

## INTRODUCTION

Internet has been one of the most significant technological developments in the 20th century that has changed the daily basis lives of all people worldwide, mainly in terms of communication. In the 21st century, the new digital era of Web 2.0 has provided broadband Internet for everyone, providing smart technological solution, services and devices, widely accepted in all human life sectors. New Media is a term used to define all that is related to the internet and the interplay between technology combining Internet accessible digital text, images and video with web-links, with focus on the creative participation of contributors, interactive feedback of users and aiming to formulate a participatory community of stakeholders that are also web-content editors and donors for the benefit of non-community readers.

The new media of social network have created a new context in the implementation of innovative strategies and policies, nevertheless, in sustainability, in entrepreneurship and its combination.

Recently, sustainable development has been in the center-stage of national, international, trans-national and global policies while it is incorporated in decision-making, in strategies and in their policies by all stakeholders, communities, government, Regions, entrepreneurs, NGOs, networks etc. Sustainable development comprises successfully economic development, environmental preservation and social well-being. Our society is now environmentally aware. Environmental protection and environmental impact are key-topics in any project, nevertheless in and funding opportunity in the implementation of principles of sustainable development. The corporate agenda embraces sustainable development goals and the green trend in our society is now more solid than ever.

Consumers are apt to follow the firms that respect sustainability goals and comply with environmental responsibility frameworks. A “green” or “sustainable entrepreneurship would try to protect the environment, to minimize the consumption of resources and energy, to have a low carbon footprint and to have a positive impact on the society and the well-being of citizens. Green procedures and daily-choices, certifications, eco-labels, green awards and green alliances would be the means to validate green entrepreneurship for aware and conscious consumers and employees.

An important economy sector globally is tourism and contributing factors have been the technology boost and socio-economic status of people. Within that framework, Sustainable Tourism has become critical factor in changing regional or local development forms. Sustainable tourism is tourism that respects the environment, which takes into account the requirements of the environment, local people, entrepreneurship, and visitors for the present and for the future. People are encouraged to pursue rural leisure activities in a manner that will benefit, rather than damage, the landscape, is gaining approval and popularity.

In that perspective, new media have become a decisive factor in the boost of sustainable tourism development. Social media, virtual social groups, tourism portals, blogs, wikis, smart digital trip organisation services have become a main information source for potential travelers in tourism products and services. New media have formulated an innovative dialogue framework for interactive information exchange for all to participate online.

In this book, there are 15 chapters aiming to describe and enlighten issues of sustainable tourism and entrepreneurship and the multi disciplinary contribution of new media and social media to sustainable tourism development. Furthermore, case studies and insight from online success stories about sustainable tourism development are presented aiming to inspire readers.

We hope that you enjoy reading it and give the opportunity to start a scientific discuss on the topics involved and a fruitful synergy to be produced by various stakeholders and decision makers.

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