organize the wine growers and wine makers so that we have a saying in the matters of the island, which is very hard. Imagine for example there is someone that has tons of land and vineyards and makes 50k per year from them, and then he turns it into a hotel and makes 500k. It is a bit against the odds and it seems like we are losing the game. There is overtourism today, which is a very big problem that everyone discusses, the national and local governments, communities and municipalities, however the air is blowing the opposite way.

Themes/Concepts	Participant Responses
Sensitivity	Full indifference. There are no Greek tourists. Conde Nast had written an article of 10 places not to go and Santorini was on the top because it was terrible. Santorini has a good and bad element, it does not have repeat tourism, you will not go twice but it is the place to go and see, there are honeymooners and tick he box as a place to have visited. This creates a sense of tourism of what can I get right now. On the other side, Mykonos has repeat tourism, Santorini is not like that. Unfortunately, in Santorini there is no one who wants to work from locals, it is all business. It is all migrants who come for 5, 10 years, who know that they will eventually leave. The locals have their coffee shops etc. In Santorini there is this very bad tendency where everyone has money and their children instead of sending them to school, they tell them to go own a car rental, a coffee shop, a tavern, and you will make money, but this is very bad for the community. Even the locals leave in the winter, the kids go to school in Athens, not on the island. In Santorini the Greeks are a minority, it is all immigrants from other Balkan nations, which Greeks do not like.
Change over time	Santorini is mostly a fresh destination. When I went to the island in the 80s and 90s, it was only Greeks and it was a great place to go on vacation. The last 20 years this has changed. It has got on the national map, and it is not tourism experts, it is newcomers. Santorini in comparison to other islands, has tons of foreigners. Santorini used to be a very poor island. There was this earthquake in the 50s, they did not have enough to eat. They would leave for Athens to go work there. And after that all of a sudden, they have tourism. It was a small piece of land, and suddenly it got great value. They did not have the experience or the education, or the state of mind to see it for the next generations. It is all about what they can get right now. So this creates no communities. Also, it is many Santorini locals who live in Athens and they have their land or hotels on the island, and the business is owned by an Athenian. So you have many Athenians or foreigners doing the job. It is all for short term. It is not about creating a hotel business and then having it for their children too, they are just gaining what they can get now. This creates huge problems on the local community. Even in the vineyards, and the water usage and waste disposal and management, it is not done well because they do not care.

Table A7. Business: YP / Yiannis Paraskevopoulos

Themes/Concepts	Participant Responses
Sustainability	It is this one that is defined by these questions. Trying to invest because now our serious admissions because they push us When they submit you 15 pages to tick boxes about what you do and what you don't do you realize what you don't do, And that's where you feel bad. There you say oops I'm left behind. I have to change direction. I have to introduce new things. There is obviously proving to your customers that the way you grow the way you produce is not burdensome to the environment, that is the first. The second is that there is also an economic viability. Obviously if that doesn't exist your company doesn't exist, your industry doesn't exist, and you have to go do something else. So sustainability has this double face, it's clearly not just the financial part, it's that through this you do it in a way so that you are sustainable in the narrow sense, that you pollute less, that you are concerned about these problems.
Values	From the beginning we had a goal who I also formed the values, The goal was to deal only with Varietal materials and at the same time to export our wines to be mainly a company that really exports. By the word really I mean, In 94 the wine industry Exported but without being real exports. They were essentially Greeks who export to the Greeks of the diaspora. In fact, while they are considered exports, in practice they were movements. Greeks to Greeks. This was very far from our real goal, we wanted to show the Greek varieties in the world market and through this to establish ourselves. It took years to achieve this but we succeeded, We took only Greek varieties and showed that Greek wine is not only what we thought. We have created a sustainable company on the other hand relying on Greekness through this promotion and the Greek vineyard. This value is the guideline from the beginning. My company as well as Others operate for their own benefit, They also functioned as representatives of Greek wine in general. This is the ultimate value. It was at a time when we would go, say, to America and ask for an appointment with someone who had a very decisive position who was an opinion shaper and we were told in stereotypes that they didn't want Greek wine. We started from there and reached the club where with a lot of effort and a lot of money with a lot of personal time and with a large dose of vision today Greek wine is an entity In the most difficult market in the world which is the American market. Again, we say not to the Greek diaspora, but to the perception of the wine world in general. That was the goal. Today things are changing a bit. Today, the extremely competitive market, which knows us, knows who we are and so on, sets new goals for us. Which are now much clearer And much stricter. The main value is sustainability. Beyond the quality of the wines, they ask what you do for the environment, are your cars Electric, do you recycle, do you educate your employees on environmental issues, do you use less pesticides, do you grow organically? Sustainability is behind a lot of this. If we don't adapt to this new requirement very quickly, we will be out of the picture. So to our original goal which was to make Greek wine and our company known, we are not a charitable institution, we want to add something very important, something that the younger generations take for granted, but the Greek industry has not perceived it as such yet. So that's the next step.
Concerns/ Challenges	The knowledge gap. And here it is double. It is not only the knowledge gap, What should I do, or how do I do it, He may know that he should manage for example the way he prunes or what he can do, but he does not know how to do it. This is what he does not know, and the other knowledge gap, is that he does not know what others expect from him. Often Greeks do not understand what is the expectation of the people and customers they address. There is this problem, they have to tell us, they have to show us what they expect from you, and after this is done, the professionals should seek help from the experts, to see how they will do it. It's not the industry's refusal to do so, nor is it economical. Sustainability also includes the financial part. We are talking about a small island, which is 30 km from one side to the other, and this is a tire. You can't outgrow that. You can't even close it anymore. I think that if the brave decision is not taken by the local community, To make it a really expensive island, with an expensive landing fee, So that it works as a separation filter so that people who can respect the island come, I think things they won't go well. But this is something you were obviously local to again. But as long as

Themes/Concepts	Participant Responses
	the demographic mix of visitors changes, to the benefit of Asians and to the detriment of the rest, things will not go well. As tourists it is not the one who bring Prosperity to a tourist place. This way of thinking concerns the whole country. Of course they have different big ones, now Santorini and Mykonos are the premium ones. And now other problems start to arise. The problems are that the islands' product has grown so much that they can no longer serve their own product. And it starts to backfire. And other smaller islands that were not in the picture are slowly starting to grow. And this again is a decision of the local population to sit down and decide what kind of tourism development they want. People outside his area cannot impose it on them. Do they want to have red carpet service or double-decker tourism? For example you want to go trekking in Bhutan In the Himalayas, you want to walk the trails, there is a landing fee of $150. Landing fee in Santorini zero. The cars are shockingly numerous, the structures are collapsing and unable to support and refuse to have this conversation. Because they fear that if they lose mass, they will lose money. While the opposite will probably happen, if they lose mass they will probably make money. Because they add value. All winemakers are very optimistic people. If we weren't we wouldn't be doing this work. But in this particular matter I am not at all optimistic.
Trends	I think wine tourism will continue to improve. That is, the wineries that do not have accreditation will get the accreditation. And because competition will work, each winery will try to offer a better wine tourism product. Some wineries are already setting the bar high, and this forces the rest to follow. Not imitative, one's wine tourism product will not be the same as the other's, but it will be in terms of quality.
Government Role	It is a big mistake that the Greeks have always made, To take things to the government. If we expect our problems, of each sector, to be solved by a government, it means that we have not matured enough. In some things, governments have to be there, and sometimes to enforce some things. For example, waste management. There is a law that says waste must be managed in a certain way. Which is part of sustainability. If you did, an organization must come to check you and give you a big fine for doing it. That is the role of government. Gone are the days of governments taking you by the hand and telling you this is it and you will do it this way. Professions must mature. There are many things about the concept of the maturing profession. There is also self-control. The profession itself will be checked. Where will someone go to the colleague and tell him that he is a professional, not the government nor the journalists, he will tell him what no one is good for our profession. They put the mayor of Santorini in prison. The prosecutor, no private person went to sue him. And they did him well. Because now the state has realized because the Prosecutor here represents the state, That the garbage dump of Santorini for tens of years is also of course an illegal dump in the caldera of Santorini. Garbage is at the best point of the industry. And the prosecutor comes and puts him in jail. They should also put other previous mayors in jail. Waste management is all about Sustainability. The state went and did what it had to do. He had to go to jail to make the system understand that you can't throw garbage anywhere you want, especially in the Santorini Caldera. That's where the state comes in. To play its role, and that's exactly the role it should play. So we should not expect from the state. Greek wine became known in America, it was not done with government money, nor with a subsidy, the profession itself said I need this. And he went and did it and that's the way it should be. It is a huge mistake to expect others to do What you have to do for your profession.
What could be done better	A local community that sits and discusses. He openly discusses and debates the greater common good. We are not trained for this. My fellow human beings, the staff, Our own benefits, We project it as if it is something that affects others, it doesn't happen like that. That we do not have a spirit of community is a big issue. For example, there is no village or island in Greece that wants to manage its garbage. Everyone wants to produce garbage but let the neighbor manage it. This in itself shows the lack of community spirit that exists in the country. In an ideal world we should sit down and say that tourism is the source of tourism and life on this island, let's sit down and see

Themes/Concepts	Participant Responses
	what kind of tourism we want, And how we imagine and dream, Because the dream is a big thing. The dream is something fantastic, Your ability to dream, And to set goals based on your dreams. Let's talk as a society about what we want for the island. The island he has alone feeds them but also the island we also live on. They are not only businessmen, they are also the residents of the place. Do I want them to see their place in which they live being degraded every day? From the crowd of cars and whatnot? Tourism for us in the wineries of Santorini has become, The winery for example that will not have a decent wine tourism structure, It will have a problem. And since the major force in Santorini tourism is American tourists. In other islands it is not but Santorini is, Especially the American tourists visit which they have the expectation that wherever they go, they have the requirement that there will be a restaurant where they go. And you suddenly see wineries starting to offer this service as well. We have the winery where you will go and taste wines, but also the whole package. It is far ahead of any accommodation in Greece. The visitor to Santorini, the tourist, will not come for the wine. By the way, he will also go to the wineries, to other wineries in the world in Bordeaux, France for example, or in Napa Valley, The wine is the reason they go. in Santorini you won't say I'm going to Santorini It's beautiful but I'm going for the wine. No, you're going because she's pretty. And on occasion we also go to a winery. And it will always be like that. Wine tourism will not become the very reason why the visitor goes.
Advice/ Recommendations	This would be the next step, my input would be to talk about sustainability first. When we do these, then we will have the right to talk about culture. Because then we will show that we are civilized. Telling you that I'm going to have a painting exhibition at my winery, when I'm not sustainable, doesn't sound right. So you pollute the universe, And why are you trying to show us that you care about the arts? Wine is culture. It connects you to your past, it connects you to a good thing, it connects you to the human geography of the Earth, Population movements, occupation. Yes, it is culture because it is also connected to gastronomy. But if you have a daily act of absolute him, he's like the ostensibly progressive left-wing man who comes home from work and beats his wife.
Change over time	Those coming for a few hours are the cruise ship. Cruise ships used to be an elitist form of tourism. Now it's the exact opposite. These swarms of people are coming, because all the rich people have paid for it and are going on their Cruise Ship, we won't pay anything on the island. So they don't offer the island, nothing positive, on the contrary, because it becomes so crowded, they fill everything just to take a picture. The island has lost and gained nothing. The landing fee is a clear decision of the municipal authority. In all major European cities, to set foot in Florence for example, there is no way you can do it without paying. For example, in Bhutan they said We don't want a lot of people dirtying the paths, we want a lot less people who will be able to respect them. If you see the accumulated garbage on the island at dawn, you will not believe it. Me one time when I woke up in the morning to go to my work, I took pictures not only of the overflowing Garbage bins, That's the least the garbage is everywhere, and I sent her to the mayor. And Oia told him at dawn. We see Oia at sunset, But here is how it is at dawn. After sending it several times he tells me to stop sending him pictures and I know and there is nothing I can do.

