

APATTE

INSTITUTO TURISTIKON MEΛΕΤΩΝ ΚΑΙ ΕΡΕΥΝΩΝ

ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ

ΤΕΥΧΟΣ 7

ΑΘΗΝΑ - ΑΓΚΕΡΕΠΙΟΥ 2018

ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ

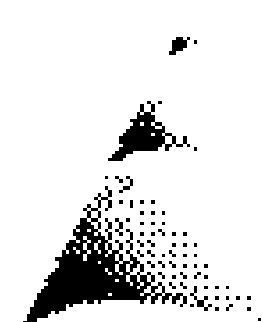
ΔΕΛΤΙΟ ΤΗΣ ΕΠΙΣΤΗΜΟΝΙΚΗΣ ΕΤΑΙΡΕΙΑΣ ΤΟΥΡΙΣΤΙΚΩΝ ΜΕΛΕΤΩΝ ΚΑΙ ΕΡΕΥΝΩΝ

ΤΕΥΧΟΣ 7

ΔΕΚΕΜΒΡΙΟΣ 2008

ISSN: 1791-0064

Έκδοση:



DRATTE

**Δράσεις για την Ανάπτυξη του Τουρισμού
και της Τουριστικής Εκπαίδευσης**



**Ινστιτούτο Τουριστικών Μελετών και Ερευνών
(Tourism Research Institute)**

Ζωοδόχου Πηγής 2-4, 10678 Αθήνα

Τηλ: 210 3806877

Φαξ: 210 3808302

URL: www.dratte.gr

Email: info@dratte.gr

Υπεύθυνος έκδοσης: Λαλούμης Δημήτρης

Σύνταξη:

Υπεύθυνος Σύνταξης:

Σύμβουλος έκδοσης:

Υπεύθυνος ύλης:

Μανούσου Μαργαρίτα

Σαραντοπούλου Ιωάννα

Παπαδογούλας Γεώργιος

Επιμέλεια:

Επιστημονικός υπεύθυνος:

Επιστημονικός σύμβουλος:

Καραγιάννης Στέφανος

Λούπα Χάϊδω

Γραμματειακή υποστήριξη:

Ρέκκα Ξανθίππη

Χαραλαμπίδης Κυριάκος

Νομικός σύμβουλος:

Καυκά Αριάδνη

TOURISM ISSUES
TOURISM SCIENCES REVIEW

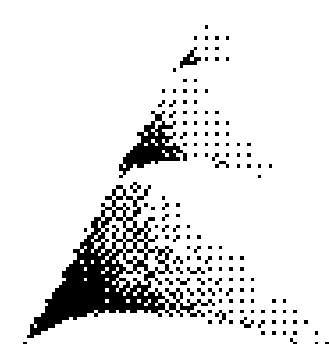


VOL 7

DECEMBER 2008

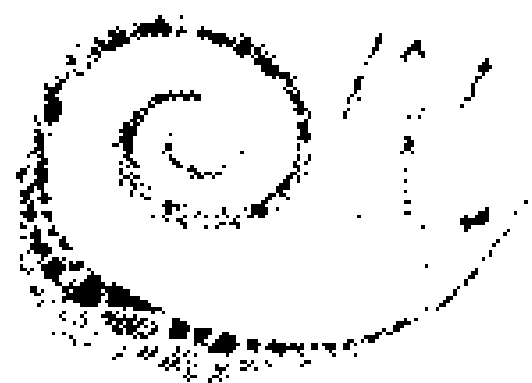
ISSN: 1791-0064

Published by:



OPATTE

Activities for the Development of Tourism and Tourism Education



Tourism Research Institute

2-4 Zoodohou Pigis str, 10678 Athens, Greece

Tel: + 30 210 3806877

Fax: + 30 210 3808302

URL: www.dratte.gr

Email: info@dratte.gr

Editor: Laloumis Dimitris

Executive committee:

Editor in chief:

Manousou Margaret

Editor in charge:

Sarantopoulou Joan

Executive editor:

Papadogoulas George

Scientific Supervision:

Scientific supervisor:

Karagiannis Stefanos

Scientific consultant:

Loupa Haido

Secretariat:

Rekka Xanthippi

Haralambidis Kiriakos

Legal advisor:

Kafka Ariadni

ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ
ΠΕΡΙΟΔΙΚΗ ΕΠΙΘΕΩΡΗΣΗ ΤΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΥ ΤΟΥΡΙΣΜΟΥ

Επιστημονική Επιτροπή

Αγιομυριανάκης Γεώργιος	Ελληνικό Ανοικτό Πανεπιστήμιο
Alexandru Nedelea Stefan cel Mare	University Suceava, Romania
Ανάγνος Νικόλαος	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
Ανδρεοπούλου Ζαχαρούλα	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
Αραμπατζής Γαρύφαλος	Δημοκρίτειο Πανεπιστήμιο Θράκης
Βαρβαρέσος Στέλιος	T.E.I. Αθήνας
Βενετσανοπούλου Μάρω	Πάντειο Πανεπιστήμιο
Βλησίδης Ανδρέας	T.E.I. Κρήτης
Βλιάφος Σπυρίδων	Πανεπιστήμιο Αθηνών
Γαργαλιάνος Δημήτριος	Δημοκρίτειο Πανεπιστήμιο Θράκης
Georgopoulos Apostolos	Universitate Wien
Δουβής Ιωάννης	Πανεπιστήμιο Αθηνών
Έξαρχος Γεώργιος	T.E.I. Σερρών
Ευθυμιάτου Πουλάκου Αντωνία	T.E.I. Αθήνας
Halimi Ghaleb	American University of Beirut
Henning Gerhard	University of Applied Sciences of Düsseldorf
Καραγιάννης Στέφανος	T.E.I. Λαμίας
Καραμέρης Αθανάσιος	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
Λάζος Κωνσταντίνος	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
Λαλούμης Δημήτρης	T.E.I. Αθήνας
Μαύρος Κωνσταντίνος	T.E.I. Αθήνας
Μοίρα Πολυξένη	T.E.I. Πειραιά
Μυλωνόπουλος Δημήτριος	T.E.I. Πειραιά
Παπαγεωργίου Κωνσταντίνος	Γεωπονική Αθηνών
Παπαδογιαννάκης Νικόλαος	Πανεπιστήμιο Κρήτης
Παπανίκος Γρηγόρης	Γενικός Γραμματέας Ο.Κ.Κ.Ε.
Παπασταύρου Αναστάσιος	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης
Πολυχρονόπουλος Γεώργιος	T.E.I. Αθήνας
Πρινιανάκη Ρία	T.E.I. Ηρακλείου
Σαρρής Νεοκλής	Πάντειο Πανεπιστήμιο
Schnell Axel	University of Applied Sciences of Düsseldorf
Σούλης Σωτήρης	T.E.I. Αθήνας
Στεργιούλας Απόστολος	Πανεπιστήμιο Πελοποννήσου
Σωτηριάδης Μάριος	T.E.I. Ηρακλείου
Ταμπάκης Στυλιανός	Δημοκρίτειο Πανεπιστήμιο Θράκης
Τσαντόπουλος Γεώργιος	Δημοκρίτειο Πανεπιστήμιο Θράκης
Τσαχαλίδης Ευστάθιος	Δημοκρίτειο Πανεπιστήμιο Θράκης
Φράγκος Χρήστος	T.E.I. Αθήνας
Χατζηφωτίου Σεβαστή	Δημοκρίτειο Πανεπιστήμιο Θράκης
Χριστοπούλου Όλγα	Πανεπιστήμιο Θεσσαλίας

**TOURISM ISSUES
TOURISM SCIENCES REVIEW**

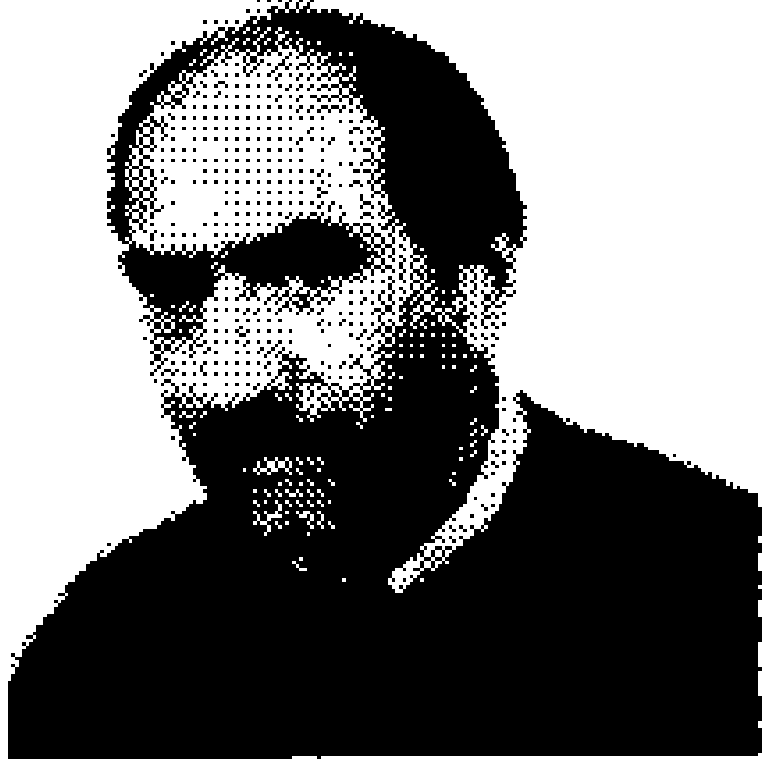


Editorial board

Agiomirianakis George	<i>Hellenic Open University</i>
Alexandru Nedelea Stefan	<i>University Suceava, Romania</i>
cel Mare	<i>Aristotle University of Thessaloniki</i>
Anagnos Nick	
Andreopoulou Zaharoula	<i>Aristotle University of Thessaloniki</i>
Arabatzis Garifallos	<i>Demokritus University of Thrace</i>
Douvis Ioannis	<i>University of Athens</i>
Efthimiatou Poulakou	<i>Technological Education Institute of Athens</i>
Antonia	
Exarhos George	<i>Technological Education Institute of Serres</i>
Frangos Hristos	<i>Technological Education Institute of Athens</i>
Gargalianos Dimitrios	<i>Demokritus University of Thrace</i>
Georgopoulos Apostolos	<i>Universitaet Wien</i>
Halimi Ghaleb	<i>American University of Beirut</i>
Hatzifotiou Sevasti	<i>Demokritus University of Thrace</i>
Hristopoulou Olga	<i>University of Thessaly</i>
Karagiannis Stefanos	<i>Technological Education Institute of Lamia</i>
Karameris Athanasios	<i>Aristotle University of Thessaloniki</i>
Lazos Konstantinos	<i>Aristotle University of Thessaloniki</i>
Laloumis Dimitrios	<i>Technological Education Institute of Athens</i>
Mavros Konstantinos	<i>Technological Education Institute of Athens</i>
Milonopoulos Dimitrios	<i>Technological Education Institute of Piraeus</i>
Mira Polixeni	<i>Technological Education Institute of Piraeus</i>
Papadogiannakis Nikolaos	<i>University of Crete</i>
Papageorgiou	<i>Agricultural University Of Athens</i>
Konstantinos	
Papastavrou Anastasios	<i>Aristotle University of Thessaloniki</i>
Polihronopoulos George	<i>Technological Education Institute of Athens</i>
Prinianaki Ria	<i>Technological Education Institute of Crete</i>
Sarris Neoklis	<i>Panteion University</i>
Schnell Axel	<i>University of Applied Sciences of Düsseldorf</i>
Sotiriadis Marios	<i>Technological Education Institute of Crete</i>
Soulis Sotiris	<i>Technological Education Institute of Athens</i>
Stergioulas Apostolos	<i>University of the Peloponnese</i>
Tabakis Stilianos	<i>Demokritus University of Thrace</i>
Tsahalidis Efstathios	<i>Demokritus University of Thrace</i>
Tsantopoulos George	<i>Demokritus University of Thrace</i>
Varvaresos Stelios	<i>Technological Education Institute of Athens</i>
Venetsanopoulou Maro	<i>Panteion University of Athens</i>
Vliafos Spiridon	<i>University of Athens</i>
Vlisidis Andreas	<i>Technological Education Institute of Crete</i>

ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ ΠΕΡΙΟΔΙΚΗ ΕΠΙΘΕΩΡΗΣΗ ΤΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΥ ΤΟΥΡΙΣΜΟΥ

ΣΗΜΕΙΩΜΑ ΤΟΥ ΕΚΔΟΤΗ



Επιστήμη είναι η γνώση του επιστητού, δηλαδή η γνώση που καλύπτει συστηματικά και με πληρότητα ένα θεματικό πεδίο. Επιστήμη είναι μία, και στόχο έχει την κατανόηση όλων των φαινομένων. Όμως εξαιτίας της ανθρώπινης αδυναμίας να διαχειριστεί πνευματικά το σύνολο των κανόνων που διέπουν τον κόσμο, η επιστήμη διαχωρίζεται σε επιμέρους επιστήμες, που η κάθε μία καλύπτει ένα κύκλο αντικειμένων.

