Tourism and Hospitality Management
2nd International Conference on Tourism and Hospitality Management, Athens (Stratos Vasilikos Hotel), May 22nd - 23rd 2010, organized by DRATTE (Activities for the Development of Tourism and Tourism Education).

Conference Overview[25]

The 2nd International Conference on Tourism and Hospitality Management began with the welcoming speech of the chairman of DRATTE Dr. Dimitris Laloumis and the co-chairman Dr. Stefanos Karagiannis and then the presentations followed attended by numerous participants. The first presentation had the title: "The National Park of Prespa: A proposal for ecotourism development in Greece". The target of this report was to investigate the physical and social characteristics of Prespa, to analyse the loss of traditional activities and the dependency on agriculture and modernization. The title of the next speech was: "Development of a Structural Model for Quality Cultural Heritage Tourism in Macao". According to this research Macao's culture, gaming and entertainments form are major attractions for visitors and must be combined in order to boost positive effects on the community in the long run. The presentation: "Tourism policy and sustainable tourist development: the "ford" and the "post ford" models" referred to the crisis of the Ford model (4S model) and its replacement by the post-Ford model (4E model). A modified framework was presented in order to differentiate tourist policy and access 'new tourism'. The "Viability study of small and medium size agrotourism enterprises, using the cost – benefit analysis method in the area of lake Kerkini – Belles – Sidirokastro" attempted to analyse the financial data of a representative sample of businesses, in order to draw conclusions about their viability. The next study was: "The Greek tourism market policy and the contribution of Crete to the national tourism product". This was a bibliographical study for the Greek tourism characteristics and policy and stated the major points why Crete constitutes the key player of the tourism product in Greece. The study titled: "Planned Tourism Destinations, a strategy for development? The case of Cancun, Mexico" examined the implementation of a particular tourism policy in Mexico in the early 1970s with the aim to transform these places into development poles. The presentation that followed had the title "Cultural diversity in tourism, hospitality and leisure and the role of people". During this speech it was focused on the role of people within international tourism, hospitality and leisure in terms of cultural diversity. The study "An Improved Approach of Teaching Islamic Archaeology in the Faculties of Tourism" referred to Egypt that depends greatly on tourism. The study presented an improved approach of teaching archaeology in the faculties of tourism in order to upgrade the skills of the related workforce. There was another study about Egypt titled: "Museum Education: Case study: The Bibliotheca Alexandrina's Antiquities Museum". In order to explore the possibilities and effectiveness of museum education a comparative study was undertaken between the Bibliotheca Alexandrina's Antiquities Museum and other museums. The study: "The Learning Styles of Tourism Management Students" aimed at identifying the learning styles of tourism management programme students in Greece and the investigation of embedding problem-based learning (PBL) via online activities in the assessment. The presentation "Interaction in Tourism between Employees and Tourists. Is there a Vavel?" supported the need for an authentic cross-cultural communication, even into a multicultural environment, such as in the tourist enterprises. The speech titled "The contribution of the entrepreneur-manager of small tourism enterprises to the success of Internet marketing activities – the Greek case" focused on identifying those entrepreneur-manager factors that are present in a small tourism enterprise which influence the success with which the Internet can be used to market the business. The research: "Work placement and employability prospects of the tourism business administration

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departments' graduates in Greece" had the scope to record graduate employability prospects in the tourism market and to identify the work placement problems. The following study: "Consequences of environmental degradation in modern Tourism enterprise" presented the profound and rapid climatic changes that have taken place in the world in the past two decades, giving their effects upon tourism. The speech with the title: "A comparison of traditional vs electronic word of mouth in the Greek hotel market: an exploratory study" examined international tourists' perceptions of traditional written forms of travel review guidebooks compared to online travel review websites for Greek hotels. The next presentation was: "Electronic Distribution: The role of intermediaries" which examined and evaluated the use and effectiveness of the different distribution channels from a customer's perspective, by using websites examples to illustrate. The research titled: "Maximizing of a tourist facility's entrepreneurship through Internet" investigated the ways that can increase or maximize the entrepreneurship of a tourist facility by viewing on the Internet. The speech with the title: "Customer Satisfaction in the Hospitality Industry: The Effect of Service Quality" underlined the determination of the meaning of customer satisfaction in a hotel and specifically it mentioned the strategy of implementing service quality. As far as the next study is concerned, it had the title: "Cruise Tourism vs Hotel Accommodation: a Substitute or Complementary Relationship? A Preliminary analysis for the City of Heraklion". The specific research provided significant conclusions for the strategic development of hoteliers and cruise organizers, as well as tourism policy implications regarding the city of Heraklion. Concerning the study "Wine tourism: A stroll around the area. The case of Crete", it pointed out the alternative form of "wine tourism" and its contribution to the sustainable tourism development of the island. The study called "Social aspects of tourism growth: Mixed marriages between foreign women and locals at Rhodes island" aimed to reveal the conditions that dominated during the 70's as far as the tourism culture of the island is concerned, to explore whether these women have adopted the local culture and their main problems. The research: "Human Resources Development in Hospitality Industry" underlined and proved that through the development of human resources a hotel becomes more competitive. The presentation titled "Adoption of Innovation by the Hospitality Industry: The case of Greek 5 and 4 star hotels" investigated the adoption of innovation by the Greek hospitality industry. Regarding the research "Travel agents and disabled tourists: Accessible information gathering, sharing and disseminating for prospective clients", the accessible information gathering comprises an objective for any tourist business and travel office that wishes to open up to an increasing number of prospective clients. According to the last presentation "German language courses for special purposes in the Greek higher tourism education", the Tourism industry uses a language, which can be regarded as 'sublingual', and its use is necessary.