Crete has a completely different dynamic. There the size is very different, but also dictates another development model. In Paros, for example, there you don't talk about wine tourism, but you talk about another model of tourism. There you are talking about much more expensive tourism. He comes, invests, builds houses, where you suddenly have famous Guests you never see But they are there. And this is slowly raising the bar on this island. Mykonos is the island of chameleons. It is the island that perceives new trends, and adapts to them. And that's how it changes profile. In the 60s, there was Mykonos which was the real jetset, And the money came too early, it was the blue bloods, the real stars, It was the real thing. I changed that and it took the form of a gay ghetto, Because that's where it had to go. After that it became the Mykonos of 2000, of the Greeks of the stock market who lit cigars 5-5, Then it developed into the place where the mega, mega tycoons, Arabs, mega Russians go. It is an island that follows attitudes and mutates. And the only one who can do it. Santorini, no mutation, has a theme, a product, which is called the view, and it revolves around it. It is left in a Drift, and where it goes we do not know. There are other quiet powers, which are still sleeping, such as Naxos, Tinos, as are the large islands such as Chios and Mytilini, which are still Completely hidden from the eyes of foreigners. It is still in the idea of the Greeks. But because the Aegean as a place is slowly showing an incredible dynamic, through marine tourism, through sailing, The premium islands are starting to drive people away, Mykonos |

Themes/Concepts	Participant Responses
	and Santorini, space is being created for the rest. So it's a dynamic thing, and it's not necessarily all negative. It may be negative for Santorini because it is going to burn its candle on its own.
Tourists/ Sensitivity	Tourists are not a homogeneous body. Another thing is the tourist who will come on a cruise ship and stay for 3 h, and the only purpose is to make a wow and tick in the bucket list. And another is the visitor who will come to stay for a week to really see in depth and get to know a place. People who come for the first time are rather impressed, and on the other hand we have for example a couple who came to my winery last year, Spanish, about 50 years old, who told me that 15 years ago when I came Anna to the Greek islands, They fell in love the Greek islands and they said that every year he would also go to an island. And this was their goal, every year to slowly get to know one or two Greek islands every year. This 15th year, It was their turn to come to Santorini. And they were very much looking forward to the trip. They had booked, I had to pay for an excellent room in the Caldera, for a week, and they tell me we came yesterday and are leaving today. Because we can't stand this thing. So here's a real traveler, Not a tourist. The traveler is the best thing that can happen to you. So here comes the traveler who had a positive disposition, he didn't come to say What nonsense is this place, you are for he loves the islands, they are people who are in a process of discovery, He is a man who had his anticipation to come to Santorini , He came and Santorini could not keep him for more than 48 h. These should be seen and analyzed by the local community. For example, the average visitor's stay is constantly falling. The average stay now is 2.3 or 3.2 days. But this falls. And because the demographics are changing, for example the increase of the Chinese, which is massive, where the Chinese come the Americans leave. Even larger masses of Asians will begin to arrive, and those visitors who created the reputation of Santorini, and gave the island economic comfort, will begin to leave.
Tourism	Wine tourism in our country is divided into two very simple categories. Santorini wine tourism and wine tourism elsewhere. It is not the same thing at all, in Santorini for several years now there have been completely independent and autonomous companies, I think there are six or seven, that live exclusively from wine tourism. Wine tourism It is one of the three must dos that a visitor must do when he comes to the island. Every American arriving on a cruise ship knows that On this island they should go see the Oia sunset, take a ride on a catamaran, and go to a winery. Nowhere else in the country has this been done. In some other areas it has been done, partially, some are now starting, It is starting somewhere in Crete, but what has been done in Santorini for years has never been done anywhere before. Imagine that there is a winery, the annual turnover of wine tourism is in an absolute number Approximately as much as the turnover of the new Acropolis museum. So on the one hand you talk about an amazing museum, about an amazing monument worldwide, and then you have a winery on an island, and yet they have the same turnover. Which is in the millions. It's not just an island, it's Santorini. Santorini is the one that put Greek wine on the world map, but especially the wineries and their visits, because they are also helped by the tourist dimension of that island. So you have 18, of which 15 are visitable, I don't know of these 15 if they are all legal, for a winery to be considered legal as visitable, it must have received One accreditation, From the region. They are 15 visitable out of 18, I don't know how they have received the Accreditation. I wouldn't be surprised if it's four or five.

All businessmen are Greek, and this is a truth throughout Greece, while in other countries, they have many foreign investors who have invested in the wine sector, in Greece you have not seen this yet. So they are all Greek, not necessarily from Santorini. |
| Education | Greeks think that education stops when they finish school or university. Without understanding that education is a continuous process. And that's what separates the good professionals from the not-so-good ones. They are those who are constantly being educated in many ways and adapting, and those who are left with the knowledge given to them by their school and their universities. Especially for sustainability, some professions also have a large dose of empiricism. For example, to become a doctor there is no Empiric. The same if you are a pilot, You cannot fly the plane empirically. So your education there has a very tight and specific syllabus, and in such professions there obviously must include education and sustainability issues. But with a profession in ours that has the Empirical part, there are young people who have many degrees and that's how it should be, but it doesn't mean that everyone is like that. I have many colleagues who, entrepreneurs themselves, have not gone to university and may barely have finished high school. And especially people who do not have the culture of Thranio. So how are you going to talk to this man about |

Themes/Concepts	Participant Responses
	desk training? Can not. There training will come from other channels. It will come from market poetry. And in the end you don't care if he's Educated, you care if this uneducated person feels the need to go to a specialist. They should say that I don't know how to do it but I have to do it. DO IT for me. In the end, that's what we care about, we don't care if each businessman himself is knowledgeable, we care about the result of his action, To give is what you have to give.
Relations with locals	For the island this is a difficult question. Our industry by itself I think a file which file went to the presidency of the Republic which presidency will now submit it to UNESCO. So that the vineyard in Santorini is considered a cultural heritage monument. I consider it an excellent service, it will help preserve the island's ecosystem. It will not only save the vineyard, but also the ecological balance of the island. So from many points of view, the fact that the Santorini farmer will continue to have a job and sustainability is a positive thing. That the ecosystem will be preserved and not eroded is positive. If you ask the medium who will tell you what is the worst that has happened. Because if it really becomes a monument of world cultural heritage, it will not be able to go and build hotels and rooms and rent it to tourists. So the profession does such things, it does it because it sees some steps forward, but ultimately if these things do not have the consent of the entire population and especially the local population, they have no future. Today the local Santorini is not interested in the survival of his vineyard. He wants to make it rooms, hotels. Without being able to understand that the degradation of the ecosystem and landscape leads to the disappearance of the island. But to understand this you need a level of education. When that doesn't exist, you can't look away and you only see what's in front of you and you see that the money now is in tourism. Things that we consider to be very positive for the population, and for the culture of the island, The population itself has no positives. There are very specific reasons that only look close, that Greeks do not invest in long-term things. Marketing is the ability to waste money to build your image, without knowing if what it will create in the future, if the image it will create in the next 10 years will pay you back. And a very specific reason for our country, they won't. The Greece brand is not good. Because we have to make sure to invest money to build an image. While we are very good, let's say to give money to commercial Movements, which have an effect Immediately. It is very difficult to explain for example to the santorini that in 30 years, He will tell him that he is crazy for thinking about 30 years later.

Table A8. Business: MT / Mary Triantafyllopoulou

Business	MT / Mary Triantafyllopoulou
Themes/Concepts	Participant Responses
Sustainability	Preserving the culture and the economy for the next day. It is a sudden new concept that not many people have expertise in, it is a concept that fell in non-expertised hands
Values	Respect to everyone to give them the best service possible, by the business people and the workers. Having a vision for investment and always adding the moral component. There is no survival without quality.
Concerns/Challenges	Airbnbs create social issues because too many of them change the physiology of the island. It is like a copied action, the person who does it first has a vision and those who copy that vision do it with less quality and they drag the people who do it well down with them In Kos, there are 100k rooms, there is no need for more because there are not enough resources to accommodate all the guests, not enough clean water, the carrying capacity is being exceeded and people keep building. We do not have good education on tourism as a country, everything is relatively new. In the 1980s when the industry boomed everyone became a hotel owner, made tons of money with no education on it. Back then the education was not needed but now it is necessary. Need for more staffing, and quality staff because it is one of the most important pieces because they interact with the clients and tourists internal tourism is a problem for the islands because they are very expensive and the average Greek cannot afford to visit them it is all locals working the hospitality industry in the islands, but everyone has opened something of their own and there is not enough people to work it, there is not enough patience for the younger people to invest their time to an already existing hospitality business, they go and work elsewhere, the financial benefits of tourism are however distributed to all locals, 80% in Kos have open franchises, they are not locals
Education	Need for connection among the tourism industry and academic society, so solutions and steps are practical SETE trains personnel and hoteliers with subsidiary programs example: cooperation with Harokopeion University, it gave them a machine that does the waste food management, shows what kind of food is being wasted. This has sparked major interest by everyone and even the visitors.
Government Role/ Local Authorities	Everything needs to be organized by the local authorities, which are very important, they are responsible for the water and waste management of the destination. It is the responsibility of the businesses to create a good environment for their employees, to pay them etc. The local authorities need to handle everything else. Collectivity has no result by itself, the local authorities need to take the massive action. The people in a local authorities and governmental positions need to be educated and have conscience over what they are offering. Whoever gets in such a position need to educate himself on his own. Passion, persistence and vision are necessary. The businesses have an institutional role, but they are not the ones making the decision at the end of the day.
What could be done better	Sustainability should be on everyone's mind and should be reinforced by everybody. In Greece there is the tendency for people to not reinforce things but expecting everyone else to do so.