Οι **επιστήμες του τουρισμού** μπορούν να διαχωριστούν σε δύο θεματικές περιοχές. Τις επιστήμες κατανόησης του τουριστικού φαινομένου και τις επιστήμες διαχείρισης επιχειρήσεων φιλοξενίας.

Η ενασχόληση με τις επιστήμες οδηγεί σε εμπειριστατωμένες μελέτες που έχουν ως στόχο την κατανόηση της πραγματικότητας. Οι μελέτες αυτές έχει καθιερωθεί να δημοσιεύονται σε **επιστημονικά περιοδικά** (refereed scientific journals) στα οποία η δημοσίευση κρίνεται ως προς την πρωτοτυπία, την επάρκεια και την ορθότητά της από μέλη της ακαδημαϊκής κοινότητας. Τότε οι δημοσιεύσεις αυτές θεωρούνται έγκυρες και μπορούν να χρησιμοποιηθούν ως βάση από άλλους ερευνητές για την εξέλιξη της γνώσης.

Ο **ΔΡ.Α.Τ.Τ.Ε.** (Δράση για την Ανάπτυξη του Τουρισμού και της Τουριστικής Εκπαίδευσης) είναι ένας **μη Κερδοσκοπικός Οργανισμός** με έδρα την Αθήνα και σήμερα αριθμεί περί τα 1.200 μέλη. Στα πλαίσια του ΔΡΑΤΤΕ λειτουργεί το **Ινστιτούτο Τουριστικών Μελετών και Ερευνών** (Ι.Τ.Μ.Ε.), που ιδρύθηκε με προορισμό να υπηρετήσει τους επιστημονικούς σκοπούς του Οργανισμού.

Το Ι.Τ.Μ.Ε. από τον Φεβρουάριο 2007 εκδίδει το παρόν **τριμηνιαίο** επιστημονικό περιοδικό, **στόχος** του οποίου είναι η διάδοση της γνώσης σχετικά με τα επιστημονικά πεδία που πραγματεύονται θέματα τουρισμού.

Το τεύχος 6 περιέχει εργασίες που παρουσιάστηκαν στο Πανελλήνιο Συνέδριο «Μάρκετινγκ και Μάνατζμεντ στις Τουριστικές Επιχειρήσεις: Σύγχρονες και Καινοτόμες Προσεγγίσεις». Το συνέδριο πραγματοποιήθηκε στην Κρήτη και διοργάνωσαν σε συνεργασία το Τμήμα Τουριστικών Επιχειρήσεων, Τ.Ε.Ι. Κρήτης και το Κέντρο Τεχνολογικής Έρευνας (Κ.Τ.Ε.) Κρήτης από 29 έως και 31 Μαΐου 2008.

Σχετικά με το ως άνω συνέδριο, ακολουθεί σημείωμα του Μάριου Σωτηριάδη, Προϊσταμένου του Τμήματος Τουριστικών Επιχειρήσεων, Τ.Ε.Ι. Κρήτης και Προέδρου της Επιστημονικής Επιτροπής του Συνεδρίου MMTE 2008

Δημήτρης Λαλούμης

TOURISM ISSUES TOURISM SCIENCES REVIEW



INTRODUCTION

Science is the knowledge of the existing, which systematically totally covers a sector of issues. Science is one and its purpose is the understanding of all phenomena. Due to human's incapability of mental controlling the whole of universal rules, science is divided to partial "sciences" and each one covers its objective field.

The science of tourism can be divided in two parts. The sciences of understanding the tourism phenomenon and the sciences of the enterprises of hospitality and their management.

Dealing with sciences leads to complete studies whose purpose is the understanding of the reality. These studies are set to be published in refereed scientific journals. Their publication is judged for being original, complete and correct, by members of the academic community. Then, these publications are considered as valid and can be used by other researchers for the spread of knowledge.

Aim of the magazine is the spread of knowledge related to the scientific fields of tourism. In Tourism Issues there are being published original articles and obligatorily new researches. The writing language can be Greek , English , French or German. The scripts will be evaluated by three - membered scientific committee whose members have deep knowledge of the specific fields.

The vol 6 contains papers that were presented to the Pan-Hellenic Congress "Marketing and Management in the Tourist Enterprises: Modern and Innovative Approaches". The congress took place in Crete and was organised by the Department of Tourist Enterprises of the Technological Educational Institute (T.E.I.) of Crete in collaboration with the Centre for Technological Research of Crete (CTR-Crete), from 29 up to 31 May 2008.

Laloumis Dimitris

ΟΔΗΓΙΕΣ ΣΥΓΓΡΑΦΗΣ ΤΩΝ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΕΡΓΑΣΙΩΝ

Στα Τουριστικά Θέματα δημοσιεύονται πρωτότυπα άρθρα και πρωτογενείς ερευνητικές μελέτες που πραγματεύονται θέματα τουρισμού. Τα άρθρα και οι μελέτες δεν πρέπει να έχουν δημοσιευτεί ποτέ ξανά.

Κάθε επιστημονική εργασία δεν πρέπει να ξεπερνά τις 8000 λέξεις. Αποστέλλεται σε ηλεκτρονική μορφή σε πρόγραμμα MS-WORD στη διεύθυνση info@dratte.gr και είναι γραμμένη σε σελίδα A4, με γραμματοσειρά Arial μέγεθος 10, διάστημα μονό.

Οι εργασίες μπορούν να είναι γραμμένες στην Ελληνική, Αγγλική, Γαλλική ή Γερμανική γλώσσα.

Στην πρώτη σελίδα παρατίθενται ο τίτλος της εργασίας, το ονοματεπώνυμο του συγγραφέα και η ιδιότητά του. Κάθε εργασία συνοδεύεται από περίληψη 180 περίπου λέξεων. Το κείμενο της περίληψης δεν επιτρέπεται να αποτελεί τμήμα της εργασίας. Επίσης ο συγγραφέας πρέπει να προτείνει 4 λέξεις κλειδιά που συνδέονται με τα κυριότερα πεδία που εξετάζει η εργασία. Τα ανωτέρω (ονοματεπώνυμο, τίτλος, περίληψη και λέξεις κλειδιά) παρατίθενται στην Αγγλική και Ελληνική γλώσσα, όπως και στη γλώσσα συγγραφής όταν αυτή είναι η Γαλλική ή Γερμανική.

Οι φωτογραφίες και τα διαγράμματα πρέπει να εμφανίζονται σε αποχρώσεις του γκρι, να είναι αριθμημένα και να συνοδεύονται από επεξηγηματική λεζάντα, ενώ οι υποσημειώσεις να παρατίθενται υποσέλιδα.

Οι παραπομπές σε βιβλία και άρθρα γίνονται σε παρένθεση όπου αναφέρονται το όνομα του συγγραφέα και το έτος έκδοσης. Η βιβλιογραφία καταχωρείται αλφαβητικά στο τέλος της εργασίας. Για αναφορά σε βιβλία καταγράφονται το επίθετο και όνομα συγγραφέα, σε εισαγωγικά με πλάγια γραμματοσειρά ο τίτλος του βιβλίου και σε ορθή ξανά γραμματοσειρά ο εκδοτικός οίκος, ο τόπος και ο χρόνος έκδοσης. Για αναφορά σε περιοδικό καταγράφονται το επίθετο και όνομα συγγραφέα, ο τίτλος του άρθρου σε εισαγωγικά, το όνομα του περιοδικού σε πλάγια γραμματοσειρά, και σε ορθή γραμματοσειρά ο αριθμός και η ημερομηνία έκδοσης του τεύχους και οι σελίδες.

Κάθε εργασία εξετάζεται από τριμελή επιστημονική επιτροπή κριτών. Τα μέλη της επιτροπής καλύπτουν συναφές γνωστικό πεδίο με το αντικείμενο της εργασίας και παραλαμβάνουν τις εργασίες χωρίς να αναφέρεται σε αυτές το όνομα του/των συγγραφέα/ων. Η διαδικασία κρίσης ολοκληρώνεται με ανωνυμία των συγγραφέων και οι κριτές προτείνουν στη συντακτική επιτροπή την αποδοχή ή μη της εργασίας προς δημοσίευση ή την δυνατότητα δημοσίευσης του άρθρου μετά από διορθώσεις που προτείνει η επιτροπή κριτών.

Μετά την κρίση των εργασιών, ειδοποιούνται οι συγγραφείς, είτε η κρίση ήταν θετική είτε όχι. Οι εγκρινόμενες εργασίες δημοσιεύονται κατά χρονική σειρά προτεραιότητας.

WRITING GUIDELINES



In "Tourism Issues" can be published original articles and research studies dealing with tourism topics. The articles and the studies should have never been published before.

Every scientific paper should not exceed a maximum of 8000 words and should be sent in electronic form at info@dratte.gr.

The paper can be written in Greek, English, French or German.

Papers should be typewritten in black, double-spaced on A4 or US letter sized white paper and printed on one side of the paper only, with 1 ½ inch margins on all four sides, using 10 pts Arial characters. Pages should be numbered consecutively.

The first page of the paper should include in the following order: paper title, author's name and surname, affiliation, postal address, telephone and fax numbers, email address, acknowledgements. In the case of co-authors, their full details should also appear (all correspondence will be sent to the first named author). Also include an abstract of 200-250 words, and up to five keywords.

The second page should contain the title of the paper, an abstract of 200-250 words, and up to five keywords. Do *not* include the author(s) details in this page.

Subsequent pages: main body of text; list of references; appendices; endnotes (endnotes should be kept to a minimum).

Every paper should be accompanied by a 180-word abstract. The text of the abstract is not allowed to be part of the paper. Also, the author should propose 4 key words associated with the main fields dealt with in the paper. The aforementioned (name, title, abstract and key words) should be given in English and Greek, as well as in the language of composition in case this is French or German.

Tables, figures and illustrations should be referred to and included in the text, in gray tint. Each table, figure and illustration should be numbered consecutively (in Arabic numbers) and titled. Tables, figures and illustrations should not exceed one page and should be kept to a minimum.

The text should be organized under appropriate section headings. Section headings should be marked as follows: primary headings should be typed in upper case and bold (e.g. **INTRODUCTION**); subsection headings should be in upper and lower case and bold (e.g. **Tourism Planning**).

Quotations should be taken accurately from the original source. Alterations to quotations should be noted. Quotation marks (" ") should be used to denote direct quotes. Inverted commas (' ') are to be used to denote a quote within a quotation.

Papers should be supported by references. These should be set out according to the standard Harvard style as follows. In the text references should be cited by the author's name and year of publication in brackets – for example (Miller, 2000;

Tribe, 2000, 2001), or '... as noted by Miller (2000)'. Where there are two or more references to one author for the same year, the following form should be used (Smith, 1999a) or (Smith, 1999b). Where references include two authors the form (Clarke & Little, 1996) should be used. Where references include three or more authors the form (Riley *et al.*, 1996) should be used. The reference list, placed towards the end of the manuscript, must be typed in alphabetical order of authors. The specific format is:

- *For papers in journals:* Blangy S. & Nielson T. (1995) Ecotourism and minimum impact policy, *Annals of Tourism Research* 20(2), 357-360.
- *For books and monographs:* Inskeep E. (1991) *Tourism Planning: An Integrated and Sustainable Development Approach*, London: John Wiley & Sons.
- *For chapters in edited books:* Hall C.L. & Jenkins J.M. (1998) The policy dimensions of rural tourism and recreation. In R. Butler, C.M. Hall & J. Jenkins (Eds.) *Tourism and Recreation in Rural Areas*, London: John Wiley & Sons, 19-42.
- *For reports:* Hovland N.P. (1989) *Local Economic Impact for Travelling Business: Examples from the Municipality of Risoer*, report no. 24, Telemark Research Institute, Boe.

