



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ
RESEARCH INSTITUTE FOR TOURISM

Athens, 11 April 2022

PRESS RELEASE

The present survey is the result of the fruitful cooperation between the Research Institute for Tourism (RIT) and Google regarding the acceleration of green and sustainable transformation of the Greek tourism sector.

The main purpose of the survey is to imprint of the prevailing situation in the Greek hotel sector regarding the implemented practices for the environmental sustainability and viability, as well as to record the relevant informational and educational needs on these issues.

Starting from these considerations and using the results of the survey as targeted guidelines, the Ministry of Tourism and Google will kick-off with a new training program, in collaboration with the Global Sustainable Tourism Council (GSTC). The training, which will be free of cost for all attendees, will start in April and aims to support small and medium-sized tourism businesses in their journey towards sustainability.