Business	MT / Mary Triantafyllopoulou
Advice/ Recommendations	Greece is not friendly towards businessmen and entrepreneurs. There is the negative stigma on them that they all mean something bad. Being an entrepreneur equals risk, you need endurance and knowing what you ask for. Do not expand without the right foundations and resources Be patient when starting a business. Choose with attention the location. Do pilots, try first and experience before creating. Have strong foundations to start, study, patience and time. Take very calculated steps beforehand. In action, there exists no size fits all, each situation and business is different but the culture and good education individually is of outmost importance. Respect whatever you sell. One can learn about the destination from the products and gastronomy so make sure to showcase it correctly. Go to the local markets and learn about the local products and people.
Seasonality	The island have no tourism in the winter months, seasonality will always exist but what we can do is extent the tourism season, all of Greece cannot be high in tourism all year round. All of the islands have their own cultural and gastronomical identity
Tourism	Many islands keep their physiognomy through gastronomy and showcasing their culture There is social cohesion for the most part, but it is different among less developed and developed region. Cyclades and Dodecanese have different tourism than the North Aegean

Table A9. Business: KL / Kalli Lambara

Themes/Concepts	Participant Responses
Sustainability	Usually agritourism is the one that enters into the life of some environment, some place, some island and it is rare. Usually in the summers, they look for opportunistic tourism, that is, people come to take vacations, they work more intermittently and more opportunistically. Even though they set it up all year round, it's about making more money. The island, which is a very small island, does not have too many things, what it offers to tourists is the bar and drinks in the evening, during the day for the very nice beaches, most of which are unused. This means that they don't care too much about making a beautiful environment for their tourists who also respect the environment. That's why I consider it opportunistic, there are few who think about both the environment and sustainability.
Values	The first thing I strongly believe is hospitality. And also direct contact, for Airbnb you usually don't have contact. I couldn't make it work without contact. The welcome and physical presence, with welcome things Like some local food treats, local products, maps so I can explain to them where they can go to eat well and see. I am there for anything they need and I am very Discreet. When I come, for example, I will explain to her that I am here and that they want to tell me. I will tell them a few things about the house and the island, depending on how receptive people are. Usually everyone is very receptive. What I do Is to be very kind up close, I'll offer them local things that they might need, Provide them if they want something, they can come up to where I live and talk to me, and so you see they're having a great time too because they know at any time that they have me to help them. Once I had told them to go to Folegandros, and we traveled together. Also be discreet but they know you are there. I'm always there too when I have people, I don't feel comfortable leaving.
Concerns/Challenges	The marketing is very poor quality but there are local businesses. There are also shops that make all local products, And you can very easily guide them. There are things, but it is this so opportunistic in their shops. There are not many souvenirs that a tourist could bring back from this place. It is a poor island. They didn't look to develop much and they didn't look to sell some monuments that the island has. For example, there are no buses in some areas, the tourist will have to rent a motorcycle to go see some of the more remote monuments and beaches. The places you can go are very limited because they are of higher quality. And the souvenirs are made in China.On the island there is a terrible problem with cleanliness, in the network, Big problem in communication between them, small things that don't let you go further. there is no collectivism, for it comes the financial interests of each entrepreneur. In Santorini it is even worse, because they have a lot of local products, they have very beautiful things to sell. We were discussing two Americans last summer that had come to seek the dream in Santorini And we met a disgust and finally the dream was here in Ios. Santorini is very tired, it is full. It's all in the hands of entrepreneurs. So the local community has a lot of things to do and yet they don't do them. they have done an Ios project, Which is a project that collects children from Greece with a wristband and a certain amount, They bring them, they rent them in poor quality rooms, With a stamp in their hand and they turn it all night at the bars. The local society And businessmen have created this way of Entertainment. They see them en masse, they stay for about four to five days. I, who have started going to the island in the last decade, it is very tiring. In June you don't go down into the center at all. Even though my house is in the country, you go down a few steps and you're still on the main road, you don't go down. They are not pretty. Has many victims in the summer From drugs. There are three to five people who die every year, and hundreds in the hospital. There is a pharmacy on the island and you can wait for hours. This is bad policy of the island authorities. The mayor who allows the businessmen who can sell whatever they want from there. July and August are people who can really take a vacation, and can pay more.

Themes/Concepts	Participant Responses
	The five 10,000 tourists who will come, what will they leave behind, because these people, in addition to the money they leave, also leave disasters. They leave the small streets of the island very dirty. At 6 am, the Municipality must come in and start cleaning, on a daily basis. They only look at the immediate future, they don't look at the distant one at all.
Trends	There are three different seasons. There is June, when the children come who finish school, These children leave no money. This world leaves no money, nor cares for the cultural identity of the Place, nor cares for anything beyond its own amusement. When they leave in July, bigger ones start and come. Many Italians, French, Australians come, in older ages, who really liked to search to find seas, nice food, to walk around the other islands, the quality changes. And towards the end of August it has excellent Quality of people. She is older, they have a lot of money, they are looking to eat well, They do everything better. There will be very few guys at the bar. They will want to go to a more sophisticated bar. So they are three different qualities of tourists. Depending on the season, By the month.
	Image of an island: This has happened a long time ago when the islands, in the 60's with the hippies were an island completely unspoiled, And they had come because they liked exactly that the island was unspoiled, and that's how I got this name, the free island that young people used to go And visit it on vacation. This has changed over the years, people are completely different from them. It follows a tradition which slowly takes on the time and the character of the era. For example, in September this year we came to the island again as hippies. Old women who came even in their youth. But they come in September.
Government Role	The mayor could set them some rules, In the way they will regulate their behavior, in their restaurants and beaches, especially in the bar where people come to let loose, they become uncontrollable. There, especially at night, there is no control. They can drink, buy drugs, whatever they want, But if there were some measures from the local government, maybe they would collect it a little. They would lose a bit of tourism in the beginning, because they would lose the young people, but they would gain tourism quality. It's good to know that you will go to a beach and find bins to throw your trash, Your bus will pass on time, these are all things that need to be taken care of and taken care of. I don't really see that happening. And I can't understand why they are not sensitized to do so. In other places it is done a little more, in other places a little less, But what should be done is not done.
What could be done better	It would help a lot to have a plan, But someone has to start it and they have to believe in it and do it. You see that nobody starts anything because all they care about is the now, the opportunistic. One has to think that he will start doing something better. There are also units that respect their customer, But they all come down to the same denominator. The common denominator is to have a good time, the bars, the seas. And to the next best customers that come along, they don't understand doing it. They try to sell everyone the same thing. Instead, let's slowly leave and build something better. For example, above my house there is a church that has a wonderful sunset, in recent years you can't imagine what people go there, now groups also go to see the sunset. This is what the island has to offer.
	Right investments, what they do is more meaningful and correct and there is love in what they do. Also, limitations, really limitations. But that's hard because the people who sell the drugs and the booze also own the bars. These should normally leave through the center of Ios. All the bars should immediately leave the main road, they could go to the ring road, so that the village inside calms down and takes the form of a traditional island Cycladic place. If this is done, the quality of tourism and the quality of the people visiting the island has changed 100%. But they will lose from tourism, but they will gain in the long run. Within two streets are all the bars. For example in Sifnos and Folegandros they have fantastic local products and souvenirs, and a fantastic country. Folegandros has no seas But it has a land of jewels. Very nice Shops, very well set up, beautiful country.

Themes/Concepts	Participant Responses
Advice/ Recommendations	The first is respect for your product. It is the respect for the product and the customer. Then there are the alternative things you can offer. A person from the other side of the world has no idea what life is like on the island. If you make a plan for him to be able to move, An instruction manual, that says things he can do and guide him, And he will definitely get more things from the place and you from him, you will have him happy. Also, hospitality is something that cannot be bought anywhere. It has to do with how much you respect yourself in what you offer and the one who will come to take it. Respect for the product and the place and from there you start and build everything.
Cultural Understanding	They do some events that teach them and show them their own tradition, They offer their traditional but it's all in the context of the job. In the context of how to keep him satisfied since they ask for something. They could do many things. They build restaurants, bars and so on, but they don't build anything different that gives color to the island.
Tourism	Types of tourism: There are also tourists who, in addition to having a good time, also want to rest on the beaches, because this island also has that, to go to some distant beaches and be alone. Because no bus goes there either. There are some roads that are a little more difficult to pass, Beyond the party there is also relaxation tourism, There is also tourism that wants to come and see this part of the Cyclades.
Seasonality	The situation on the island beyond the summer is very lonely, very quiet, there are 1000 inhabitants, who are at their jobs. They are actually preparing for the season now they are preparing for after Easter when the first ones will come. They work from Easter to October. During the rest of the year, no one circulates. And for the island, I am not sure that there can be tourism beyond the summer, because there is no infrastructure to support it. But they could do it for Easter. They could do a very good ad To advertise the customs of Easter, with the traditional dances, because they do a very nice Custom, a swing the day after Easter that the single girls swing and dance, it's a very nice custom. They could sell it. They have a very nice cultural club, but no infrastructure.
Sensitivity	To a large extent, they come because of the advertising of the island. If you start a conversation with them and you suggest days to go see them immediately you see that they become aware, they like to learn. It is not their primary purpose, however. But depending on the guidance, that is if the mayor and local authorities had a good guidance to handle them and lead them. He has things, if you tell them they will go see them. Tourists ask what else the island has because they can't be on the beach all day. This is done in July, August and September. They are impressed by the beaches but also the small churches that exist in every corner of the island, the local products. What the island brings is honey, Oregano, local cheeses and delicacies.

Table A10. Business: ZS / Zoi Sevropoulou

Themes/Concepts	Participant Responses
Sustainability	You are willing to commit to promoting sustainable practices tourism and the contribution to the achievement of in your destination, and if so, which ones steps you intend to take In order to respond to the developments, we have to specify more more our proposal to the traveling public. You should first of all respond to the new trends that develop and to the preferences of the public that they also aim to shape a Distinct Identity (positioning) that will express their special proposal. Operating with friendly processes environment, e.g. use of solar heating, energy saving lamps, o providing activities that are environmentally friendly Tourism experiences that respect, protect and preserve local character.
Values	The acquisition of knowledge related to the tourist product and the willingness to provide high quality services, hospitality and respect for people, the natural and built environment, material and intangible heritage. A warm smile, a hearty good morning, a sincere willingness to serve and help, courtesy and practical respect are of utmost importance. Why, "…. the people will forget what you said, people will forget what you did, but people won't they will never forget how you made them feel" (Maya Angelou).
Concerns/Challenges	The new type of tourism concerns a large number of tourists, where their priorities, have to do with environmental protection and upgrading, conservation and revitalization of local cultural values, the promotion of local well-being, while at the same time it wants to offer the visitor, a real participation in the cultural events of the society
Government Role	Enrichment of the classic product "Sun and Sea", with concepts and services such as: wellness, luxury, local gastronomy, with the aim of upgrading and expanding of the classic summer holidays state grants, cultural funding from private bodies and organizations. This trend is evident in the area of antiquities conservation, where high funding is required. In addition, voluntary work in the field of culture is a reality in the European area and has beneficial effects both in terms of grants and in terms of work flexibility improving the training and welfare of staff to be considered and principle for the development of a hotel or resort, being a critical element for business planning and its success.
Types of tourists	New tourist profile: According to Erik Cohen (George S. Wise Professor of Sociology Emeritus, winner of the UNWTO Ulysses Prize) there is the category of the tourist, "existential" tourist (existential tourist), whose main concern is in-depth knowledge and its total absorption by culture and habits and way of life of the local residents of the destination they are visiting. New generation of tourists: In the coming years and beyond, there will be a new generation that will give more emphasis on health and safety issues. Activities around nature: The lockdown brought back and/or created new habits around nature. According to during the lockdown many Europeans and Americans, the Western world in general he entered into a process of introspection and sought what he could do best for her his mental and physical health. Workation: Telecommuting for many professionals and/or private employees, as well as digital nomads, are the new data to be received into account when planning the new tourism model.
Relations with locals	Mykonians are very hospitable! They are a passionate people. You see the passion them in the way they talk, dance, eat, have fun and love families their. They got used to the famous tourists from a very early age, they became part of their place Tourism is not a casual affair, it is a serious professional activity with a lot of dedication for this and they deserve the high position that the island has in tourism global preferences. and together with them they learned to be more open-minded and more receptive to the different.