Every paper will be examined by a three-member scientific committee. The committee's members cover cognitive fields relevant to the papers' topics and receive the papers with the author's/s' name undisclosed. The judging process will be completed with author's anonymity throughout. The judges will propose to the editorial committee the acceptance or the rejection of a paper to be published or the possibility of publishing an article after corrections suggested by the judging committee.

After the papers' judgement, the authors will be notified, either the judgement has been positive or not. The approved papers will be published according to priority of chronological order.

**ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ
ΠΕΡΙΟΔΙΚΗ ΕΠΙΘΕΩΡΗΣΗ ΤΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΥ ΤΟΥΡΙΣΜΟΥ**

ΤΕΥΧΟΣ 7

ΠΕΡΙΕΧΟΜΕΝΑ

Βαρβαρέσος Στέλιος	Παγκοσμιοποίηση Και Δυναμική Του Τουριστικού Τομέα Στην Ελλάδα	14
Heba Mahmoud Saad AbdelNaby	The Americans' Image of Egypt as a vacation destination and their image of its Islamic heritage	37
Patty Loupa Dimitrios Kolokotronis Dimitris Polidoros	Municipality of Melivia in Prefecture of Larisa: An Inquiring Approach aiming at the Configuration of Proposals for the Touristic Growth and the Development of a Software Package for its Promotion	56
Μαγούλιος Γιώργος	Ο Ελληνικός Τουρισμός και οι Χώρες των Βαλκανίων και της Ανατολικής Ευρώπης	67
Μαντζάρης Ιωάννης Έξαρχος Γεώργιος	Επιχειρηματικό Σχέδιο Ανάπτυξης του Τουρισμού στα Λουτρά Λουτρακιου Νομού Πελλας	89
Μοίρα Πολυξένη Μυλωνόπουλος Δημήτρης	Το Καθεστώς της Ιδιωτικής Τουριστικής Εκπαίδευσης: Η Περίπτωση των Ινστιτούτων Επαγγελματικής Κατάρτισης	108
Lukas Duvas	Tourism Market: Employment and Vocational Training in Greek Properties	122
Roselyne N. Okech Alexandru Nedelea Georgia Kouroupi – Kelgiannaki	Critical Issues in Sustainable Tourism Development in Romania: Challenges & Lessons for Kenya	133
ΔΡ.Α.Τ.Τ.Ε.	Προφίλ του οργανισμού	148

**TOURISM ISSUES
TOURISM SCIENCES REVIEW**



VOL 7

CONTENTS

Varvaressos Stelios	Globalisation And Dynamics Of Tourism In Greece	14
Heba Mahmoud Saad AbdelNaby	The Americans' Image of Egypt as a vacation destination and their image of its Islamic heritage	37
Patty Loupa Dimitrios Kolokotronis Dimitris Polidoros	Municipality of Melivia in Prefecture of Larisa: An Inquiring Approach aiming at the Configuration of Proposals for the Touristic Growth and the Development of a Software Package for its Promotion	56
Magoulios George	The Greek Tourism and the Countries of Balkan and Eastern Europe	67
Mantzaris Ioannis Exarhos George	Business Plan for the Development of Tourism in Loutraki Springs, County of Pella	89
Moira Polyxeni Mylonopoulos Dimitrios	The private sector in tourism education. The case of institutes of vocational training	108
Lukas Duvas	Tourism Market: Employment and Vocational Training in Greek Properties	122
Roselyne N. Okech Alexandru Nedelea Georgia Kouroupi – Kelgiannaki	Critical Issues in Sustainable Tourism Development in Romania: Challenges & Lessons for Kenya	133
ΔP.A.T.T.E. profile		154

Critical Issues in Sustainable Tourism Development in Romania: Challenges & Lessons for Kenya

Roselyne N. Okech
Senior Lecturer
Maseno University, Kenya

Alexandru Nedelea
Associate Professor
“Ștefan cel Mare” University Suceava, Romania

Georgia Kouroupi – Kelgiannaki
Deputy Director of the Directorate for the Personnel of Higher Education, Ministry of National Education and Religious Affairs
Greece

ABSTRACT

Sustainability as a concept involves a number of different strands. Environmental, ecological and economic factors assume that it is applicable in the technical sciences, whereas social and political factors relate to power and values. Within these strands, questions of scale, family, community, region, timescale, project life, indefinite and so on are critical elements. Without any notable exceptions the Romanian specialists and the foreign ones agree upon the fact that the Romanian tourism potential could compete with the touristic supply of any other country in the world thus significantly contributing to the income growth. Today, the Romanian hospitality industry confronts itself with problems such as: the decline of the internal and external touristic demand, an old touristic product, the low standard in the services which do not satisfy the tourists' expectations, the payment and too high prices compared to the quality of the services, an insufficient promotion. Kenya on the other hand is also faced with challenges in the promotion of other aspects of tourism products other than wildlife and the Maasai. This paper hence seeks to redress the critical issues in sustainable tourism development in the two countries and in so doing, hopes to outline the way forward in the 21st century.

Key words: sustainable development, Romania, Kenya, tourism, regional development

I. The Sustainable Development

The concept of “development” indicates a major change in the approach of those problems concerning the human development by assuring a dynamic balance between the components of the natural capital and the socio-economical systems. The strategies of sustainable development emphasize the interdependence between the local and the global, between the already developed countries and the ones following this course, underlining the necessity of cooperation within economical, social and environmental sections. The tourism sector constitutes one of the most important sources of wealth of nations regardless of their level of development. For many developing countries, in particular the least developed countries (LDCs), small economies and islands states; tourism is probably the only economic sector, which provides concrete and quantified growing trading opportunities, and therefore, it is for them one of the fundamental pillars of their economic development.

The forecasting study conducted by the WTO to examine how the tourism industry, and particularly tourism demand, is likely to evolve in the next twenty years provides a valuable framework to the discussion about sustainability in tourism. The results indicate that international tourist arrivals are likely to increase at an annual average rate of around 4%, to reach nearly 1.5 billion by the year 2020, that is almost three times the number of arrivals recorded in 1998. The impacts that these hundreds of millions of tourists moving around the globe may cause upon the natural environment and upon the social and cultural fabrics of host communities need to be anticipated, carefully studied, prevented to the extent possible and continuously monitored if tourism is to effectively contribute to sustainable development. This needs to be clearly understood because there are complex and close relationships between tourism and the natural and cultural environments.

In line with the paradigm of sustainable tourism it is believed that negative effects can be avoided or minimized if tourism development is thoroughly planned and controlled. The emergence of the concept of sustainable development marked a convergence between economic development and environmentalism. This convergence was officially illustrated at the Stockholm Conference on Humans and the Environment in 1972, the first of a series of major UN conferences on global issues related to the environment. The conference promoted the concept of eco-development whereby cultural, social and ecological goals were integrated with development. The philosophy of this concept was, small is beautiful, typifying the eco-development approach and this was subsequently incorporated into the strategic plans of many industries, including tourism.

The negative impact of tourism, including its growing threat to the aims and practice of many conservations bodies was becoming better and more widely understood, in developed and developing countries alike. “The green tourism” is especially used by those who have something to sell. In many people’s mind it appears to mean the same as “rural tourism”. Another popular term is “alternative tourism” which conveys” some meaning of difference to mainstream practice, but

doesn't include any sense of the activity itself, or what its principles may be. Another label that is sometimes used is "responsible tourism". This to our mind has a rather sanctimonious and exclusive ring to it, and implies that all other tourism is totally irresponsible.

The term "ecotourism" is a more meaningful one. It's most commonly applied to the type of holiday which enables tourists to have much more direct contact with nature than usual. Ecotourism generally means a visit to one of the more remote areas, where you can observe animals and birds in their natural habitat, examine the flora and fauna at first hand, or have direct, unmediated contact with a local community. Since, tourism plays an important role in improving standards of living and rising people above the poverty threshold, it has become a platform to transform the vicious circles of misery, into virtuous circles towards productive transformation, welfare and improvement of human capital. Tourism not only provides material benefits it also brings cultural pride, a sense of ownership and control through diversification and reduced vulnerability.

Tourism should be assessed objectively against other opportunities, to overcome poverty in tourism destinations of developing countries. Though, to maximize the benefits of tourism, the existing uneven distribution of benefits among nations that is threatening the economic, social, and environmental sustainability of tourism in many developing countries, have to be overcome. Yet, the 49 LDCs accounts today for only less than 1 percent of international tourist arrivals and an approximately 0.5 percent of international tourism receipts. This acute imbalance is being accentuated by the dependence of tourist destinations on external travel distribution networks, and the anticompetitive behaviour of some tourism operators at worldwide scale. To a great extent, such a situation is responsible for the loss of potential remuneration of developing countries and in particular in LDCs. Mass tourism can destroy the environment, the economy, the host country and its people, even the tourists themselves. Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The effect of our continuing misuse of the earth's resources, the part played by tourism in this process, the links between development and tourism are very important issues to be solved. Tourism is at the present time the largest income generator of the world economy. Export revenue amounted to an estimated US\$ 532 billion, surpassing all the other international trade categories. International tourism totalled to US\$ 441 billion and the international transport of passengers US\$ 91 billion, which corresponded to 7.9 and 1.3 per cent respectively of worldwide exports of goods and services. The proper functioning of the tourism economy is linked to that of many other related economic activities, which accounts for the importance of its economic, social and environmental sustainability.

As a matter of fact, the extent to which the business operations of international tourism, backward and forward are linked with other sectors will determine the level of performance and profitability of tourism, the extent of multiplier and spill over effects, and the retention of value added, i.e. the leakage effect. The sectors producing goods and services are linked backwards with tourism in catering for the

needs of tourists and tourism operators, e.g. agriculture and food-processing industries, and other manufacturing industries providing furniture, construction materials and other articles required by tourism establishments. Similarly, many other services, such as transport, business services, financial services, professional services, construction design and engineering, environmental services, security services and government services, also ensure the efficient performance of tourism operators. Some of these sectors are also crucial for the proper linkage of tourism with foreign markets (forward linkages) because they constitute the platforms for "taking off" and for keeping the national tourism providers fully integrated with international tourism flows.

Many developing countries have found it important to improve the linking of tourism (forward and backward) with the other sectors of the economy as one of the foundations of tourism development policies, so as to capitalize on the benefits of the globalisation and internationalisation of markets. Successful experiences of small economies, attest to the vital importance of the proper linkage of tourism with the rest of the economy, in their capacity of retaining value added, e.g., reducing leakages. Despite developing countries efforts to develop the most suitable domestic policy environment, the economic sustainability of tourism is being undermined by external factors beyond their control, notably the predatory behaviour of integrated suppliers which enjoy a dominant position in the originating markets of tourism flows. As a modality of international commerce, tourism involves not only inflows of foreign financial resources but also outflows, referred to herein as "leakages".

When they exceed specific levels, these outflows can significantly neutralize the positive financial effect of international tourism. Leakage is the process whereby part of the foreign exchange earnings generated by tourism, rather than being retained by tourist-receiving countries, is either retained by tourist-generating countries or repatriated to them in the form of profits, income and royalty remittances, repayment of foreign loans, and imports of equipment, materials, capital and consumer goods to cater for the needs of international tourist and overseas promotional expenditures.

