



Panagiotra (Giola) Dionysopoulou
Tourism Policy at the International, European and National Level. Athens: Papazisi Publications, 2024.
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Tourism is one of the most externally exposed and sensitive sectors of any economy, subject to political, social, and environmental fluctuations that directly shape tourist demand. In her new book, Panagiotra Dionysopoulou — General Director of Tourism Policy at the Greek Ministry of Tourism and Doctor of Tourism Economics and Policy from the University of the Aegean — offers a comprehensive analysis of tourism policy across three interconnected levels: international, European, and national. The work introduces the reader to the complex ecosystem of tourism governance, highlighting the critical role of political stability as a determinant of tourist demand and underscoring the potential of intercultural dialogue as a driver of sustainable tourism development.

The book examines the institutional actors responsible for designing and implementing public tourism policy, arguing that effectiveness depends on flexibility, market awareness, and an integrated, holistic approach to regulation. It connects tourism policy goals directly to the UN 2030 Agenda's Sustainable Development Goals (SDGs), positioning tourism not merely as an economic engine but as a vehicle for environmental, social, and cultural advancement. The priorities set by the United Nations World Tourism Organization (UNWTO) — encompassing sustainability, biodiversity protection, competitiveness, and multi-level governance — are analyzed in depth alongside the strategic framework of the Greek Ministry of Tourism.

At the national level, the author details Greece's long-term strategic plan for improving the competitiveness, quality, authenticity, resilience, and sustainability of its tourism product. Key initiatives discussed include the National Observatory of Sustainable Tourism Development and the establishment of Destination Management Organizations (DMOs). The volume is prefaced by Alexandros Vassilikos, President of the Hellenic Hotel Chamber and President of HOTREC, who emphasizes the foundational role of tourism in Greece's GDP and regional development. Accessible yet academically rigorous, this book is an essential reference for researchers, policymakers, and practitioners engaged with tourism governance at any level.

Book Review by D.Kouzas RSI J