Themes/Concepts	Participant Responses
Cultural Understanding	The modern tourist is not satisfied with mass tourism, but seeks others experiences, more qualitative, which are related to culture, nature and traditional rural life. In two words, he is looking for diversity, what will renew him and distract him from everyday life. Our goal is to inform visitors about events related to ancient cultural centers (festivals) as well as modern cultural elements (folk art museums, folk art exhibitions, etc.) Engaging local people in tourism experiences that respect, protect and preserve local culture and nature, such as nature walking activities aimed at education and informing tourists about local fauna and flora and gastronomy and wine tasting activities.
Tourism	Tourism encourages it Protection of the natural environment and prevention of ecological degradation. Preservation and protection of historical buildings and monuments Improving the quality of life, preserving the cultural identity increasing demand for cultural and historical exhibits, positive changes in values, morals, customs, greater tolerance to social differences, It contributes with proper cooperation with the local community and with respect to the axis, man-environment-culture Undoubtedly, tourism is not only a key pillar of the national economy, but and that "the value it produces spreads throughout Greek society, it creates new jobs, enhances regional development, strengthens businesses, gives impetus to local communities". The maintenance and further improvement of the competitive position of Greek tourism it will also enhance its durability. It presupposes the treatment of tourism on the basis of destinations rather than individual businesses in order to offer higher value, through a more complex, carefully selected, organized and curated tourist product Because Mykonos has wonderful beaches, just like many other islands. Yes, Mykonos has it picturesque alleys, like many other islands. Yes, Mykonos has nightlife as well many other islands. Yes, Mykonos has good hotels, as do many other islands. What therefore makes Mykonos unique and attracts like a magnet the rich and famous all over the planet? Its infrastructure and the army of people they have learn to satisfy even the highest demands, I think.
Sensitivity	The development of tourist awareness has to do with its awareness impact of actions and behaviors, with the cultivation of environmental and cultural awareness, with an assessment of its positive and negative consequences tourism development and by ensuring to a certain extent prevention and control phenomena harmful to tourism. Thus, it contributes to its quality upgrade tourist product and the overall tourist experience, in its improvement competitiveness of the destination and ultimately in the quality upgrade of their lives of its inhabitants.

Table A11. Business: TR / Tupai Robert Ah Sam

Themes/Concepts	Participant Responses
Sustainability	Sustainability to me in the tourism context is ensuring our local communities benefit – economically, environmentally and socially today without compromising the ability of future generations to also reap the same benefits.

We have integrated principles of sustainable tourism into our products and services by ensuring that we involve the local communities and support tourism activities which are run by local communities and provides employment and income for these village communities. We continue to provide training and capacity building in various areas such as site management to raise their awareness of how to operate their site and resources in a sustainable manner. Encouragement of hotels to adopt sustainable practices which reduce waste and energy use.

Lalotalie River Walk runs an eco-tour site which promotes sustainable practices from going through the plantation, they also have biogas system which is operated from the waste from the bathroom and this offering also provides jobs for the village members whilst also contribution portion of income for village developments. I strongly believe sustainable tourism practices are important for the long term for Samoa as we continue to see the impacts of climate change. There is commitment to sustainable tourism for the region in order to minimize the impacts of this phenomenon but at the same time, there is a huge niche market for responsible / green travelers which we can attract whilst also doing our part for the environment in Samoa. |
| Values | The most important values in our destination Fa'aaloalo / Respect, Family oriented and Christian nation. In terms of cultural practices, or Fa'a Samoa through ava ceremonies, traditional dancing and Sunday lotu are some of the important ones. The Authority works closely with local tourism operators and communities to ensure that these values are clear and emphasized in the visitor experience. The values are evident in everyday life in Samoa and by sharing with visitors, we also protect these values. From a promotional standpoint – we promote Samoa as an authentic experience that offers rich cultural experiences. |
| Concerns/Challenges | The challenges we foresee initially is the willingness to change and adapt to new sustainable tourism practices and convincing local communities on the importance of these practices long term. The other challenge is costs which maybe involved with some practices. We can address these challenges through constant consultation with local communities which will highlight the benefits.

– through consultation and industry meetings. We also have community

road shows in order to drive awareness of the importance of tourism and its sustainability for local communities.

One of the main challenges we face in managing and developing tourism is the land issues or disputes. As a result of customary lands and the boundaries for these, at times it makes it very difficult to manage tourism in particular areas where access to a particular site may run through numerous amounts of customary land owned by several families. As a result, there are issues with managing entry fee costs to some of these sites, as other families also demand funds or money for the access roads. The other issue and main challenge we have at the moment is the issue of rubbish on the roadsides which we are working with MNRE and the district committees to address as soon as possible.

the two most pressing concerns is the climate change impacts and in particular coastal erosion which is impacting some areas and also the issue of rubbish and focusing on addressing the issue with rubbish being dumped on roadsides.

The key challenge which hinders some of the sustainable tourism practices is funding, however; through energy projects we have been able to secure some assistance. |

Themes/Concepts	Participant Responses
Trends	I see the future of tourism in Samoa will flourish and continue to experience growth in the years to come despite the challenges of the pandemic. Our rich Samoan culture and Fa'a Samoa will continue to be strong and a pillar for tourism experiences. In terms of the environment, with the improvements and the studies in pipeline for carrying capacity – I foresee that the environment will be preserved so that future generations can continue to benefit from tourism in the future.
Government Role	Tourism industry can work with government by offering their support and collaboration to manage and operate their sites and accommodation in the way the Tourism Authority is trying to promote (sustainable tourism) and by ensuring they set rules / guidelines for visitors so they are respectful of our culture.
What could be done better	More Cruise ships and the re-introduction of the Samoa – LA route which is our key access to the American and European Market. In addition to this, another airline to operate out of NZ to compete with Air NZ is critical for the growth of tourism in Samoa. In reference to the local tourism businesses and entrepreneurs – their role is also to promote and push the same messages of our people and culture through their social media channels and their content to portray Samoa as a unique and authentic tourism experience. At the destination level – the Tourism authority is responsible for destination marketing, however; the local businesses play a critical role in marketing Samoa at business and community level.
Advice/ Recommendations	There are a number of eco-friendly tourism practices which have been adopted by properties which these tourists can engage in.
Relations with locals	We use Tourism arrivals and Tourism earnings to measure the success of tourism in Samoa. In terms of indicators to track impact of tourism on the environment and local communities, at the moment we do not have indicators or a system to track these impacts. However; we are looking at establishing carrying capacity of a destination – Samoa in this instance in regards to how many visitors it can comfortably host at any given time. We are in the process of establishing our Tourism Satellite Account which will determine the social and environment costs of tourism as were only accounting for the economic benefits of tourism under the current approach. We work closely with our tourism operators in local communities and encourage partnerships between the tourism operators and the local communities in order to share and spread the benefits. There are plenty of good examples of accommodation providers working in collaboration with attraction sites and communities for cultural shows or farm tours so that visitors can spend money on all areas in the communities. For example a site such as Afu Aau in Palauli work closely with the community and also offer Siapo demonstration.
Cultural Understanding	The educational aspect of our culture for our visitors is one area which needs further improvement. The reliance is on tour guides to explain the rich cultural history and stories of Samoa, however; there is room for more interpretive signs at sites and information brochures to be made available for visitors. The Authority is working with villages and communities in which the historic and cultural sites are located to develop the sites in such a way that the sites will be maintained and preserved. In addition to this, we also design and manufacture signage so that visitors not only understand about the site but also preservation of these sites.
Tourism	I strongly believe tourism can be a driver of positive change for the environment because the local communities understand the value of tourism to their communities and villages. Given communities understand the importance of ensuring tourism is sustainable long term so that their children can also reap the benefits, tourism can be used as driver of changing perceptions and daily practices and shift towards sustainable tourism which will minimize impacts on environment. Tourism is already a driver of positive change for the local communities as communities are working together to improve their experiences for visitors as they understand the economic benefits of tourism for their communities in terms of providing income and employment.

Themes/Concepts	Participant Responses
Climate Change	Climate Change is one of the key issues Samoa currently faces. Tourism is one sector which is severely affected by the impacts of Climate Change with the majority of operations located in Coastal areas. On the other hand, tourism can also impact and contribute to climate change if it is not sustainable. For example, the waste generated by tourism and the energy usage by tourism all contribute to Climate Change impacts if there are no sustainable practices.
Sensitivity	In terms of awareness among tourists these are not really promoted, however; during their visit, visitors may ask operators (accommodation or tours) about social issues to which these will be answered.
Initiatives	We have worked with the Pacific Tourism Organisation in developing the Sustainable monitoring tool which monitors areas such as energy usage, water usage, waste generated which are all key areas which have an impact on our environment. We also have a Tourism Climate Change Strategy which has key adaptation measures and mitigation actions in order to reduce the negative impacts of tourism on the environment. We are also in process of developing a Sustainable Tourism Standard for Samoa following the development of the regional standard. We are currently working with UNWTO on measuring the sustainability of tourism and the impacts on the environment in particular. Goal 12: Responsible consumption and production Target 12.b: Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products Indicator 12.b.1: Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

Table A12. Business: IP / Ioannis Pappas

Themes/Concepts	Participant Responses
Sustainability	Sustainability comes in terms of environment and culture. Cooperation, consensus and collectivity for the long term. Very positive on where it is headed, it is a one way street, you cannot not do it (it is necessary to get funding and the visitor wants it)
Values	Cooperation, togetherness and collectiveness The game is being won in the simplicity, we need simple solutions, but to approach a complicated system like tourism, you need to study it and learn it well from different perspectives
Concerns/Challenges	We do not understand what sustainability is, there is no common consensus of what it is, that is why it is not being done well. Getting a sustainability certification does not necessarily mean anything. There are tons of issues that need to be solved, not just one (for example, doing better in wine tourism is just a small component of the whole tourism in Santorini). It is like Ministry of Tourism is only doing marketing for Greece, there is no actual written tourism strategy. Evaluations are not being done because people do not believe in their own product. The certificates they have are greenwashing. Overtourism & bad or no management
Financial	You bring the costs down, increase the income, the income increases from differentiation and bigger market access. Need more distribution channels to showcase the differentiation. The technological and educational component along with right preparation is needed, this is not evident and that is why it is hard. There is need for financial support, which one can get from the EU
Government Role	National Strategy of the Peripheries -SETE There is a new legislation top-down for DMOs, observatory to gather data with real forecasting based data. The DMOs that are now in place are not well funded, they play a competitive role with the local authorities. It has become a power game which should not be like that. And in the middle of this power game there is the entrepreneur who is lost trying to create a good tourism product with an interest rate at 6-7%, and produce up to 13%. There is legislation against greenwashing with fines. Ministry of Tourism has power for scheduling and management.
What could be done better	Get updated on what is happening around the world and not just in person We all need to agree on what is a problem otherwise there is no value in finding solution (for example, in the islands the taxi and boat drivers are happy because they have tons of clients but they do not see the negative impact that has on the island)