II. Development of the Romanian Sustainable Tourism

Without any notable exceptions the Romanian specialists and the foreign ones agree upon the fact that the Romanian tourism potential could compete with the touristic supply of any other country in the world thus significantly contributing to the income growth. Let's remember that in the 60s Romania was a successful touristic destination especially due to the Black Sea. The regress started with the communist national isolation. Its fall has not brought the supposed good changes and today the tourism Romanian industry is measured by a series of parameters which explain its peripheral position in international context. The economic, social and political context of the period after 1990 has not been one that contributed to the Romanian tourism development. Today, the Romanian hospitality industry confronts itself with problems such as: the decline of the internal and external touristic demand, an old touristic product, the low standard in the services which do not satisfy the tourists' expectations, the payment and too high prices compared to the quality of the services, and insufficient promotion. Moreover after 1989 because

of the population low income level a restructuring of the consumption priorities took place and this did not favour tourism.

Among the countries from the East and Central Europe, Romania is considered the country which possesses the richest and most varied natural touristic resources created by man and this gives a great disposability for tourism. The general secretary of the International Tourism Organization states that: "Such a country which owns the Danube Delta, the Black Sea, The Bukovina monasteries could live and prosper from tourism only." Unfortunately, as a Horwath British firm specialized in consultancy has pointed out, Romania is, for the foreign tourists "an expired touristic product, an inadequate offer for time spending, which reflects the lack of investment." Thus Romania has reached an expensive touristic destination. The Romanian international touristic demand registers a diminution tendency due to some causes such as: the low quality level of the offered touristic services, the touristic services non-diversification, the reduced amusement possibilities.

The internal touristic demand registered a diminution tendency caused by the low sales power of the population and a lack of correlation between the practised tax levels and the service qualities. Some of the possible ways of tourism relaunching constitutes the elaboration of some efficient marketing strategies and politics starting from a marketing environment analysis. In order to conceive and promote a competitive Romanian touristic product the adoption of a quality rise strategy is essential. In Romania the Q Mark National Application Program was conceived. On the local market we notice the horizontal integration (concentration) phenomenon manifestation which is concretized in some hotel chains development.

III. Issues of Regional Development

The concept of a region can be quite complex, as regions are often not static but evolve as conditions warrant. Regional development is a new concept that aims at stimulating and diversifying economic activities, stimulating investments in the private sector, contributing to decreasing unemployment and, last but not least, a concept that would lead to an improvement in the living standards. In order to apply the regional development strategy, eight development regions were set up, spreading throughout the whole territory of Romania. Each development region comprises several counties. Regional development policy is an ensemble of measures planned and promoted by the local and central public administration authorities, having as partners different actors (private, public, volunteers) in order to ensure a dynamic and lasting economic growth, through the effective use of the local and regional potential, in order to improve living conditions.

The main areas regarded by the regional policies are: development of enterprises, the labor market, attracting investments, development of the SMEs sector, improvement of infrastructure, the quality of the environment, rural development, health, education, culture. Rural development has a very distinct place within regional policies, and deals with the following aspects: removal/reduction of poverty in the rural areas; balancing of economic opportunities and social conditions between the urban and rural areas; stimulating local initiatives; safeguarding of the spiritual and cultural patrimony. The development region, constituted as a freewill

association of neighbour countries represents the implementation and assessment framework of the regional development policy.

The development region is not a territorial–administrative entity and does not have legal personality. The main objectives of the regional development policies are as follows:

- to reduce the existing regional disparities, especially by stimulating the well-balanced development and the revitalization of the disadvantaged areas (lagging behind in development) and by preventing the emergence of new imbalances;
- to prepare the institutional framework in order to comply with the integration criteria into the EU structures and to ensure access to the financial assistance instruments (the Structural Funds and the Cohesion Fund of the EU);
- to correlate the governmental sector development policies and activities at the level of regions by stimulating the inter-regional, internal and international, cross-border cooperation which contributes to the economic development and is in accordance with the legal provisions and with the international agreements to which Romania is a party;

The principles that the elaboration and the application of the development policies are based on are:

- Decentralization of the decision making process, from the central/governmental level to the level of regional communities;
- Partnership among all those involved in the area of regional development;
- Planning – utilization process of resources (through programs and projects) in view of attaining the established objectives;
- Co-financing – the financial contribution of the different actors involved in the accomplishment of the regional development programs and projects.

What is important to note in terms of regional development is the extent to which a tourism region is linked into the domestic and international tourism market, as revealed in the following comment. 'The interactions between capitalist systems, localities, and regions (the local-global linkages) define the regions and its processes of economic development.' The various institutions of the state can have an impact on how tourism is used as a vehicle for regional development. The main institutions of the state include the central government, administrative departments, the courts and judiciary, enforcement agencies, other levels of government, government business enterprises, regulatory and assistance authorities and a range of semi-state organization.'

IV. Cross Border Co-operation Programs in Romania

As National Coordinator of the cross border co-operation programs, the Ministry of Development and Prognosis focuses on the involvement of the local actors

representing the countries from the border region with Bulgaria and Hungary in the preparation of the projects proposed to be financed, and on the co-ordination between the local community needs and the provisions of the National Development Plan. According to the short, medium and long-term priorities agreed by the Joint Co-operation Committees established for the borders with Bulgaria and Hungary, project proposals in the following fields have been and will be financed from EU Phare funds:

- Improvement of the existing transport infrastructure on the Trans-European Corridors IV (Dresden – Constanta – Thesaloniki – Istanbul) and IX (Baltic Sea – Aegean Sea, on the sector Bucharest – Dimitrovgrad);
- Promotion of the environmental protection, especially water resources management;
- Free flow of persons, services and goods through the border crossing points;
- Socio-economic regional development through the Small Projects Fund.

Having in view the European Commission Regulation No. 2760/1998 already entered in force regarding the cross-border co-operation, at least 90% of the funds allocated per year for a border region will be used for major investment projects as follows: a min. of 2 MEuro (Phare funds) plus 25% national co-financing from the total investment value. We would also like to mention that in accordance with the common agreements, both committees set-up with the Bulgarian and Hungarian partners decided to increase gradually, starting with the year 2000, the importance given to small scale projects by allocating more funds on annual basis, up to 10% from the total available/allocated funds (a max. of 800.000 Euro for the Romanian-Bulgarian border region and a max. of 500.000 Euro for the Romanian-Hungarian border region). These projects will be proposed exclusively by local actors within the Small Projects Fund. Looking back on the achievements of the Phare cross-border cooperation programs and Phare Credo program in Romania for the period 1996-2000 in all the 18 counties from the border region with Hungary, Bulgaria, Moldova and Ukraine it was highlighted that the total amount of the Romanian project is in a total of 45.2Meuro: Phare funds: 29.2 MEuro and national co-financing: 16 MEuro, representing 35.5% from the total value of the projects.

For the next two years the following funds will be available for Romania:

- 8 MEuro for the counties from the Romanian-Bulgarian border region;
- 5 MEuro for the counties from the Romanian-Hungarian border region

CHALLENGES AND LESSONS FOR KENYA (ECOTOURISM ASPECT)

Kenya is still one of the foremost tourist destinations in Africa. Tourism in Kenya is mainly based on natural attractions which include wildlife in its natural habitats as well as idyllic beaches. Game viewing is a very popular pursuit since most visitors to Kenya are predominantly interested in seeing "the big five" not to mention other lesser and unique game the Africa's savanna and forests. The main challenge for the Kenyan tourism sector is environmental management. Ecotourists have high levels of environmental conscience. Their internal environmental philosophy dictates that nature must be protected and celebrated within a natural context, resulting in a superabundance of environmental protection rules, policies and laws.

The quality of the environment $E(t)$, in the absence of tourists and capital, is described by a classical logistic equation:

$$\dot{E}(t) = rE(t) \left[1 - \frac{E(t)}{K} \right]$$

Where the net growth rate r and the carrying capacity K are influenced by all activities except those related to tourism industry. In other words, K is not the quality of the environment in unrealistic (pristine) conditions, but, instead, the quality of the environment at the equilibrium in the presence of all civil and industrial activities (except for tourism) characterising the site under study. If tourists and facilities impact negatively on the environment, the complete dynamics of $E(t)$ is:

$$\dot{E}(t) = rE(t) \left[1 - \frac{E(t)}{K} \right] - D(T(t), C(t), E(t))$$

Where $D(T(t), C(t), E(t))$ represent the flow of damages induced by tourism. Generally, this flow is positively correlated with tourists and capital. Moreover, the damage is higher when the environment is still unexploited. The simplest functional form consistent with these properties is the following:

$$D = E(\beta C + \gamma T)$$

Where two parameters β and γ are positive. For example heating of hotels, which impacts on air pollution, has a first component which is basically independent upon the number of tourists (heating the hall, cafeteria and restrooms) and a second component which is proportional to the number of visitors (heating the bedrooms). The same is true for many other touristic facilities, like ski lifts and discothèques (noise pollution), bus services (air pollution), artificial snow facilities (downstream water pollution) and many others. Exceptionally β and γ can be negative, for example, when high reclamation efforts are associated with tourism development. This means that if T and C would be kept constant, the environment would still be described by a logistic equation:

$$\dot{E}(t) = r^* E(t) \left[1 - \frac{E(t)}{K^*} \right]$$

with

$$r^* = r \left[1 - \frac{\beta C + \gamma T}{r} \right]$$

$$K^* = K \left[1 - \frac{\beta C + \gamma T}{r} \right]$$

In other words, if β and γ are positive, tourism activities (C and T) reduce the carrying capacity and the net growth rate of the environment in the same proportion. The impacts of ecotourism depend on what ecotourism is. Definitions and characteristics have been reviewed extensively by several authors. The critical issue, however, is that ecotourism should involve deliberate steps to minimize impacts, through choice of activity, equipment, location and timing, group size, education and training, as well as operational environmental management. Under these circumstances, which are regrettably more of an ideal than a practical reality in most cases, the impacts of ecotourism should therefore be those of nature tourism and recreation which incorporates best practice environmental management. Biodiversity and environmentally intact lands form the basis of ecological stability. But this has already been severely affected by industrialization, urbanization, unsustainable agricultural practices and mass tourism. While ecotourism sounds comparatively benign, one of its most serious impacts is usurpation of "virgin" territories national parks, wildlife sanctuaries and other wilderness areas which are then packaged as green products for ecotourists. Hence, with the tremendous expansion of commercialized ecotourism, environmental degradation, including deforestation, disruption of ecological life systems and various forms of pollution, has in fact increased. Even its proponents concede that ecotourism is far from a panacea for environmental destruction.

The Masai Mara and Amboseli National Parks are both excellent examples of ecological disasters arising from tourism. In both the areas, lodges and camps have heavily deforested the small riverine forests that existed with their hunger for firewood for cooking and heating. The number of motor vehicles crisscrossing the park areas keeps growing as tour drivers search for rare animals such as lions and rhinos. An unsightly network of roads and tracks for "game drives" disrupts the grass cover, with serious consequences for plant and animal species. Often overlooked is the fact that ecotourism is a highly consumer-centered activity catering to the lifestyles of the new urbanized middle-class societies. In their search for untouched or authentic places, young and adventurous travelers open destinations off the beaten track, accelerating the pace of social and environmental decay in host communities. But any commercial venture into unspoiled, pristine natural places with or without the "eco" prefix is a contradiction in terms.

To generate substantial revenue, whether from foreign exchange, tourism business, local communities or conservation, the number of tourists must be high, which inevitably means greater pressures on the environment. Many East African parks are also mismanaged and are deteriorating rapidly. Several authors realized that recent efforts to rearrange existing mass tourism into ecotourism have failed due to a general reluctance to limit the growth of tourism; lack of controls and sustainability; and lack of thorough examination on the environmental impacts of tourism, including the impact of environmental resource utilization, the consumptive nature of tourism, and its continuous discharge of pollutants through increased road and air traffic. There are broader environmental issues relating to the impacts of long-distance air and ground travel to and from an ecotourism destination, and to accommodation in urban hotels before and after an ecotour.

As elsewhere in Africa, tourism accommodation and wildlife viewing facilities in Kenya are established without local or regional master plans. In the Maasai Mara case, several lodges were constructed at the same time without much planning. These facilities have led to a very large number of tourists into a relatively small national reserve with serious impacts to the environment. Many of the protected areas are located in semi-arid lands with delicate ecologies. Other problems are animal harassment by tourist vehicles. Despite existing regulations on park use, tour drivers chase selected wild animals, especially the predators such as lions, leopards and cheetahs, by off-road driving so as to satisfy their visitors' desire for close-up photographic opportunities. Over 50% of visitor time is spent on only 5 animal species (big five) namely, lion, leopard, buffalo, elephant and rhino.

