
Preface

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Biographical notes: Georgios Tsekouropoulos is an academic researcher with expertise in the area of consumer behaviour and entrepreneurship and is faculty at the Aristotle University of Thessaloniki. He is also an Adjunct Faculty at the Hellenic Open University. He also teaches courses on marketing, business administration and entrepreneurship in the Laboratory of Entrepreneurship in the Technological Educational Institution of Thessaloniki, Greece. His research interests include e-marketing, entrepreneurship, consumer behaviour, e-commerce, e-promotion of products, networks, logistics and management. He has numerous publications in internationally refereed journals.

This special issue provides a collection of articles on recent advances in methodologies, theories and applications on innovative green marketing trends, business strategies and entrepreneurship in international sustainable tourism development. The articles selected are all new contributions in the area of innovation and entrepreneurship of modern business. The primary objective of this special issue is to inform the scientific community about the current trends in the literature in the areas of business development, green marketing and entrepreneurship as applied to tourism. The articles selected have all gone through a double-blind review process and have been deemed worthy of publication making a significant contribution to the body of knowledge.

The current use of sustainable development in the literature is presented, as well as the emerging involvement of ICT in sustainable development together with the importance of sustainable economic development. The issues of sustainable development, ICT and sustainable economic development are all interrelated with the economy dependent on society and the environment, with social presence and humanity also dependent on the environment. This special issue also focuses on green sustainable tourism, including its principles and policies, and its development and relationship with environmental protection. Definitions are also provided for sustainable development, (eco)systems perspective, green marketing, etc. As a result, sustainable and green tourism is presented in such a fashion as to highlight its importance to world tourism. The digital practices of innovative ICT systems and network tools are presented to demonstrate how they improve the relationship between marketers and clients.

The objective of the special issue was to also explore the concepts of entrepreneurship, innovation and tourism development from a sustainable development perspective. Sustainable innovation leads to sustainable entrepreneurship, and consequently to sustainable tourism development. The special issue examines several

case studies from Greece and attempts to summarise the most interesting findings in the field of sustainable tourism development. Despite the lack of data regarding sustainable tourism in Greece since the turn of the century, recent studies have established the relationship between sustainable tourism, innovation and entrepreneurship. Tourism is the most prominent industry sector of the Greek economy and its contribution is continually rising, despite the economic crisis that has impacted Greece since 2012. The factor that seems to affect most of the sustainable tourism practices in Greece is the age of the entrepreneurs. Finally, the role of the local community is also crucial since every tourist destination should rely on all dimensions of sustainability in order to be competitive.

Focusing on specific articles, strategic development is a basis of operation for every organisation and illustrates the way that each organisation operates and competes in the market place. The multiple strategic options and their evaluation are part of the management process of a telecommunications company, and they aim to maximise the effectiveness of the organisation and improve its competitive position. The different perspectives of higher and middle management employees regarding the use and the usefulness of such strategies have to be taken into account, and extra effort should be made in order to align those perspectives and increase the consistency of the organisation's practices. One such study aims to detect any possible gaps and issues of the perceptions of higher and middle management employees and suggests possible and necessary actions that can ensure the effectiveness of the application of management strategies and their effect on strategic development.

Another paper examines the issue of tourism development which is connected to several aspects of environmental conditions. This connection can impact the environment either favourably or unfavourably. Most environmental problems caused by tourism development are of local importance, and in most of the cases can be treated with the appropriate infrastructure, or an appropriate design. Both local and international authorities have taken measures and have designed methods for minimising the negative effects of tourism on the environment. The purpose of one such paper was to present a theoretical approach on the role of environmental responsibility in the tourism industry. The determining parameters of the need and the ways for achieving environmental responsibility were analysed. A critical insight on how the principles of environmental responsibility have been incorporated in tourism industry operations were provided through the analysis of relevant case studies.

Another paper analyses e-customer satisfaction, the factors affecting it and the impact of the economic crisis on it. The study examines 350 e-commerce websites users' satisfaction. The study's findings indicate that e-customer satisfaction determinants are the purchasing process, the safety provided by the website, the brand name of the e-commerce firm, the possibility of interaction and communication with the website and other consumers and, the products delivery process. Regarding the utilitarian features of its products, e-customers pay more attention to quality than to quantity and price.

Another paper seeks to identify the main educational needs of young farmers regarding the use of precision agriculture in Greece together with the benefit of new innovative agricultural educational programmes. The main analytical tools used in this study were a descriptive analysis of frequencies, a categorical principal components analysis, and a categorical regression analysis. The study's findings suggest that young

farmers in Greece are well informed about precision agriculture and seem to have already adopted some of its specific methods. On the other hand, the respondents showed an increased interest in receiving further agricultural education, especially in relation to precision agriculture. The increased interest in education seemed to be influenced by their different social and agricultural characteristics, which can lead to the configuration of suitable educational programs in different categories.