

TOURISM ENTREPRENEURSHIP AND SUSTAINABILITY IN PROTECTED NATURAL AREAS

The Case of Andalusia – Spain

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The protected natural areas of Andalusia (Spain) are a clear example of the opportunities that the protection of the environment provides for responsible entrepreneurship and collaboration among various socio-economic agents. In this paper, the tourism businesses joined to the European Charter for Sustainable Tourism (CETS) and located within protected natural areas of Andalusia is analyzed. Its business activities are an example of collaborative action between private and public managers in the context of actions for the protection and conservation of natural resources. The study shows that both environmental and socioeconomic characteristics of such areas, as well as the new demands of society more aware of the environment, have favored the development of sustainopreneurship in different fields (rural housing, restoration, ecotourism, sports tourism, etc.).

KEY WORDS: *sustainable entrepreneurs, European Charter for Sustainable Tourism, nature tourism, protected natural areas.*