



Georgios Drakopoulos / Short CV

George Drakopoulos is the Founder & CEO of **Tourism Generis**, a consulting company that supports decision-makers in tourism, based in Athens, Greece.

Specialized in:

- development for tourist destinations and businesses
- lobbying for Tourism
- Public Private Partnerships for tourist promotion

Worked in:

- various positions at hotels in Greece (1981-1993)
- Greek Tourism Confederation-SETE, as Project Manager (1994-1997) and then as Director General (1997-2014)

Served as:

- [Counselor](#) in the European Economic and Social Committee (2010-2015)
- [Chairman](#) of the Affiliate Members of the UNWTO (2012-2013)
- [Special Adviser](#) to the Secretary General of the United Nations World Tourism Organization (UNWTO) in PPP (Public Private Partnerships) (2014-2017)
- Member of the Board of Directors of the Greek National Tourism Organisation (GNTO) (2021-2022)

Since 2018, he is cooperating with the UNWTO (UN Tourism since Jan 2024) as an Expert Consultant and since 2019 he is [SMEs Adviser](#) at the European Bank for Reconstruction and Development (EBRD).

In 2015, he founded **Tourism Generis**.

He has delivered speeches and presentations at more than 450 national and international conferences in more than 35 countries, while he has produced 55 studies / publications and 720 articles about Tourism.

He holds an MSc in Tourism Studies from the University of Surrey, UK. He has also studied Tourism Management, at the University of West Attica, GR and trained in Hotel Management Operations at the International Centre of Glion, CH.

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