Themes/Concepts	Participant Responses
	Destinations need to be evaluated, but there is lack in knowledge and education to do so. GSTC does it but the actual destination needs to understand why this is necessary to happen in the first place. What you are doing, how you are going to do it and WHO will do it is very important, there are a ton of parameters behind that. For example, in Santorini there was an examination and evaluation of the island happening by accountants for what the island needs, without a criterial analysis and with their own methodology. That work needs to come from people that know the job well and doing a criteria based analysis.
	Steps for entrepreneurs: There can be accommodations created, start with the conceptual design, do a market analysis with characteristics towards the crowd you want to target. Take into consideration the foundations and resources that the destination provides (ex. energy, water, transportation etc). bring together the stakeholders to see what is happening with the foundations, see what the feasibility of their plan is and evaluate different scenarios, the financial support can come after that is in place. Demand runs higher than the supply in terms of capabilities so we need to learn before we make decisions. For differentiation of product, learn how to communicate your message effectively to different markets.
	In a top down management find a balance between public, private, and the society of the citizens, we need a collective procedure in decision making. Everything needs to happen with proper scheduling, there is need for staffing.
Advice/ Recommendations	Sustainability - profit- compromises. Invest in proper foundations, the way it is supposed to be. We need a strategy that is in agreement with all the stakeholders.
	When starting a tourism business, create a good action plan, implementation plan etc, you need to take into account where you are today and what your prospects are. When communicating that to the locals and other stakeholders you need to speak to them in their language that they understand and speak prospects.
	Having a balance in top down or bottom up approach depends on the destination.
	Need to have an evaluation, goals, and priorities for where you are trying to go. For systematization, GSTC offer resources. After the certification of the process, there needs to be training for the staff etc, there is a time frame for adjustment. The technology exists but it is not the solution, it is a means. If something is foreign to you, it will be foreign to the tourists also, it cannot be hidden. For the promotion and strategy for its continuation, there need to be people of the local authorities involved to discuss things.
	Covering one out of 10 issues, however we believe is best, without proper evaluation, it does not make us sustainable, but users.

Table A13. Business: GZ / Georgia Zouni

Themes/Concepts	Participant Responses
Concerns/Challenges	In Greece there is no established strategic branding, it changes each time with the different governing. The are issues of management. Many entrepreneurs and locals do not feel welcome in the place they are from during the summertime because of the large populations of tourists. Tourists take pictures of the locals and see them as part of the attraction. Tourists come just to consume, without respecting the culture. Mass tourism is 50% (they come with big demands and no respect), the rest is alternative tourism which is the one we need to target. Resistance to change, their ways used to work back then but not now. They try with the old mindset to do the new. We are responsible for the change. Cruises are a huge problem. Only 8% of tourism comes from cruises, and cruise's pollution is one cruise is as 12 airplanes.
Trends	Needs for subsidiaries and funding, the businesses that are far from the central governing feel as if they are cut off, marketing problems Globalization: stirring trends 1. digital transformation, smart solutions 2. need for sustainability (the tourist may not be individually sustainable but he wants to see it from the locals and the entrepreneurs) 3. resilience: there are many crises, climate change and migration due to the weather. There is a lot ot deal with, the only constant is change. That is why the professionals need to be the firsts to do so
Government Role	Whatever is subsidized from the EU, needs to have the collective and participatory process, needs negotiation at the beginning and a vision.
What could be done better	There needs to be research on the associations that are used and to whom we are referring to (for example, the word of "myth" for Greece is a positive saying, while in the US the word has a negative connotation) We need participatory processes, starting with visualization. Then mapping of the stakeholders and then have focus groups. Need marketing coming from tourism people. Tourists from the bigger islands go to the smaller ones, but they do not want this mass tourism. If they wanted it, it should come from a collective process and decision. From this collective process you will do the management, branding and marketing. Long term and consistency changes the mindset. The local authorities will come in after the rest has got it together, because everyone else will be temporary, only the locals are the permanent stakeholders because they live it. There is interest to have participatory decisions to make sustainability observatory.
Advice/ Recommendations	1. Vision, what is in common, what the locals want and then what the businesses want 2. figure out the type of tourism they want

Themes/Concepts	Participant Responses
	3. management & marketing & high budget Wellness first and then sell the product, believe in the product. Things change and we do not have a choice, we need to change the mindset. First ensure the well being of the locals, then find what tourism they want as a collective. Afterwards partnerships with stakeholders that know the industry and create trust with the locals. They need to first understand the need and then trust the professionals and experts. Adamantios Korais: "Everything changes with targeted education". It is responsibility of the universities and stakeholders, there are open seminars in place and many people look for them on their own. You need to first listen to the local and afterwards make the vision. The issues of education and mindset can change with targeted programs. You need to explain to the locals, make sure they understand and that they are participants first. Internal factors to have in mind: people. groups of interest, carrying capacity. Then analysis, implementation etc, then find the tourists that match the destination. In this way you see people and perspectives and mindsets. Make what already exists an asset. Showcase their authentic character and respect their DNA. Showcase NOT create their identity. Resources: update, social skills, be more open on a personal level, take advantage of what the universities and organizations offer, the institutional bodies have research on what is needed. Listen and create based on needs. Put the proper tools in the right position. Listen to professionals and cooperate with synergy. Do a good research and advising. Have good planning and read the evidence and number, speak on money and finances. ROI +eco + cultural sea, sun = 80% of tourism, the rest is cultural and tiny percentage all other kinds of tourism It does not need more foundations, it needs good service and hospitality. That is why we start with the locals and what they want and make sure to keep them updated on every step.
Tourism	From all the tourist population that Greece has as a top destination, we want those that have the mindset for culture and respect the environment. After the pandemic, the needs of the consumers have changed, they "live for today", we are expecting large crowds coming in.
Branding	Branding is a process of marketing, firstly there needs to be a right marketing research, strategic and vision. You do the branding after the targeting and implementation, and you visualize it in a slogan or tagline the whole strategic and all of the work that came beforehand. It usually happens sporadically which is a mistake. It is important to happen as a result of the whole process and research, otherwise it is as if we give the acquired an identity while he has his own. If it is done well, it shows all the substance of the destination and helps with its imaging. Branding is the result of the positioning in the mind of the consumer. The "worked" product, in Greece due to the Ancient Greeks and mythology, the branding has established itself, we just need to support it.

Table A14. Business: DER / Minas Tsaparian & Konstantinos Ziakas

Themes/Concepts	Participant Responses
Sustainability	Sustainability generally has to do with the environment in which each company operates. The part that the group also promotes, What interests us in general is well-being, which is not only personal well-being, if customers and suppliers do not feel that we are interested in a common well-being, obviously something will break along the way, In the relationship or in cooperation. We also respect those around us, We respect the product we offer, we respect the local community and we try to promote the morals and customs of the place where we operate. For example, in a meeting we had, I tried to showcase local products of each country. Because hotels exist in many countries. What they were interested in was finding out from the headquarters, what were the products they would like to promote. That is, I don't want to be active in Spain, for example, and bring German products, I want you to show me the local culture, the local products. In the group I have understood that this is how a group moves. Also the relationship they have with the environment In terms of sustainability. The cultural part is a very important factor, because, for example, gastronomy is part of culture. And beyond Crete, for example, which is a destination that is internationally renowned for its gastronomy and the Mediterranean diet, every destination in Greece has something to offer in this regard. We have a philosophy that we consider meaningless to offer, for example, an Asian restaurant inside our hotel. The customer who will come to Greece, I believe that it is not his first choice to try sushi in Lemnos, for example. In Lemnos I was impressed that there were local products in the rooms, for example the characteristic soap which is local and, the stamp on it was the temple of Artemis next to the hotel, it is something that the hotel also promotes, It has next to in ancient times it has a projection, so that people can see that there are also archives next to the hotel, that is, we also project the surrounding area. It is not only to offer the classic services provided in the hotel. We also want to show anything that produces or has an area to show. The combination of education and entertainment, with different seasons that take place in our hotel, the customer, if he wishes, can learn things about the destination even more.
Values	Our company belongs to a very large German Group, the Reve group, which deals with trade and tourism. Reve has introduced four pillars to implement his strategy, For sustainability. As far as the trade part is concerned, by trade I mean the chains they have with large supermarkets in Europe, the group promotes two sustainable varieties and focuses on the management dealing with partners and suppliers. When it comes to trade and tourism, it always takes responsibility for its employees, supports a sustainable society, and acts environmentally in a responsible way. If we focus on the tourism-hotel sector, sustainability is a key component of the group's philosophy, and in general it works to preserve the cultural and environmental diversity of each destination.
Concerns/ Challenges	The first challenge is to be able to cope with the increased costs from the price increases. Because we try to provide, to maintain a quality of service, this with increased costs From raw materials, food, Energy, one drags the other, we first try to reduce costs where we will not sacrifice quality. For environmental sensitivity, we try to reduce electricity consumption in hours when a certain level of electricity usage will not be required. For example, instead of having the air conditioners at 16 degrees, have them at 18 and raise them. Of course, this is something that also has to do with the customer. Because for example the Scandinavian customers In Greek islands cannot respond to what we might want. This is a challenge, in terms of the financial part. A big challenge has to do with finding staff. In the two years of the pandemic, many people who work as mainly seasonal hotels, quit the profession. Many factors played into this. It is a big issue that concerns us. We all have in mind how we will meet the sustainability goals.

