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Conference
Ecological
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Environmental
Research

EDITOR

Snežana Šerbula

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GREEN ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT OF TOURISM IN THE SOUTHEAST REGION OF THE REPUBLIC OF MACEDONIA

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Abstract

Green entrepreneurship is a special contemporary type of entrepreneurship that encompasses those activities of the company that in some way protect the environment and avoid pollution and damage. Green entrepreneurship entails carrying out business activities related to the environment and nature. Natural beauties, clean environment filled with lakes, mountains, waterfalls, thermal waters, ethno villages, monasteries, local manifestations, traditional food and hospitality are preconditions for the development of green entrepreneurship in the tourism sector in the South-East region of the Republic of Macedonia. In order to attract more tourists which will lead to the development of tourism in this region will be encouraged through the green entrepreneurship, it is necessary to apply an appropriate innovative approach in creating the offer and adjusting the activity of small businesses in the field of tourism.

Keywords: Green entrepreneurship, Innovation, Southeast region, Sustainable development

CONCLUSION

Environmental protection is one of the biggest challenges in the operation of the enterprises. Promotion of sustainable ecological development and intelligent energy use are

the most important goals. Encouraging the green economy through eco-innovations and environmental services contribute to the utilization of business opportunities in the tourism sector. Energy efficiency and energy savings are crucial for environmental protection and the most effective way to achieve an energy-sustaining future. Green enterprises and their potentials for constant innovation and utilization of renewable energy sources create an opportunity for an original appearance on the market and introduction of new original offer in the tourism sector on the territory of the Southeast region. The concept of green entrepreneurship in tourism enables the utilization of the benefits of effective environmental management through the cost reduction opportunities achieved through effective initiatives for waste and energy recycling, as well as the need to implement the ISO 14001 standard for the protection, preservation and promotion of the environment. Achieving greater sustainability is ensured through the transformation of the following activities: creating new jobs in production processes who pollute the environment, supplementing and installing equipment to reduce pollution, replacing some jobs with others, for example, in switching from the use of fossil fuels to renewable energy sources.

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