



AGENDA



BUSINESS FORUM

Hospitality Financial Management

Organized in the context of the project "CapTour: An Initiative on Capitalising Tourism's Prospects of the Region"

Venue: University of Macedonia, Conference Room

Date: Thursday 09 November 2023

Time	Activity
09:00 - 09:30	Registration & Coffee
09:30 - 09:45	Welcome Ladas Anestis, Associate Professor, Head of Department of Accounting and Finance, University of Macedonia
9:45 – 10:00	Tourism Policy in Greece
10:00 - 11:00	<p>Financial Management Issues and Practices in Hospitality</p> <ul style="list-style-type: none"> ▪ <i>Trends in Digital Marketing in the Hospitality Industry of Bulgaria: Implications for Revenue Management</i>, Kunchev Georgi, Eng, Association Destination Sandanski ▪ <i>Challenges in the Hospitality Sector</i>, Mandrinos Alexandros, Mandrino Hotel ▪ <i>Management Accounting Practices in the Greek Hotel Industry</i>, Pavlatos Odysseas, Assistant Professor, Department of Accounting and Finance, University of Macedonia
11:00 - 11:30	Coffee Break
11:30 - 12:00	Finance, Sustainability and Growth in Hospitality: Implications Arising from a Mapping Study

	Dr Tziogkidis Panagiotis and Dr Mavragani Eleni, Department of Accounting and Finance, University of Macedonia
12:00 - 13:30	<p style="text-align: center;">Round Table Discussion</p> <p style="text-align: center;">Contemporary Challenges in Hospitality Financial Management</p> <p><i>Moderator</i></p> <p>Professor Kosmidou Kyriaki, Aristotle University of Thessaloniki,</p> <p><i>Discussants</i></p> <p>Karagkounis Theodoros, Hotels Managers Association</p> <p>Mitaftsi Ioanna, PhD(c), Destination Development at the Municipality of Thessaloniki, 2011-2019</p> <p>Dr Sikalidis Alexandros, Academic on Hospitality Accounting</p> <p>Simiakos Dimitris, General Secretary of Thessaloniki Hotels Association</p> <p>Dr Theodoraki Efi, Hospitality Consultant, Interior Designer</p>
13:30 – 15:00	Lunch and Networking

<https://captour.hhf.gr/>