Themes/Concepts	Participant Responses
	There is this perception that we take this year that we take and next year God has it. And this, unfortunately, was very intense in Greece. Mainly on the islands. Another big mistake, for example we have the example of Mykonos and Santorini. Where they did the following smart thing, Where they said that so many hotel units will be built some more. As a result, they can also adjust this whole part. In other destinations, such as Rhodes, which has a very heavy tourism industry, they have been building hotels for many years, even now. For me, another hotel should not have been built for 20 years. Because then a dark circle is created. Hotels are being built, the rooms are multiplying, so the hoteliers to fill their rooms, They drop the prices but the level of the customer that comes falls. I want to believe that after the corona virus we have started to see things differently.
	When there is no plan for the number of hotels and rooms that will be offered on an island and there is no corresponding development of the infrastructure, and to foresee even the staff that will be able to work. On some island there is a problem in getting staff to come to work. There is a problem with the minimum flights and ferry routes to get people there. So if a serious investigation is not done on how many hotels and so on we need, maybe we have exceeded the limit, Do you then start to overload a small island With many customers and tourists and this burdens the local community and the environment? This is a piece probably not done Such serious research. Hoteliers are mostly older people, the age of our parents. The New minds have not come yet, those who have studied and not just out of desperation and experience I became a hotelier and manager of a hotel unit, but some people who have studied this thing. When there is a proper structure and understanding of what is the product and what is the service that we have to provide, how do we improve. Three years ago when we heard sustainability I opened the dictionaries to see what it included. Obviously, one who is of an age who perhaps considers himself to know better cannot perceive this. I think that these two factors maybe along the way Are seriously taken into account, and serious research and To pass the hotels to younger generations with different minds, I think the problem will improve a lot.
Trends	It is very important that the part of sustainability is constantly in the foreground and geopolitical developments lead with their problems, and the cost of energy, are decisions of the European Union for the abolition of internal combustion engines after 2030. All this creates and takes us towards the part of sustainability. Astypalaia, for example, is an island that is a model. It has wind power and the like. I believe that as a country we should take advantage of the sun and the wind for years to come. It is unthinkable that we are the last to try to Implement such things.
Government Role	The road network in the various places is miserable. The government and the municipalities, the local government, must enrich the cultural part. A lot of actions need to be done. I believe that in general the standard of the hotel units is very good. Where we suffer is in the rest. If connections had not been developed by the owner of Costa Navarino, the airport in Kalamata would probably not have been created, nor the new road network, which now almost did not exist from Kalamata to Pylos. It was a road worse than rural, So with the poetry of some powerful actors comes to create and develop the part of Infrastructure. That is, the tourist will obviously come by air, the Greek tourist will probably come by road and ferry. What is needed is infrastructure. It's not a nice picture for a tourist to have landed in a very nice airport and then go out on the road and be worse than a peasant. If investments are not made in the part surrounding tourism and in education We will have a problem.
What could be done better	To be modernized by him in hotels. To modernize all the units, I put all the part that has to do with the climate, sustainability and all that, to now use the energy sources. We live in a blessed place, and let's use the wind, wind power and Iliak. Perhaps, in conjunction with the local government, the destinations should be modernized in general, that is, not only the airports that have started, the facilities should be modernized in general, and there should be options for prospective guests to have more beyond the sea, to hold festivals for example.

Themes/Concepts	Participant Responses
	We cannot speak for the entire country as a whole because the distribution and logic are somewhat uneven. Mykonos and Santorini are a separate piece. Milos has risen but is not at the level of Santorini. If Milos wants to develop a policy, a plan, it cannot go and set it up with the counterpart in Mykonos. He should go to Andros for example, discuss, sit down and make a plan, we don't want or can't reach the level of some other islands, develop a common policy. This is grouped together. Perhaps with geographical criteria, perhaps with the target group that each region has. We should think about where we want to go, what we want to do, what we want to achieve. We want to make a profit now and we don't care what happens from here on, we want to highlight our place, We want to offer unforgettable services to the visitor. This is how politics and marketing should be set up. I think it has to do with what we want and what the common goal is. Beyond that there are means to achieve them, but I think if we want to think about what we want to achieve and how we're going to achieve it, I think these are the key questions. Let everyone have a common vision. Even on the same island, there will be a few people who may commonly spoil the square. To want something of their own, to not want to follow a common policy. If this common policy is drawn up They will have no other choice. They should follow. We are talking about a country with a huge coastline, it is famous for its islands, for the summer destination, and we have not managed to be in the number one position. Something is wrong, we don't get along well. Why can there be some people on the same island who do not want to follow a common line, their short-term interest being different from what is dictated by common sense, collective logic. And of course they cannot be forced to obey something that, even if it has been decided by the majority of the company, new generations who will take over the destiny of the hotels, will be able to see the future better. I have confidence in the ages from ours and younger That some things can change, and not only in tourism but in general In the country.
	The local community can influence up to a point. Something more can be achieved by a wider cooperation, not all the Cyclades can come up with a common policy for Mykonos and Santorini will not be interested. They have their own product and their own way of promoting it. Similar islands With a similar population and clientele they can develop a common policy. Not necessarily in the narrow context of an island, there we can help treat, go out and smile at the visitor, there he will say that the people were kind. But up to a point to provide local services too A smile is not enough, it's important But that's not enough. It also wants something further, which I think the know-how acquired by some people from each island that runs a tourism business there at this level can make more important decisions and draw a common line.
Advice/ Recommendations	From what I have seen, one should not aim for quick profit. It is very important to build a good name. To build partnerships With local actors, with staff, and gain positive school and from the customers who have come there, even if it means less profit at the beginning. I think it is a better policy And to try to build initially, to build relationships with those around you, and with the customers of course, and slowly to be able to improve the services and to be able to justify the price increases later, providing now a much improved product.
	We have to look at the long term. It is the respect towards the guest. When we fully understand hospitality, and that the best advertisement is the customer himself, When we can give that feeling to that person coming from his place, it is the most important. The motto "home away from home" Fountain all that the tourist part should be. Also important is this whole part that we said about sustainability.
Relations with locals	We consider it very important that the majority of staff are from the surrounding areas. We also expect to cooperate with local producers. For example Lemnos is a small island but has a very strong tradition in the area of wine. All our wines are Greek in the list, we don't want to put a foreign label, 80 percent are from local producers. We are trying to do the same in other destinations, such as Crete and Rhodes, it is possible. And we also try to have agreements, for example, we cooperate in the fruit and vegetable sector with local suppliers, and in some cases with the producer himself.

Themes/Concepts	Participant Responses
Tourism	We have some concepts to follow. These concepts dictate and show our target group. Two of the three hotels whose management is in our company have sports tourism. So the target group is clearly people who love sport, probably it is part of their life, and even on their vacation they wish to have this kind of vacation. For example fitness programs, water sports, cycling And healthy diet that accompanies all this. The other part is Tourism and family. The other concept that we have is also aimed at adults only, and at family oriented And more it has to do with Anna creating for other senses. In other words, the customer comes to relax and experience the destination, but without intense physical activity. That is, the exact opposite of the previous concept.
Education	From elementary school, and from every family. Because I don't pick up children from school, instead of from our house. But it is a chain of things, from the kindergarten the child will go to, to get this culture, but this culture to continue at home. It is the most important. I have no confidence in any social body here in Greece, I don't expect any Government to set a goal, a long-term policy so as to educate the world. This will be done either by a private initiative, by some actors, some local organizations, and I hope that some Europeans who respect our country here more than the amount the locals here respect their own country, I hope that for example, if our group Pass some business policies that respect, that educate, that promote correct values, and we start implementing them in our hotels, I'm sure that we will see and that those around us will also set an example. So if someone comes and And takes it a little selfishly, and says a German comes here and shows me how we should Respect in our country, we don't respect them, and they come and respect it, maybe we should follow the same example ; If two local businessmen in tourism that the German hotel, German-owned hotel, goes and cleans the beach in front, maybe you end up going through it and a subconscious training that you also do it in front of your own beach. Should we do it even further, should we organize actions, actions, so as to make it a habit. I am more optimistic about these types of initiatives, rather than initiatives initiated by the government.
Sensitivity	It depends, generally the foreign tourist is more or less aware. Perhaps because we attract tourists who may have the ability to pay more in order to have the services and to know that where they will give their money there is a respect for certain values, Respect for local societies, Traditions and the like. I think they are willing to pay more to have this thing and I think Saturday more. Accordingly tourists and from the same countries I would say, of younger ages, are more interested, maybe because of a lower economic profile, they prefer something simpler, something cheaper, and in their mind they may only have fun, And say that you spent a vacation because they went and had fun. While, for example, another tourist may, if you offer it as an agritourism or wine tasting option, he may also consider it something excellent that he may not have done before, appreciate it and be willing to advertise it and do it again in the future. It is certainly a feature more of the Scandinavian countries and perhaps the Northern Europeans in general. Because they have the culture and the children in this part. A recent example, in one of our hotels that offer sports tourism, and this year only Scandinavians will be there, In talks with Apollo which is a tour operator based in Nordic countries, he says he doesn't want only sports because their customers are aware of pollution and noise pollution. And this is something that we will undertake at some additional cost to rent a space where we will not use it for the original purpose we had, that is to install motorsports. We will rent it so that something similar is not done by someone else. That is, that no one else comes there to set up the motor sports, the motorized ones, so that there is no such pollution and noise pollution.
Initiatives	We don't cooperate with NGO But we have in our plans to have a plan with social service institutions, where every year we try and offer them some things, for example we replace some furniture in rooms which are in good condition, we try and give them to these institutions. At the end of the season we also give food. We don't throw them away. Finally we have a program that they are looking to collaborate with some foundation and now we are in something Contacts in Rhodes, These foundations have children who make some dolls. We want to use these dolls in the rooms and inform customers for example that in case they want their room cleaned to put this doll on the door. In general, the European clients, I think they are more aware than the Greeks, the revenues we will collect, we will offer to these institutions.

Table A15. Business: JB / Jordan Bem

Themes/Concepts	Participant Responses
Sustainability	Our definition of sustainability is actually creating something that does not harm or impact the ground that we are actually developing. The world of construction equates for about 40% of something emissions, which is huge and it is a very dirty business that has not been revolutionized probably the last 2-3k years. The model of construction that we utilize reduces carbon footprint drastically so we work with local factors in order to reduce transmissions and costs, but we also take it a step further by utilizing actual proximity materials where in the world we are building, materials may change but the field would be the same. But the idea is to really reduce carbon footprint as much as possible. Most importantly, by having something that is built inside a factory you also do not have any delays because the construction ends up being, you are basically dependent on what the weather or the world is throwing at you. So the rain for example, you are not able to put concrete, versus building in a controlled closed facility gives you the opportunity to build 24/7 and we utilize a footprint that is constantly the same, so every single one of our rooms has the same footprint, for 75% it is a repeatable process. We bring technology that is similar to the automotive industry, that we know exactly how many keys or rivets would be necessary to build something, so it reduces our waste drastically because if you think about traditional construction, building a building there are no buildings that are exactly the same, so you build a prototype, versus what we are building is a repeatable process. That is on the construction site, in terms of operations, I cannot really speak on it because I am on the development side of the business, but it is creating something that is honest and does not impact or waste. We look at everything super stupid simple. Sustainability is important because we will not have a planet where maybe my grandchildren will not be, but their grandchildren will be. We are seeing such unbelievable suffering, scuba diving, travel, you do all these amazing things. If we fuck up the world, will our granchildren grandkids actually be able to see that? It is very simple, it is the respect you have, find a way to enjoy it while respecting it, so that other people can enjoy it. It is deeply rooted back into education and people do not see that. We should have 5 different trash can for recycling to expedite the process and make things clean. We should not be using plastic anymore. Plastic is terrible, electric cars is not good either, because all we are doing is environmental impacts on other countries. In the 80s, whenever Chernobyl happened, the cloud did not stop at the border, borders do not matter when you are impacting nature. It takes a group effort and it needs more antagonist to make someone else move, it is like a domino, are we the people for the hospitality space, probably not but maybe we follow someone else. We are following someone else with our own vision for it, and hopefully someone else will be behind us doing something that is bigger and better.
Values	embracing local culture, sustainability and creating a path without leaving a footprint. By embracing local culture we work with local joint venture partners, getting local staff, by actually creating a whole ecosystem around our projects is very important. The sustainability aspect especially in terms of construction back to creating a path without leaving a footprint, our goal is to democratize the hospitality development and stay basically, creating a product that arouse people to be able to go and discover the world without actually breaking bank. We are expensive but not as expensive as lodge. We are not a cheap experience by any means but any luxury companies I can think of, are expensive, versus we are looking for a property in California right now versus Mexico instead of spending 2-3k a night and you wanted only 1 night, we would position ourselves in the 800$. In the ultra luxury stage we democratize that industry segment specifically.