As a result of the animal harassment, lions are unable to mate, and cheetahs which are diurnal hunters cannot look for food, even those which have a kill are forced to abandon it. Besides, off-road driving tramples lion cubs. In general, the carrying capacities of a number of parks have been exceeded. In Maasai Mara, just like in a number of other conservation areas, ecotourism's impacts have reduced wildness of scenery and are affecting the abundance of wildlife in their natural setting, the very virtues that the visitors are looking for in their gaze of the reserve. The Recreation Opportunity Spectrum (ROS) framework allows for the management of various recreation experiences based on access, other non-recreational uses, site modifications, social interaction, acceptability of visitor impacts and acceptable levels of management. The Limits of Acceptable Change (LAC) process focuses on wilderness planning with explicit objectives and opportunity classes for different management approaches.

Management decisions focus on bringing back or maintaining the desired state for each opportunity class. The Visitor Impact Management (VIM) model is a planning framework for controlling or reducing undesirable impacts of recreational use. It is a step-by-step process for identifying impacts, their causes and how effective management can be used as a management tool for localized impacts. Another approach is to develop a framework that assists managers in devising indicators of acceptable environmental change by first classifying natural attractions and then selecting appropriate indicators for management. Hence from the foregoing discussions with the Romania tourism there are a lot of challenges and lessons for Kenya which are outlined below.

- A tourism policy is required at the national, regional and local levels. Tourism can no longer grow as a result of spontaneous, individual and uncoordinated actions by isolated actors, governments at all levels are required to formulate policies for its orderly development;
- The tourism policy should be the result of a participatory process, in which all interested parties, and particularly the local community, are involved;
- A comprehensive approach should be adopted, whereby all aspects of tourism development are considered in the planning process, including the tourist attractions, the basic infrastructure and services, accommodation and catering facilities, transportation, management aspects, human resource development, as well as the institutional elements;
- Similarly, an integrated approach is required. Tourism cannot be planned in isolation instead, it must be part of the overall development efforts of a country

or area while local tourism plans must be integrated into national tourism strategies;

- Environmental impact assessment techniques must be applied from the very beginning of any tourism development plan or project. Appropriations should be made to ensure that the cost of avoiding any potential damages to the environment as a result of such development has been taken into account in the economic and financial calculations;
- Tourism companies and destinations must be managed with the environment and the local community in mind. This needs appropriate environmental and social science training of tourism managers and employees at all levels, to enable industry-wide application of environmental management systems and corporate social responsibility criteria in all tourism companies;
- The management of tourism at both the company and the destination levels requires continuous monitoring, particularly with respect to environmental and social variables. Monitoring allows managers and public authorities to take corrective actions when needed and before negative impacts become irreversible; and
- As an indispensable element for the above monitoring process, indicators for sustainable tourism must be developed and introduced as a normal practice at all tourism destinations, following the methodology developed and tested by WTO. Indicators also serve to guide consumers about the environmental and social quality of the destination, and are good benchmarks to stimulate destinations to compete on sustainability grounds rather than on price.

Kenya is uniquely attractive as an ecotourism destination due to its biological, ecological and cultural diversity, but the region also faces some monumental societal challenges. People are affected by poverty and HIV/AIDS. Developing a responsible enterprise founded on the three pillars of environmental protection, community development and economic gains provides a possible solution, on a local level, to some of Kenya's most pressing problem. In order to be effective, ecotourism enterprises must be sustainable and provide for continuing benefits. Communities must be able to take part in the ongoing development and management of the enterprise, and the protection of the ecology must not be compromised. Economically, if the enterprise is not sustainable then there will be no enterprise at all. An enterprise developed without due consideration of the critical success factors will not be sustainable.

V. Conclusions

Destinations in Africa enjoy a privileged position in relation to the major tourist generating markets due mainly to their unique features, history as well as a wide range of products on offer. The strong awareness for conservation of the environment and the demand for exoticism by potential travelers translate into increasing demand by an ever growing number of foreign visitors. Accordingly, there is need for destinations in Africa to co-operate more closely in areas of product development, research, manpower development and training as well as

exchange of tourism experts and tourism information. It is also necessary to harmonize travel formalities within the region so as to encourage free flow of visitors and maximization of benefits accruing from tourist interchanges within the region. Indeed such close co-operation can be forged and enhanced within the framework of the existing regional economic groupings such as (Common Market for Eastern and Southern Africa (COMESA), Preferential Trade Area (PTA), SADC, East Africa Co-operation and The Indian Ocean Rim) and their role in positioning Africa to be a major force in the envisaged tourism growth. In the development, promotion and marketing of our respective destinations we should bear in mind the complementary nature of our products within the region. Secondly, although by and large the countries within the region are destination countries rather than tourist generating countries, there is a vast market for intra-regional tourism, which has not yet been fully tapped.

Most of Kenya's and Romania's ecosystem still remains intact and unspoilt thus providing a strong basis for a sustainable tourism development. All that is required is proper planning and management of available resources. It should be borne in mind that sustainable tourism cannot thrive if we do not take care of our fragile environment. In this context, therefore, we should always remember the cardinal point that we shall be able to conserve our fragile environment and biodiversity for the benefit of mankind. To this end there is therefore, an urgent need to put the necessary legislations and codes of conduct in place so as to ensure balanced development of tourism in African tourist destinations. Exchange of information and experience between Kenyan and Romanian Nationals would also be vital in achieving the requisite results for the development of sustainable tourism in conservation of the environment.

REFERENCES

- Anderek, K.L. (1995) "Environmental Consequences of Tourism: A Review of Recent Research". In S.F. McCool and A.E. Watson (eds.) *Linking Tourism, the Environment and Sustainability*. US Forest Service Intermountain Research Station. General Technical Report INT-GTR-323. Ogden, Utah.
- Bausch, T.H. (2000) – *Le Tourisme et l'Environnement en Europe*, Office des Publications Officielles des Communautés Européennes, Luxembourg.
- Buckley, R. (1994) "A Framework for Ecotourism". *Annals of Tourism Research* 21, 661-665.
- Buckley, R. (2001) "Environmental Impacts". In: D.B. Weaver (ed.) *The Encyclopedia of Ecotourism*. Wallingford: CAB International. pp. 379-394.
- Casagrandi, R. and Rinaldi, S. (2002) "A Theoretical Approach to Tourism Sustainability". International Institute for Applied Systems Analysis, Austria. Interim Report IR-02-051.
- Dolipschi, M.O. – *The Sustainable Development of Tourism*, Simpozionul internațional al tinerilor cercetători, Academia de Studii Economice din Moldova, Editura A.S.E.M., Chișinău.
- Eagles, P.F.J. (1995) "Understanding the Market for Sustainable Tourism". In: S.F. McCool and A.E. Watson (eds.) *Linking Tourism, the Environment and Sustainability*. Topical Volume of Compiled Papers from a Special Session of the Annual Meeting of the National Recreation and Park Association, 1994 October 12-14 Minneapolis, Report INT-GTR-323. Ogden, UT:US.
- Fennell, D.A. (1999) "Ecotourism: An Introduction". Routledge, London.
- Gössling, S. (2000) "Sustainable Tourism Development in Developing Countries: Some Aspects of Energy Use". *Journal of Sustainable Tourism* 8 (5), 410-425.
- Hardy, A.L., Beeton, R.J.S. and Pearson, L. (2002) "Sustainable Tourism: An Overview of the Concept and Its Position in Relation to Conceptualizations of Tourism". *Journal of Sustainable Tourism* 10 (6), 475-496.
- Hall, C.M and Lew, A.A. (eds.) (1999) "Sustainable Tourism: A Geographical Perspective". Longman: London
- Honey, M. (1999) "Ecotourism and Sustainable Development: Who owns Paradise?" Island Press.
- Manning Ed., Dougherty D. T. (1995) - *Sustainable Tourism*, University Cornell, Montreal.

McLaren, D. (1998) "Rethinking Tourism and EcoTravel: The Paving of Paradise and What You Can Do To Stop It". Kumarian Press, Connecticut.

Mowforth, M. and Munt, I. (1998) "Tourism and Sustainability: New Tourism in the Third World". Routledge, London.

Nedelea, A. (2003) *Piața turistică*, Ed. Didactică și Pedagogică, București.

Nedelea, A. (2003) *Politici de marketing în turism*, Ed. Economică, București.

Parker, S. and Khare, A. (2005) Understanding Success Factors for Ensuring Sustainability in Ecotourism Development in Southern Africa. *Journal of Ecotourism* 4(1) 32-45.

Sindiga, I. (1999) "Tourism and African Development: Change and Challenge of Tourism in Kenya". African Studies Centre Research Series.

Stabler, M.J. (ed.) (1997) "Tourism and Sustainability: Principles to Practice". Wallingford: CAB International.

Stucki, E. – *Le développement équilibré du monde rurale en Europe*, Sauvegarde de la nature, nr. 58/1992.

Telfer, D.J. (2002) Tourism and Regional Development Issues. In: R. Sharpley. And Telfer, D.J. (Eds.), *Tourism and Development – Concepts and Issues*. Channelview Publications.

Ward, J., Hughey, K. and Ulrich, S. (2002) "A Framework for Managing the Biophysical Effects of Tourism on the Natural Environment in New Zealand". *Journal of Sustainable Tourism* 10 (3), 239-259.

Watson, G. (1996) *Tourist Carrying Capacity*, Wiley.

World Tourism Organization (2001) *The Least Developed Countries and International Tourism*, Background Note presented at the High Level Meeting on Tourism in LDC, Canary Island, March.

Bibliography

Laloumis D. Loupa H.: Sustainable Tourism , Journal Tourism Issues, Institut of Tourism Research, Vol 4, No 1, 72-96, 2008

Lalumis D. Loupa H.: Das Selbstbewusstsein in F.V.Betrieben Journal Tourism Issues, Institut of Tourism Research, Vol 2, No 1, 38-59, 2007

Lalumis Dimitris: Motivationsfaktoren in F.V.Betrieben, Journal Tourism Issues, Institut of Tourism Research, Vol 1, No 1, 61-84, 2007

Karagiannis Stephanos: Tourism and Environment today. A first review of the ecological resulting from the tourist development and a first evaluation – The case of Crete. Review, of Economic Sciences T. 12, 49-66, , 2007

Karagiannis S: A Tourism Policy Proposal for Sustainable Ecotourism Development: The Case of Dirfis area in Euboea, Greece. Journal of Environmental Protection and Ecology 7. Official Journal of the Balkan Environmental Association. Vol. 7. No 4 pg. 867-879, 2006

Karagiannis S : Widening Tourism Policy: The Prospects of Sport Activities for Recreation in Crete, a Primary Investigation Review of AIEST- International Association of Scientific Experts in tourism, Vol. 61, No 4., pg. 27-31, 2006.



Προφίλ του Οργανισμού

Ο ΔΡ.Α.Τ.Τ.Ε. (Δράσεις για την Ανάπτυξη του Τουρισμού και της Τουριστικής Εκπαίδευσης) είναι ένας **μη κερδοσκοπικός οργανισμός** με έδρα την Αθήνα. Δημιουργήθηκε από στελέχη τουριστικών επιχειρήσεων και καθηγητές της τριτοβάθμιας τουριστικής εκπαίδευσης με τους παρακάτω αναφερόμενους σκοπούς:

- Ανάληψη δραστηριοτήτων με στόχο τη βελτίωση της τουριστικής και ξενοδοχειακής εκπαίδευσης σε όλα τα επίπεδα στην Ελλάδα.
- Ανάληψη δραστηριοτήτων για την ανάπτυξη του τουρισμού στην Ελλάδα.
- Ανάληψη δραστηριοτήτων με στόχο την εφαρμογή επιστημονικής διοίκησης στις ξενοδοχειακές και τουριστικές επιχειρήσεις.
- Διενέργεια ερευνών, μελετών και δημοσιεύσεων για την επιστημονική προσέγγιση του ξενοδοχειακού και του τουριστικού προϊόντος.
- Έκδοση περιοδικών και βιβλίων που αφορούν την επιστημονική ανάλυση του τουριστικού φαινομένου και των λειτουργιών των τουριστικών επιχειρήσεων.
- Οργάνωση μεταπτυχιακών προγραμμάτων στον τουρισμό σε συνεργασία με ιδρύματα του εσωτερικού και εξωτερικού.
- Γνωμοδότηση επί θεμάτων τουρισμού, επιχειρήσεων τουρισμού, ξενοδοχειακής και τουριστικής εκπαίδευσης.