It is obvious that this conference raised a lot of tourism issues, which found their answers during the presentations, or at least a serious attempt was made to answer them and that was the big success of this particular conference.

Productive Efficiency differentials: An empirical approach across industries

The European Network on Industrial Policy (EUNIP) Annual International Conference, 9-11 June, 2010, Faculty of Economics, Universitat Rovira i Virgili, Reus, Spain

Paper Overview[26]

Dr. Aikaterini Kokkinou, University of Glasgow, has been invited to participate at the Annual International Conference of EUNIP, 9-11 June, 2010, Faculty of Economics, Universitat Rovira i Virgili, Reus, Spain. The European Network on Industrial Policy (EUNIP) is an open, multinational network of researchers in economics and management who have specific research interests in the areas of economic development and public policy. The Annual International Conference of EUNIP is an occasion to bring analysis of a wide range of industrial policy issues to an open forum for academic debate, to exchange opinions and to engage with policy-makers and practitioners. Dr. Kokkinou is scheduled to present the research paper titled: 'Productive efficiency differentials: An empirical approach across industries'.

Paper Title: Productive efficiency differentials: An empirical approach across industries

Paper Summary: Economic growth has been defined as the process of a progressive and sustainable increase in the production of goods and services with the aim of making available a progressively diversified basket of goods. While output expansion based on increased use of resources is feasible, it is not sustainable, since this process is often being limited by the scarcity of productive resources. This scarcity of resources, which includes physical, financial and human resources, has been recognised as a limiting factor on the process of economic growth. The element which could enhance sustainability is productivity growth.

Productivity growth is the basis of efficient economic growth, since it implies ability to obtain a given amount of good or service by using a lesser amount of input. Therefore, efficiency or productivity of resources becomes a critical factor in economic growth for ensuring sustainable increase in the production of goods and services. Within economic growth process, therefore, efficiency of resources productivity becomes a critical element in economic growth, through utilising available resources more productively.

Within this framework, it has been widely referenced that performance at firm or industry level is measured either by productivity or efficiency. However, since productivity is a relative measurement and there are several different alternative productivity ratios, choosing from among them is somewhat arbitrary. However, these measurement limitations are overcome by incorporating the efficiency notion.

The main strand of the modern economic theory is based on the assumption of optimising behaviour, either from a producer or a consumer approach. Regarding the efficiency notion, although the importance of efficient use of resources has long been recognized, neoclassical economics assume that producers in an economy always operate efficiently. As far as producer behaviour is concerned, economic theory assumes that producers optimise both from a technical and economic perspective:
1. From a technical perspective, producers optimise by not wasting productive resources.
2. From an economic perspective producers optimise by solving some allocation problem that involves prices.

However, not all producers succeed in solving both types of optimisation problem in all circumstances. Two otherwise identical firms never produce the same output, and costs and profit are not the same. This difference in output, cost, and profit can be explained in terms of efficiency and some unforeseen exogenous shocks and may be defined as relative productivity over time and / or space. For this reason it is important to have a way of analysing the degree to which producers fail to optimise and the extent of the departures from technical and economic efficiency.

Based on this general notion, one of the main analytical approaches to efficiency measurement is the analysis of stochastic production frontiers, a tool which has expanded greatly in the last decades. Furthermore, the distance between production frontiers and observed producers is of great policy interest. It is important to know how inefficient observed production is on average, and at what cost. It is also important to know what types of producers are most and least efficient, and what type of inefficiency is most prevalent.

More specifically, the first goal of this paper is to review the literature concerned with techniques of efficiency estimation. The second goal of this study is to highlight the pitfalls of the different relevant models and methodologies. The third goal of this paper is to suggest a concrete method to estimate sectoral efficiency. Within this framework, the problem to be examined in this paper can be broken down into two major parts: a) theoretical issues and b) applied research. The problem to be examined in the theoretical part of the study deals with stochastic parametric frontier methodology. The applied part of the study focuses on examining the magnitude and impact of the efficiency in different industries of selected countries within European Union, during 1980 - 2005.

Key Words: Productive Efficiency, Technical Efficiency, Parametric Analysis, Stochastic Frontier Model