Themes/Concepts	Participant Responses
Concerns/ Challenges	The usual short-term approach does not have to do with the hospitality industry but with the world we live in, the strong socioeconomic aspect. People are trapped because of all this access to information, people getting lazier and lazier and wanting instant gratification in whatever they do, which also comes from the fact that people are taking bigger and biggers risks without doing the effort. I see a lot of failure but people don't post that. People post wine on a private jet and the top hotels, but truth be told they cannot afford it. And it is sort of the same thing in the hospitality space, seeing someone's successful product that is a fluke, they could have failed 10 projects after, but everyone is going to look at that one project that did well. So they are like we need to make returns immediately because they be built to be able to sell. That's not a way that we build a business, we build a business to be able to keep a business forever. And as we are doing that, we are building a business that is brand before anything else. We are focusing on our product, on our experience, on our hotels to create the best experience possible, because down the line, this longevity will give us the value of the brand. We are not looking to make a buck today, but we are looking to make a buck in three years, but we are trying to run things as efficient as possible, while we are investing any proceeds we have into things that are up the standards to what we believe are on our standards, versus I believe other people are building because they have the standards that are market standards, and they are like if this fits in a box then I am going to be able to sell.
Trends	There is so many companies, everyone wants to integrate it, but they do not take sustainability that seriously. Everyone is doing small parts, they are doing it for marketing but they are also doing small parts. I respect that, people look at sustainability in a different manner, they take a look at sustainability as economics, sustainability for your company and your fiduciary responsibility to your investments and fiduciary responsibility to you. Everyone has a different aspect of what sustainability has to do and once again it is sort of the hedging, I can do only do this and it will cost this and it will really impact that one, and this is what I am willing to do. Everyone has a different opinion and free will. Actually doing something that changes. You have a lot of roadblocks, you have a lot of people that will believe in you, will not believe in you, and so on. I think this is a question of pushing your product forward and what you are doing. If you are doing something for good is ike karma. If it good it is going to come back at you. If you re doing something that is bad and for bad reasons, you are getting bite in the ass. You may work for short amount of time but eventually your business plan will go through.
Government Role	We had a lot of roadblocks from the government, governmental authorities, local. I think they should take away politics and look at a project, and if it is an honest project, push it forward especially if it something that is going to help. If you are doing something that is not helping, then you should not be doing it. I think that today, especially how you see development in the US, you see a lot of transition, so when a shopping mall fro example is getting a bit old, versus we have building another shopping mall, because we have excess space in the US, that should be illegal for example. We should try to exploit as much as we can the assets that we already have versus go and build more and destroy nature. We should be using that excess space for our cultural purposes, for more housing for people. Security in the US is a big problem. One out of five kids in the US does not know where the next meal is coming from. By having people being less greedy and having develop things and actually try to make a little less money sometimes, will give us the opportunity to grow the world more in the US and give access. There's a lot that can be changed, it is problem about capitalism in the US where as capitalistic, and frankly I am republican, and I live in NYC so I am with people who want to make as much money as possible but want to do it the right way. The major issue I see here in the US is educational issue. People look at the wrong things for the wrong purposes.

Themes/Concepts	Participant Responses
What could be done better	It is textbook, what you learn in school, you have a little bit of basis and foundation and understanding, but it does not give you the real world. My way of looking at things is maybe simple but it is something that I firmly believe we can make a little impact on and hopefully get people to come on the bandwagon and create a movement. Basically our timeline is seek the moment and join the movement, and that is the idea sort of behind the brand itself, is to give people a bit of the idea that guests get a little bit of the glimpse and you do your part, I do my part and he does his part we won't solve the world, hospitality is just a little piece of it, but we can make the world a better place. I'm a realist. You do what you can, creating local jobs, if the locals do not have the education to be able to do it, bring someone external to teach them. In all of our properties you have this aspect that, whether it is Upstate NY, we have biologists because we have specific frogs for example that are endangered species and one of the properties we are looking at in Mexico, we have biologists for green life. The ideas that whatever we are doing we want to educate you on what the world actually is and the beauty of nature itself. So in that side you also have the side of creating ecosystems, that in terms of the economies will attract, you have restaurants employ people. Be a company that has assets, good assets. Do not be another airbnb or whatever, it does not generate that local anything.
Advice/ Recommendations	It is about hedging, looking at the pros and the cons and figuring out what you can actually do. You can't come out of the gate and create something that is 100% sustainable, a lot of people are advertising that they are creating these hotels that are, Six Senses for example that are building this hotel that is net zero in emissions, these things do not exist we will never get there, because regardless, anything concrete creates pollution and what not. What we can do is take small steps that make sense in order to achieve a goal. And frankly, for people it is never give up and be smart about what they are doing. You are a small company, understand what your limitations are. Are your limitations moving from plastic to recyclable plastic, that is a cost. Moving from recyclable plastic to cardboard that is an extra cost. Well maybe moving from plastic to metal would be the last, or whatever is it. All these things are costing us, it is not easy. You can use it for marketing things, but ultimately sustainability it is not something that is revenue generating, you are doing it because you love what it is. Why we are doing sustainability is because we love the world that we are in, we are recognizing the value of nature itself, and we also recognize that by doing that, it works on our business plans in getting to attract a specific type of client. So, it may not work at the beginning but down the road creating the most sustainable eco grilling unit in the world, will attract a specific type of clientele, and in a big scheme of things, the business plan functions. But it is not instant gratification. If you want to control the quality of your product, you have to have something that is controlled. You can only control quality of product by having small numbers. By small numbers you sell privacy, which is probably the biggest luxury today. By selling higher privacy, you achieve higher ratingsRTAR, by achieving that higher, you achieve higher clientele that is able to spend. But the problem is, by doing that, and in having that higher clientele, you also ostracize yourself from having another kind of clientele, only having rich people does not work either. You have to have a little bit of everything, that gives the charm to some places, you are looking at Manhattan, you have some of the richest people in the world, and the poorest people in the world. That's what makes the beauty of Manhattan, you can go to a bar and sit next to a guy that is barely making it, and next to a guy that makes millions. If you have, in Spain Mallorca for example, it is also trash and clientele and there is the reputation that people that get too drunk, it is just this party bad place and that is not good. Yet on the other side, if there's too luxury, like St Maarten for example, everyone is like I will not go because it is too expensive. So you have to find that just middle that can be places like Anguilla for example, that is small but yet have a good amount of rooms, but have a good spectrum of rooms and it is a democratized island, where you can have the very rich come in and the people that afford less basically. You have all the way from the Belmonts and the Four Seasons, to the small 2-3 star hotels. I am a firm believer that a mix is important, it gives the island the potential and that like cool aspect.

Themes/Concepts	Participant Responses
	It can be educational, it can be expediting processes, putting out the word with advertising, whether it is advertising from an educational standpoint, also advertising the business, you not need to always put capital towards making your business function. What they need to do is facilitate means to actually make a buck. So if it a good project, sustainable project, it does not cost much to tweak something fro the government and say we would put you on the tourism website saying this is a cool project. It costs zero dollars, or teaching in school about sustainability and doing a change in the world and being a good person. Education is such an important factor and has to be done in a proper way.
Vision	Our vision of sustainable development and sustainable states. We want to achieve something, where we move around and we are not impacting the earth beneath us, we want to build something at a cost that is affordable so we can democratize the development side of the business, meaning that we enter higher places of, St Maarten may be a place you were not able to go to before, it opens up a very small segment but maybe for someone that is able to afford 800$ a night and not 2000$ a night. Maybe that opens up an opportunity for them. Maybe someone locally never went to the Hamptons and that will be an opportunity for them to go to the Hamptons. We want to open up the world to people and see how beautiful it is. If we can find a way to do it while giving people access to nature without impacting nature, that they can see it without damaging it, then I think we are in a position where we win. That's my mission, my mission is to open up the world to probably almost every continent and I manage to see different cultures and have a view of the world that is not the same as many people. You're a European living in the US already, you have something more than most people who don't know where France is on the map for example, and I want to give that to people but in a different way.
Tourism	We do not look at tourism the same way other people look at tourism. We focus in the moment in properties in the US We really focus on getaways. Where the travelers' tendencies are not the same as Europeans, for example take 2-3 weeks off, Americans tend to take 3 days off at a time to go to specific locations. So we focus on that specific segment of the basic getaway. When we look at the sustainability side of it all the way to the operation that we have, we have flat line management, not having that much stuff because that does not many any sense, at the same time having buildings that are moving locations, having suites that we move from one location to another, in order to reduce building and spending all the way to the experience. We promote nature, you walk in our rooms and we have an led light that sort of captures your attention and brings your eyes to move towards the window, so the idea of our suites is that they are an ever changing backdrop where the center of all of our properties is nature. Not just for the revenues and occupancy but to create brand before everything else. Our brand's piece is what we trust to provide, hiking trails or a beautiful lake, ever changing flowers for example, is really trying to enjoy nature.