ΜΕΛΗ

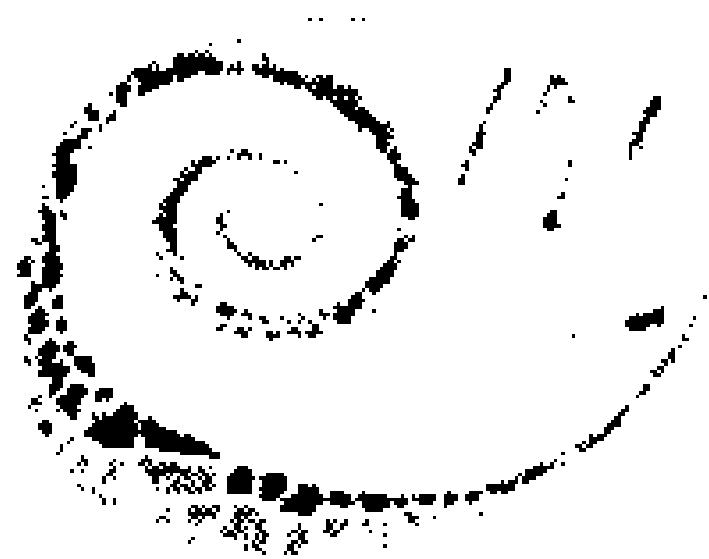
Το ΔΡΑΤΤΕ σήμερα αριθμεί περί τα 1.200 μέλη.

Τα **τακτικά μέλη** του ΔΡ.Α.Τ.Τ.Ε. είναι απόφοιτοι τουριστικών σχολών τριτοβάθμιας εκπαίδευσης και ταυτόχρονα στελέχη της τουριστικής βιομηχανίας ή εκπαιδευτικοί της τουριστικής εκπαίδευσης ή το κύριο επάγγελμά τους συνδέεται άμεσα με τον τουριστικό κλάδο. Ως συνδρομητές εγγράφονται επίσης **τουριστικοί οργανισμοί και τουριστικές επιχειρήσεις**.

Ως **δόκιμα μέλη** εγγράφονται μετα-λυκειακοί σπουδαστές τουριστικής εκπαίδευσης. Τα δόκιμα μέλη καταβάλουν **συμβολική συνδρομή**, δεν έχουν δικαίωμα ψήφου, αλλά έχουν δικαίωμα να ενημερώνονται και να εξυπηρετούνται από τις δράσεις του οργανισμού.

ΙΝΣΤΙΤΟΥΤΑ ΤΟΥ ΔΡΑΤΤΕ

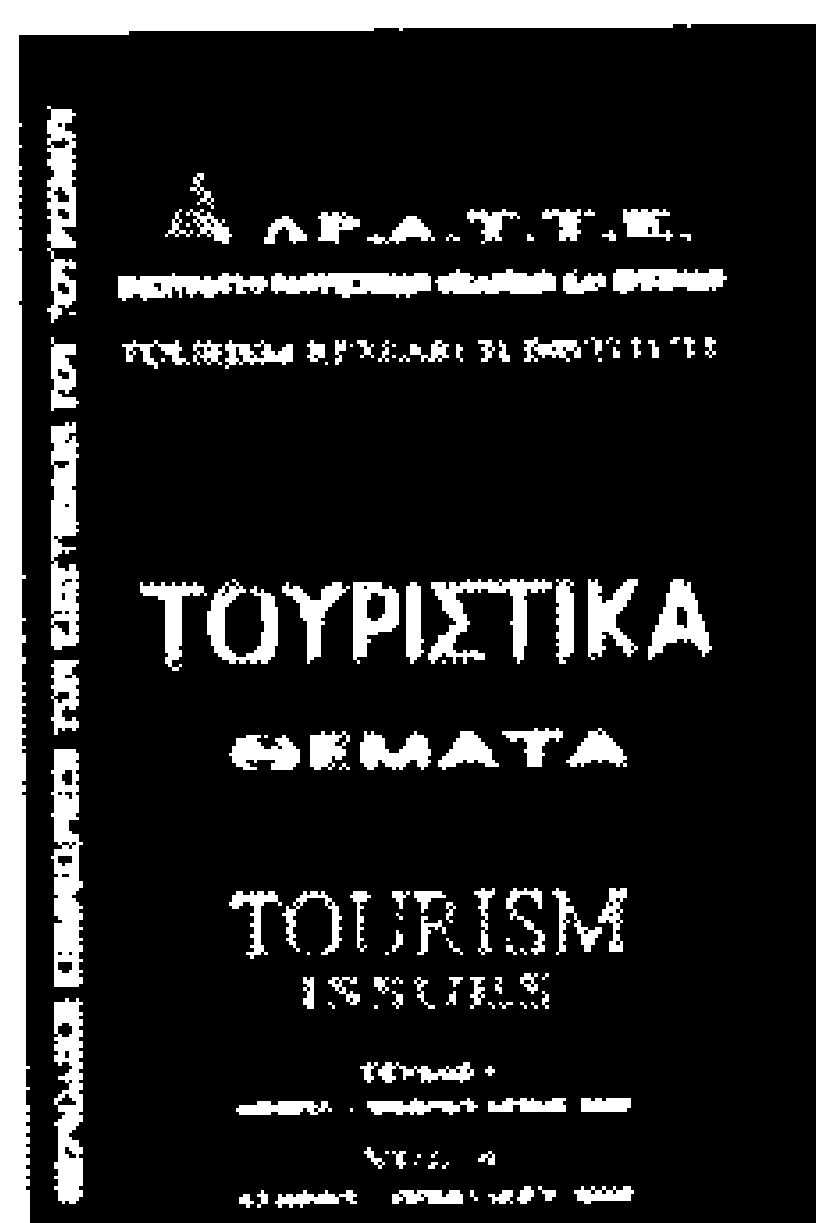
Στα πλαίσια του ΔΡΑΤΤΕ λειτουργούν δύο Ινστιτούτα:



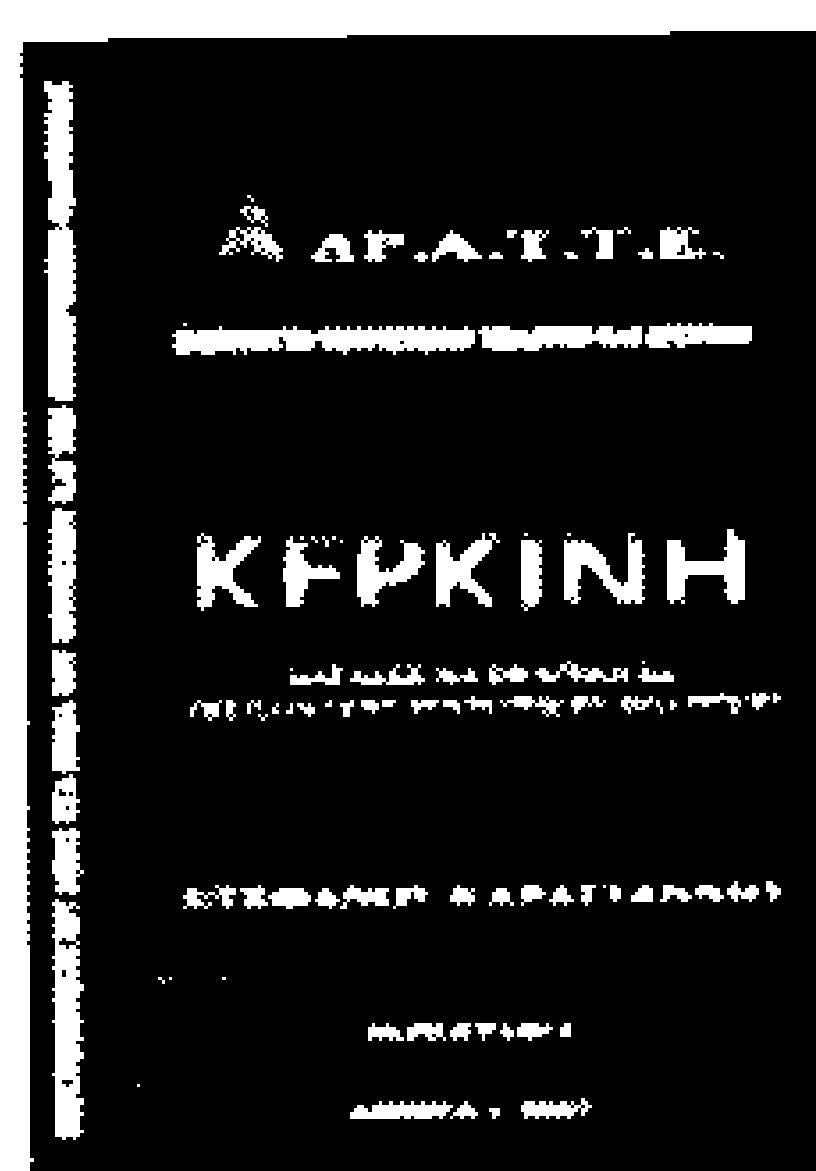
Το Ινστιτούτο Τουριστικών Μελετών και Ερευνών (Ι.Τ.Μ.Ε.) ή Tourism Research Institute (T.R.I.), που ιδρύθηκε με προορισμό να υπηρετήσει τους επιστημονικούς σκοπούς του οργανισμού και έχει ακαδημαϊκό προσανατολισμό.

Το Ινστιτούτο επιλαμβάνεται σε διαδικασίες παραγωγής και διάδοσης γνώσης με:

- Εκπαιδευτικές διαδικασίες
- Εκδόσεις επιστημονικών περιοδικών
- Εκδόσεις επιστημονικών εργασιών, μελετών και ερευνών
- Διοργάνωση διεθνών ακαδημαϊκών συνεδρίων



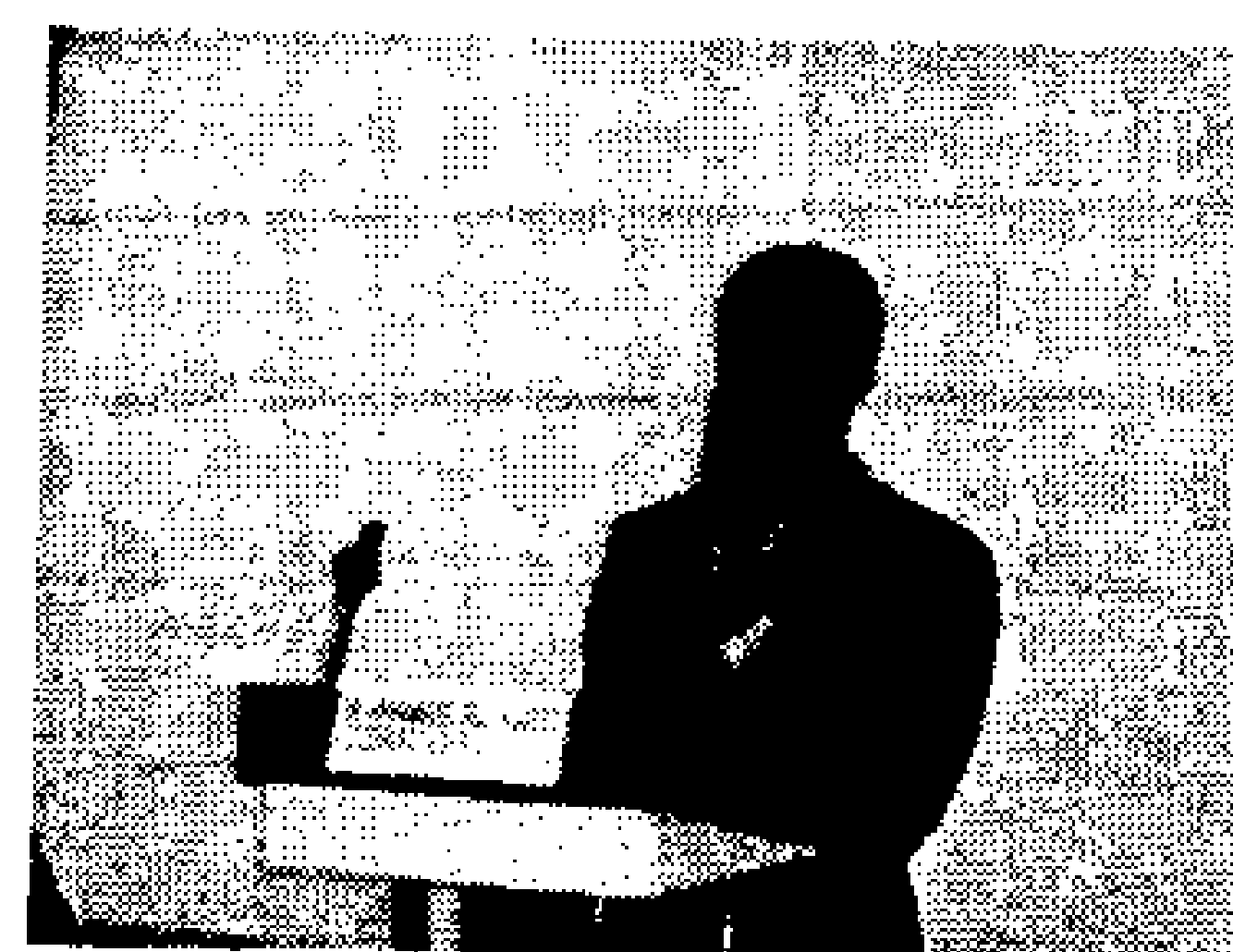
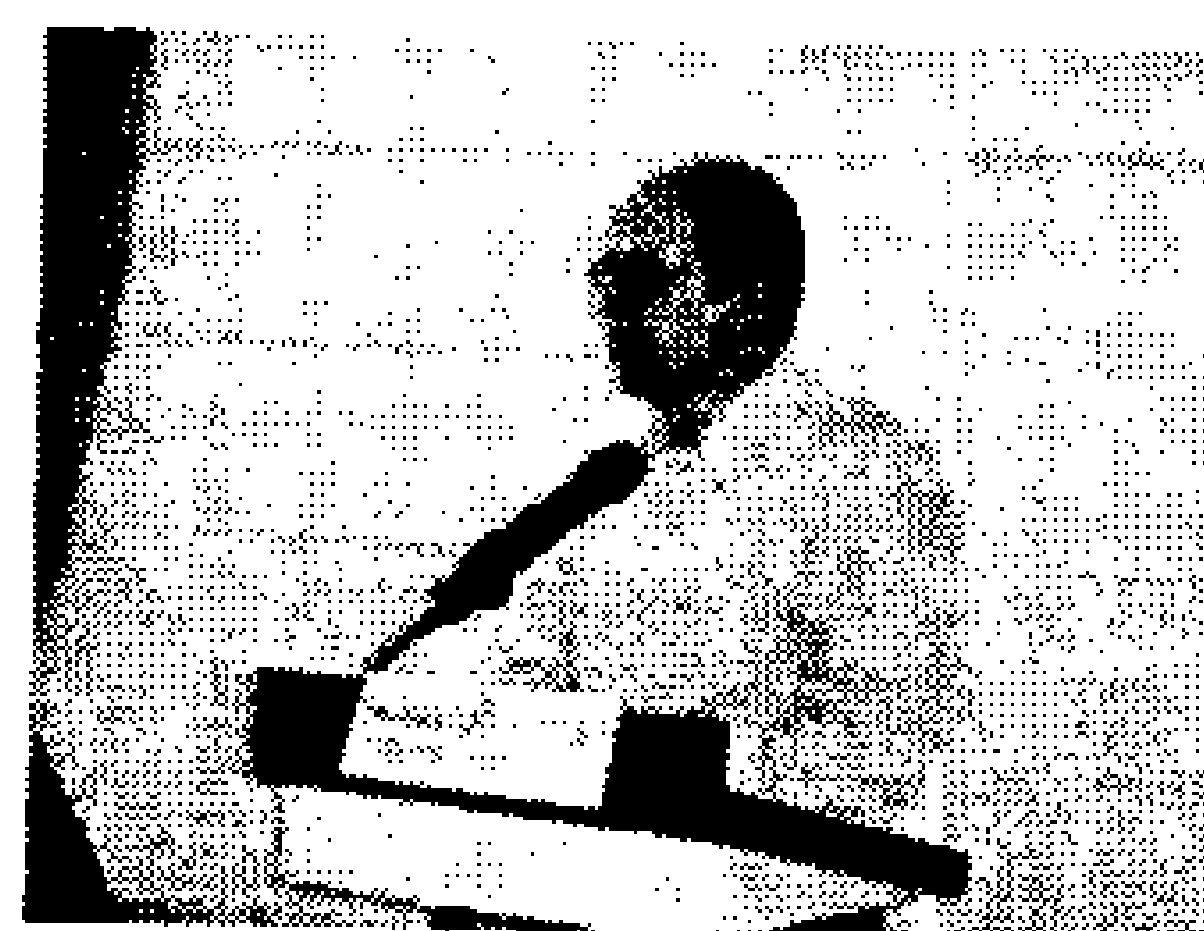
Το T.R.I. εκδίδει το διεθνές τριμηνιαίο επιστημονικό περιοδικό με τίτλο «Τουριστικά Θέματα» ή «Tourism Issues» όπου δημοσιεύονται πρωτότυπα άρθρα και πρωτογενείς ερευνητικές μελέτες. Τα άρθρα και οι μελέτες δεν πρέπει να έχουν δημοσιευτεί ποτέ ξανά. Οι εργασίες μπορούν να είναι γραμμένες στην Ελληνική, Αγγλική, Γαλλική ή Γερμανική γλώσσα και κρίνονται από τριμελή επιστημονική επιτροπή, τα μέλη της οποίας καλύπτουν συναφές γνωστικό πεδίο με το αντικείμενο της εργασίας.



Επίσης, το Ινστιτούτο έχει εκδώσει επιστημονικές έρευνες που πραγματεύονται θέματα του κλάδου

Το T.R.I. διοργανώνει, Διεθνή Ακαδημαϊκά Συνέδρια, όπως το 1^ο Διεθνές Συνέδριο «Tourism & Hospitality Management» που πραγματοποιήθηκε με επιτυχία, από τις 13 -15 Ιουνίου 2008, στο ξενοδοχείο Emmantina στη Γλυφάδα, υπό την αιγίδα του Υπουργείου Τουριστικής Ανάπτυξης. Κατά τη διάρκεια της εκδήλωσης, έλαβαν μέρος σημαντικοί ομιλητές από την Ελλάδα και το εξωτερικό οι οποίοι ανέπτυξαν,

καίρια και επίκαιρα ζητήματα της τουριστικής βιομηχανίας και ξενοδοχειακής διοίκησης.



Το 2ο Παγκόσμιο Συνέδριο για τη Διοίκηση Τουρισμού και Επιχειρήσεων Φιλοξενίας έχει προγραμματιστεί για τον Μάιο 2010 και θα πραγματοποιηθεί στην Αθήνα σε συνεργασία με τον Ο.Τ.Ε.Κ.

Στα πλαίσια του ΔΡΑΤΤΕ λειτουργεί επίσης το **Ινστιτούτο Αξιολόγησης Ποιότητας Τουριστικών Δραστηριοτήτων (Ι.Α.Π.Τ.Δ.)** με προσανατολισμό στην αγορά και έχει ως αντικείμενα:



- Την διοργάνωση συνεδρίων σε όλη την τουριστική Ελλάδα, με στόχο την αναβάθμιση των προσφερομένων τουριστικών υπηρεσιών
- Τον σχεδιασμό Συστημάτων Διασφάλισης Ποιότητας
- Την λειτουργία γραφείου διασύνδεσης των ενδιαφερομένων για εργασία μελών του ΔΡΑΤΤΕ με τις επιχειρήσεις του κλάδου.

Στα πλαίσια του Ι.Α.Π.Τ.Δ. λειτουργεί το **Service Quality Club**, που στοχεύει στην αναβάθμιση της ποιότητας του προϊόντος των επιχειρήσεων εστίασης που καλύπτουν τις σχετικές ανάγκες των τουριστών, δίνοντας έμφαση:

- ✓ στη συνεχή επιμόρφωση των επαγγελματιών
- ✓ στην συμβουλευτική υποστήριξη των συναφών Επιχειρήσεων
- ✓ στην διοργάνωση ημερίδων , εκδηλώσεων , διαγωνισμών και επιδείξεων επαγγελματικών πρακτικών .
- ✓ στη διαχείριση κινητικότητας των επαγγελματιών του κλάδου .

ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ

Το ΔΡ.Α.Τ.Τ.Ε. αναπτύσσει πλήθος δραστηριοτήτων για την επίτευξη των σκοπών του. Αναλυτικότερα:

- Λειτουργεί **γραφείο διασύνδεσης** εργοδοτών και υπαλλήλων τουρισμού
- Λειτουργεί **βιβλιοθήκη** τουριστικών βιβλίων και περιοδικών, στην έδρα του Οργανισμού
- Υλοποιεί προγράμματα **εκπαίδευσης** των μελών του σε θέματα **λογισμικού τουριστικών επιχειρήσεων** και σε θέματα **καριέρας**
- Διαθέτει ειδικευμένους συμβούλους σε θέματα **μεταπτυχιακών τουριστικών σπουδών**
- Καλύπτει την **εκπαίδευση στις θέσεις εργασίας** απασχολούμενων σε ξενοδοχειακές επιχειρήσεις.
- Οργανώνει και υλοποιεί, αποστολές **συμβουλευτικών ομάδων ξενοδοχειακών επιχειρήσεων**, με στόχο την άμεση βελτίωση της ποιότητας του προϊόντος, των μεθόδων λειτουργίας των τμημάτων, τη μείωση του κόστους και τον προσανατολισμό των πωλήσεων.
- Αναλαμβάνει διενέργεια **ερευνών και μελετών** αναφορικά με την ανάπτυξη τουριστικών επιχειρήσεων ή τουριστικών περιοχών.
- Λειτουργεί **επιστημονικές ομάδες** οι οποίες ερευνούν την ισχύουσα κατάσταση σε σχέση με την τουριστική εκπαίδευση και την τουριστική πολιτική και συντάσσουν προτάσεις προς τους αρμόδιους φορείς.
- Διοργανώνει συνέδρια και ημερίδες με στόχο την ενημέρωση της αγοράς για τις εξελίξεις στις επιστήμες και στην τεχνολογία του σήμερα
- Διοργανώνει ακαδημαϊκά διεθνή συνέδρια
- Εκδίδει το επιστημονικό περιοδικό «Τουριστικά Θέματα»
- **Λειτουργεί καθημερινά γραφείο ενημέρωσης και υποστήριξης** στην Αθήνα, στην οδό Ζωοδόχου Πηγής 2, ώρες 18:00 έως 20:00.

Το ΙΑΠΤΔ οργανώνει κάθε έτος το θεσμοθετημένο Συνέδριο Ξενοδοχειακής Διοίκησης. Το 2008, στις 22 και 23 Μαρτίου, διοργανώθηκε το **5^ο Πανελλήνιο Συνέδριο Ξενοδοχειακής Διοίκησης** με θέμα: "F&B " στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα.