Table A16. Business: SS / Sunishma Singh

Themes/Concepts	Participant Responses
Sustainability	definition of sustainability is to protect our environment for the younger generations, because if we continue to use the natural resources the way we are doing it right now, our future generations will not be able to see the coastline. If we continue, using all these gasses, if we continue having more industries, and due to global warming. It's our job to make sure that they are there to see, to make sure that the environment has been preserved, our culture has been preserved, and at the same time local communities, the jobs and they have the job opportunities. here are many hotels were taking part in the sustainability initiatives, such as coral restoration, planting of mangroves, they are also doing this initiative where if you stay for more than two days, then you have this option of not having your bed sheets or towels changed every day, there are some very small initiatives that the tourism industry is doing. Not only that, there are also a lot of activities for tourists. As the sustainability office we are planning to have a carbon footprint calculator in our website where tourists will be able to calculate their carbon footprints, for example, if someone is coming from Singapore to Fiji, they will be able to calculate what their carbon footprint is and they will be given two options. One is that they can be part of the sustainability initiative themselves and they can measure their carbon footprint or if they don't have enough time they can just pay and then the same money will be given to do any resorts for their sustainability initiatives. We will measure how much carbon was emitted into the atmosphere and what's the amount they have to pay. So we are working alongside with Chuck, who is a city organization that works along with those things.
Values	Some of the values and cultural practices that we have in Fiji, most of the tourists that come to Fiji for sea, sand, smile, and swim and to experience the culture, the food we have seen that guests for tourism is a big yes in our country because of the type of food that we serve. In terms of values, the islands people they're really nice. Fiji is also known as people having the big bula smile. It's the friendliness, It's how we treat people. We say welcome home whenever tourists come. We want to make them feel at home. Make them feel welcome. Protect and promote: it comes naturally. It comes from within how we treat people. We don't have to teach anyone to smile, this word that we say, bula, means welcome. It also means hello, and even if I go around where there is a big number of tourists, if I see any tourists in I see them looking at me I say bula. I don't think we need to, it just comes naturally.
Concerns/ Challenges	not all hotels at the moment are sustainable, there are some of them that are using renewable energy, the event we have this Friday and Saturday it's partnered with the pacific recycling foundation and I think the whole tourism industry the hotels and resorts will come on board to invest in these programs, so this is where they will have huge compartments, like recycling bins in their resorts. This will also educate the locals and the tourists to put the bottles in this and the plastic in this, they will be educated, but at the same time these things will be taken for recycling. This is the first step. Some resorts are turning the glass bottles into brick. There are a lot of initiatives that hotels are doing in particular and there is a lot of room for improvement.
Cultural Understanding	Sustainability in Fiji is a huge value and we are supporting these initiatives that are happening in the industry. We are providing them with any kind of information. We are always there and we also have an excel sheet where we have the list of resorts and all the initiatives are doing in terms of like ocean environment, social, are they engaging in the local communities because there is a lot of tourists who go in these local villages to experience the food and the culture.
Government Role	since sustainability is a new position in tourism Fiji we haven't gotten any kind of funding from the government yet, budget is due in June. We are hoping to get funding from the government. Tourism Fiji doesn't get funding from the other organizations. We get it indirectly, the government gets it, and they distribute. The local communities are being supported by some of the NGOs.

Themes/Concepts	Participant Responses
What could be done better	I would love the resorts to engage themselves in sustainability initiatives like renewable energy, have their own forms, lessen imports, create more local job opportunities, give chances to the local communities. There's a lot that need to be done, but you need to invest in these things. The tourist can recycle bottles, there is no industry that does that in Fiji. You need to send them the plastic bottles to China to get it recycled.
Advice/ Recommendations	We don't want Fiji to be known as a greenwashing destination about sustainability. For example, if we are doing coral planting, you cannot just go and plant a coral anywhere you want, you need to survey the area you need to see if this particular coral is going to be able to survive in this particular area. We don't want to engage tourist in such a way where this is your coral, your own that and when they come back that coral has died. This is what you call greenwashing. And this is where we need to educate our locals in order to do the best practices.
Relations with locals	education is one. It is very important to create awareness within the local communities, but at the same time, it's very hard to educate people of older generations. Because I have been doing things a certain way, and they just don't want to change the best people to educate about this would be the children in school so when they grow, their mind has been developed. In order to practice these initiatives they also need to have resources and funding, which is a bit of a problem here, because Fiji is a developing country and we don't have much funding. When they look at sustainability that they say it's such a costly thing. Once you invest you will get your return. If you invest in solar panels later, you don't have to pay for electricity bills but some people just don't want to change and they are not willing to invest in sustainable practices. Sometimes there are also cultural and social barriers like in some cases sustainable practices may contradict with the local customs. It is important for us to engage the local communities and stakeholders. For example, if you're trying to build a building or a shopping mall in a local Village, maybe the particular area is for cultural purposes. It is very hard for us to change their mind because it may affect their culture. So if we want to build we have to include the local communities. We have to include the stakeholders, and we have to tell them what we are using and listen to them for them to voice, their opinion, and to listen to them and engage them. It's a long process.

Other nations relations: all the islands in the Pacific are like brothers and sisters. When we have any kind of events or anything, we welcome them and they also welcome us. We kind of walk together. Because we are all developing countries, and affected by climate change. |
| Tourism | there are many hotels were taking part in the sustainability initiatives, such as coral restoration, planting of mangroves, they are also doing this initiative where if you stay for more than two days, then you have this option of not having your bed sheets or towels changed every day, there are some very small initiatives that the tourism industry is doing. Not only that, there are also a lot of activities for tourists. As the sustainability office we are planning to have a carbon footprint calculator in our website where tourists will be able to calculate their carbon footprints, for example, if someone is coming from Singapore to Fiji, they will be able to calculate what their carbon footprint is and they will be given two options. One is that they can be part of the sustainability initiative themselves and they can measure their carbon footprint or if they don't have enough time they can just pay and then the same money will be given to do any resorts for their sustainability initiatives. |
| Initiatives | when I was working with the United Nations, that was from 2019 to last year, I was working for UN habitat, as a resilience officer, mainly focusing on the local communities which have been affected by climate change, but these initiatives that we are doing at the moment we are trying to incorporate the SDGs into our sustainability roadmap.

One of the Hilton resorts they're doing this amazing initiative called "linen for love and soap for Hope". you know how this unused soap, they gather what's left from the tourists they melting it, and they make a bar of soap, and they give it out to the communities, there are people who are unable to buy soap for their families, so they give it back to the communities. The linens, the towels that are all stained and cannot be used by the tourists they make it into a tote bag, or they just recycle it. There is a lot happening in terms of this sustainability side. |

Themes/Concepts	Participant Responses
	We are doing this Friday the 17th, on Saturday, or prime minister will announce National plastics free day. On the 18th of March from now onwards Fiji will have a special day for national plastic free day, so that particular day we will not use any kind of plastics, you can go shopping and take your own bags. Even right now plastic bags in Fiji are banned now if you go shopping you buy a wooden bag or you just take your own. Most of the local communities in the local businesses there are engaging themselves in becoming sustainable, so it's not that they have to get registered to follow the SDGs but it comes from them promoting the local communities, having employment, and they reuse the tires in making the temporary silverware for them, some of the communities are increasing like that across the coastline. They don't wait for anyone's help to come and help them to become sustainable. They do it on their own. Most of these communities, they are dependent on Sea for food and farming for food. The communities that I was working with in UN habitat, there was one particular community that was right beside the coastal area, and they were hugely dependent on Sea for food. But now due to global warming and the rising of temperature of the sea they are not able to get enough fish compared to what they were getting before, so they were doing farming. They come up with these initiatives but they don't depend on anyone.
Tourists/ Sensitivity	Tourists: most of the tourists come as backpackers, going to the villages, and experiencing the culture and the food. If the Villages don't treat them right, word-of-mouth is a big thing, they will not come back. There is a number of tourists who have visited Fiji already and want to come because of how they were treated, because when they come, we say welcome home. It's plays a big role in terms of welcoming the tourists into the country and then going and tell their friends or family about it. After Covid tourists have become more cautious about sustainable travel, so we have to keep in mind that the way we're selling is sustainable. We try to mold ourselves in such a way that Promote our country. But at the same time our culture is preserved. We have displays where it's all the exotic, but if we do not reserve the place well, the tourist will not come back so we need to make sure that the tourists do not do stuff like taking the branches of the leaves of the trees or they don't touch animals. We have a set of procedures and protocols for the tourist to follow in order to have a sustainable destination but at the same time our locals are also educated as to how we should preserve these kind of things.

Table A17. Business: KB / Kelly Bricker

Themes/Concepts	Participant Responses
Sustainability	Great work is that it really involves, the systematic approach to understanding how things are managed to understanding the cultural issues related to preserving and to ensure that there's socio economic benefits from mm-hmm. and to ensure that there's environmental, benefits that we actually have for the environment that we done negative. And so everything just about everything that the, the latest news from the ICC and. You know, certainly the efforts that are reason for climate mitigation.
Values	But everything that's done toward them should benefit, the community, the environment, their economic development. It's really about benefiting the local community.
Concerns/ Climate change	Fiji and many other island nations in the Pacific are really the ones most affected by global events. In other words, whether it's plastic waste or climate change, these are really destructive phenomena. As such, I think they're important to us because overfishing or other things they depend on for survival are very close to the land. You kind of feel the downstream impact of the large, dark, very sensitive to changes and very close to changes around them as you go forward.
Trends	I think the industry itself sort of taking charge stable through development, and then I side that they're really Concerned about the island, and climate change impacting the islands in a, a major way already. I think there's great interest by sustainable future.
Government Role	the government oftentimes has control over the structure that's there. Support additional people, and especially in a small Island state, it's important to understand what has happen to manage the number of tourists is ensure that the tourist are visiting people do not over. So whether it's food treatment, fishing. It's really about ensuring that there's enough structure to support visitors. And I think also the state, the price management true is not effective.A plan. Help support tourists that come from far. And sometimes government can be helpful in, in the way of regulating, um, certain standards for businesses.

Tourist to be regulated and matured for quality. I think there's definitely a role ensuring long term inability of industry. something about. Lot how many times in order for the government to be better and you know, create the, and everything have to come more from the local community, from them as collective.

If you mean people where you have taken an oath for their government, then that's an excellent opportunity to spread. Voice is developed, and I think it's a lot collective and there to get applicants. To sustain development. I think this happens in a variety of ways. No matter where you're from and how organized you are, you oftentimes you vote and double politicians for what they think you're gonna do. |
| What could be done better | I think that they need to have a lot of stake in their, as a group was appropriate to share. I think they also need set up room and guidelines for tourism. That's one thing. we, we met with the local student that, that visited. We first consulted with on what they would like to and they are guests follow, which is also really important. And the guest actually like to do different things that are different from what they're using. Like where, and, uh, make sure they don't have sunglasses. Make sure that they're not carrying six on their shoulders. So all these little rules that help physicians alive and Ians that are important.

And then any advertising that done, I think we should go through review process. That it's accurate. Tell story, representing. |

Themes/Concepts	Participant Responses
Advice/ Recommendations	I think it depends on the community and I think it's really important to understand what's value and then, um, work backwards from there. what I've noticed is some of these small town that are in and. Protected areas are frustrated with tourism. much tourism. So understanding what they value, like cost of living and, being able to enjoy the very aspect of why they've live there. I think it depends on very large. some areas are, And we need to, you know, think more and better. But I think that's all part of community. Find out what, what it is that they value the most, and then working from that point on groups on how to develop or appropriate for that community and, ensure that they understand their limit. there's little studies that have been done about, when people are given guide, when they go they're given a good dive briefing. They notice a lot less touching.
Sensitivity	I think there's more awareness at the entry level as part. Comes from people being tired of over tourism or the negative impact of tourism. and ultimately tourism should be an asset of a community. So everything that happens there should take away and cause hardships for the team. So I think there's just cause of people's frustration with the way. we have evidence of you know, people like looking and some others that surveys of travelers and there is evidence that we be growing. you know, that people are more considerate potentially on where their is tourism dollars. Tourism destinations have evolved. There's more awareness of food things better, and there's also more awareness about our reliance on tourism global, when Covid happened, certainly brought there. The inequities across the world are people that are fully reliant or. So I think that may to bring awareness of on how much there really is and how much it , how much is, conservation. Protection and cultural. because, Of people, programs went, went away, they didn't have and everything.

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