Το 6^ο Πανελλήνιο Συνέδριο Ξενοδοχειακής Διοίκησης θα πραγματοποιηθεί υπό την αιγίδα του Υπουργείου Τουριστικής Ανάπτυξης, στις 7 και 8 Μαρτίου 2009, στο ξενοδοχείο Athens Ledra Marriot, με θέμα «Η Δυναμική της θέσης του Γενικού Διευθυντή Ξενοδοχείων στο Τουριστικό Γίγνεσθαι της Ελλάδας»

ΣΥΝΕΔΡΙΑ – ΗΜΕΡΙΔΕΣ

Συνολικά, ο ΔΡΑΤΤΕ έχει διοργανώσει με απόλυτη επιτυχία τις παρακάτω ημερίδες και συνέδρια, που προβλήθηκαν εκτενώς από τον τουριστικό τύπο:

- 30 Μαρτίου 2003 σε αίθουσα της έκθεσης «Τουριστικό Πανόραμα». Θέμα «**Η ανταπόκριση των προγραμμάτων σπουδών των Τουριστικών Τμημάτων ΤΕΙ στις ανάγκες της τουριστικής αγοράς**».
- 8 Απριλίου 2003, στο Τεχνικό Επαγγελματικό Εκπαιδευτήριο Άμφισσας. Θέμα «**Ανώτατες Προπτυχιακές Τουριστικές Σπουδές - Ευκαιρίες Καριέρας στον Κλάδο του Τουρισμού**».
- 13 Απριλίου 2003. Αθήνα, Θεμιστοκλέους 5, στο Πνευματικό Κέντρο Κυθηρίων. Θέμα «**Ανάπτυξη Τουριστικών Προορισμών – Η περίπτωση των Κυθήρων**».
- 1 και 2 Δεκεμβρίου 2003 στο ξενοδοχείο PARK στην Αθήνα, 1^ο Πανελλήνιο Συνέδριο Ξενοδοχίας Θέμα: «**Η Διοίκηση του ξενοδοχείου ως μοχλός μεγιστοποίησης του κέρδους**».
- 23 Φεβρουαρίου 2004 στο Ξενοδοχείο «Πέλαγος» στη Χαλκίδα, ημερίδα για τον τουρισμό στην Εύβοια με θέμα «**Ανάπτυξη των Επιχειρήσεων Φιλοξενίας**».
- 17 Μαΐου 2004 στη Σίφνο ημερίδα με θέμα «**Η σημασία της Ποιότητας για την Οικονομική Αποδοτικότητα των Τουριστικών Επιχειρήσεων**» σε συνεργασία με τη Δ.Ε.Τ.Α.Σ. (Δημοτική Επιχείρηση Τουριστικής Ανάπτυξης Σίφνου).

- 22 Μαΐου 2004 σ την Παραλία Κατερίνης στο Ξενοδοχείο Mediterranean Resort ημερίδα με θέμα «**Μέθοδοι Ανάπτυξης Επιχειρήσεων Φιλοξενίας**» σε συνεργασία με την Ένωση Ξενοδόχων Παραλίας Κατερίνης.
- 5 και 6 Φεβρουαρίου 2005 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, **2° Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: «**Θεωρία και Πράξη στη Σύγχρονη Διοικητική των Ξενοδοχειακών Λειτουργιών**».
- 19 και 20 Μαρτίου 2006 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **3° Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: «**Η δυναμική της διαχείρισης των ξενοδοχειακών λειτουργιών στην αποτελεσματική διοίκηση των ξενοδοχειακών μονάδων**».
- 4 Ιουνίου 2006 στη Σίφνο, σεμιναριακή διημερίδα με θέμα «**Μέθοδοι Διαχείρισης Επιχειρήσεων Φιλοξενίας**» σε συνεργασία με τη Δ.Ε.Τ.Α.Σ. (Δημοτική Επιχείρηση Τουριστικής Ανάπτυξης Σίφνου).
- 17 και 18 Μαρτίου 2007 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **4° Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: "**Μεγιστοποίηση των Ξενοδοχειακών Πωλήσεων**".
- 12 Μαΐου 2007 στη Λέρο, ημερίδα με θέμα "**Η Σημασία της Τουριστικής Εκπαίδευσης στο Προϊόν των Επιχειρήσεων Φιλοξενίας**" σε συνεργασία με το Δήμο Λέρου.
- 22 και 23 Μαρτίου 2008 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **5° Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: "F&B".
- 13, 14 και 15 Ιουνίου 2008, το διεθνές ακαδημαϊκό συνέδριο "1st International Conference on Tourism and Hospitality Management" στο ξενοδοχείο Εμμαντίνα στη Γλυφάδα Αττικής

Επιπλέον, το ΔΡΑΤΤΕ συμμετείχε με εισηγήσεις εκπροσώπων του σε συνέδρια και ημερίδες, ενώ δημοσίευσε πλήθος άρθρων σε περιοδικά του κλάδου.

ΕΠΙΚΟΙΝΩΝΙΑ

Μπορεί κανείς να επισκεφτεί το ΔΡ.Α.Τ.Τ.Ε. στην διεύθυνση **Ζωοδόχου Πηγής 2, Αθήνα 10681** ή να τηλεφωνήσει στον αριθμό **210 3806877** από Δευτέρα έως και Παρασκευή, ώρες 18:00 έως 20:00. Επίσης κάποιος μπορεί να επικοινωνήσει με φαξ στο **210 3806302** ή να επισκεφθεί τις ιστοσελίδες μας στη διεύθυνση **www.dratte.gr** και να αποστείλει e-mail στη διεύθυνση **info@dratte.gr**



ΔΡ.Α.Τ.Τ.Ε. PROFILE

ΔΡ.Α.Τ.Τ.Ε. (Action for the Development of Tourism and Tourist Education) is a **non-profit Association** situated in Athens. Executives of tourist enterprises and professors of third degree tourist education created it with a view to:

- ensure the permanent contact of education with the job market
- support with scientific information and modern know-how the tourist enterprises
- assemble and give intensity in the voice of specialists in tourism
- support the planning of realistic tourist policy
- propose and apply solutions in the problems of the sector.

ACTIVITIES

The ΔΡ.Α.Τ.Τ.Ε. develops a variety of activities for the achievement of its aims. More analytically:

- Functions **office of interconnection** of employers and employees of tourism
- Mainains **library** of tourist books, magazines, research and studies in the establishment of the Association
- It materialises programs of **education** of its members on issues of **software for tourist enterprises** and on career issues
- It allocates specialised advisers on **postgraduate tourist** studies issues
- It activates a **Pan-Hellenic** network of advisers as for the principals of **Model EN ISO 9001: 2000** with specialisation exclusively in the hotel units, educated from TÜV Süddeutschland
- It covers the **education at work** for occupied in the hotel enterprises, with covering of expenses from the program LAEK.
- It organises and materialises, missions of **advisory teams of hotel enterprises**, aiming at the direct improvement of quality of product, the methods of operation of departments, the reduction of cost and the orientation of sales.
- It undertakes the implementation of **researches** and **studies** in regard to the development of tourist enterprises or tourist regions.
- It supports the tourist enterprises on issues of **modern technology**, as the **computerization** and the **projection and promotion** via Internet.
- It functions **scientific teams** that examine the present conditions concerning the tourist education and the tourist policy and construct proposals to the responsible institutions.
- It functions daily office of information and support in the address **Zoodohou Pigis 2 in Athens** hours 18:00 until 20:00.

CONGRESSES

The association, apart from activities for education, social events and communication of its members (as the New Year party), during the years 2003 and 2004 organised with absolute success the following meetings and congresses, that were supported extensively by the tourist press:

- ◇ 30 March 2003 in a room of the exhibition "Tourist Panorama" with subject **"the correspondence of studies in the Tourist Departments of TEI (POLYTECHNIC COLLEGES) to the needs of the tourist market"**
- ◇ 8 April 2003, in the Technical Vocational School of Amfissa on the subject **Undergraduate Studies in Tourism-Career Opportunities in the Tourism Sector**
- ◇ 13 April 2003. Athens, Themistokleous 5, Academic centre on the subject **"Development of Tourist Destinations - the case of Kythira"**
- ◇ 1 and 2 December 2003 in Park hotel in Athens, **1st Pan-Hellenic Hotel Congress** on the subject: **"The Administration of hotel as lever of profit maximization"**.
- ◇ 23 February 2004 in the Hotel "Thalassa " in Chalcis, meeting for tourism in Evia on the subject **"Development Hospitality Enterprises"**
- ◇ 8 May 2004 in Siphnos meeting on the subject **"the importance of Quality for the Economic Efficiency of Tourist Enterprises "** in collaboration with the D.E.T.A.S. (Municipal Enterprise of Tourist Development of Siphnos)
- ◇ 22 May 2004 at the **Beach of Katerini** in the Hotel Mediterranean Resort meeting on the subject **"Methods of Developing Hospitality Enterprises"** in collaboration with the Union of Hoteliers of Katerini Beach
- ◇ 5 and 6 February 2005 in LEDRA MARRIOTT hotel in Athens, **2nd Pan-Hellenic Hotel Congress** on the subject: **"Theory and Practice in Modern Administrative of Hotel Operations "**.
- ◇ 21 and 22 March 2006 in LEDRA MARRIOTT hotel in Athens, **3th Pan-Hellenic Hotel Congress** on the subject: **"Hotel Business "**.
- ◇ 4 June 2006 in Siphnos seminar on the subject **"Hospitality Management "** in collaboration with the D.E.T.A.S. (Municipal Enterprise of Tourist Development of Siphnos)
- ◇ 17 and 18 March 2007 in LEDRA MARRIOTT hotel in Athens, **4th Pan-Hellenic Hotel Congress** on the subject: **"Maximizing Hotel Sales"**.
- ◇ 12 May 2007 at Leros island meeting on the subject **"Tourism Education and Hospitality Quality"** in collaboration with the Municipality of Leros.

Moreover, DRATTE participated with its proposals to congresses and meetings through representatives, while it published a plethora of articles in periodicals of the sector.

ΔΡ.Α.Τ.Τ.Ε. INSTITUTES

Tourism Studies and Research Institute

Within the scope of the union there is an Institute relevant to Tourism Studies and Research (T.S.R.I.), which is created to serve the scientific purposes of the union. The institute makes surveys and researches, actions of training in tourism and tourism enterprises by itself, as well as in collaboration with foundations, unions and enterprises in Greece or abroad. I.T.M.E. also organizes scientific meetings and conferences. I.T.M.E. is responsible for facts of scholarships for all levels of education. The scholar choice criteria are set by command of the Board of Directors of DR.A.T.T.E.

Quality Evaluation Institute

Within the scope of the union there is the Quality Evaluation Institute (Q.E.I) which researches Quality Managing Methods for tourism enterprises. Q.E.I has formed an original system of hotel product quality management, according to the principles of I.S.O. Q.E.I activates executive advisors for the performance of this system

MEMBERS - COLLABORATIONS

DR.A.T.T.E **full members** are graduates of the Faculty of Tourism and executives in the tourism industry or tutors of tourist education or their main occupation relates directly with the tourist sector. Subscribers can be also **Tourist organisations** and **tourist enterprises**.

As **able members** can register students of tourist education. They pay **token subscription**, and they do not have right of vote, but they have the right to receive information and support in the frame of the association's activities.

DRATTE disposes **1.100 members**. Among them are **the most successful professionals** in the field and **tourist enterprises** from all Greece. In the arms of the association also act the most important Greek **specialised scientists** of the sector, as enough important scientists from abroad.

The activities and proposals of DRATTE supports the Ministry of Tourist Development, while the association collaborates with the Pan-Hellenic Federation of Hotel Directors, with the Union of Hotel Directors of Attica, with the Pan-Cretan association of Hotel Directors, with the Union of Beach Hotels, with the Union of Barmen of Greece, while its member is the Municipal Enterprise of Tourist Development of Siphnos. The Association collaborates individually with several tourist institutions and Municipalities of the country, while it maintains excellent and close relations with the tourist press. Also it collaborates closely with the international environmental organisation AWISH and its Greek department AWISH-HELLAS.

COMMUNICATION

Anyone can visit the DR.A.T.T.E. in the address 2 Zoodohou Pigis str. in Athens (Postal Code 0678) or can call at the +30210 3806877 from Monday up to Friday, hours 18:00 until 20:00. Additionally, someone can communicate via fax in the +30210 3806302 or visit our web pages in the address www.dratte.gr or can send e-mail in the address info@dratte.gr

*Τα Τουριστικά Θέματα εκδίδονται με την
υποστήριξη του Θμίλου Airotel*



AIROTEL

ΑΙΡΟΤΕΛ ΓΡΟΥΠ

Αεροπορική εταιρεία με
αεροσκάφη Airbus A320neo
και A321neo

ISSN