

Κύπρος Cyprus Hotel Association



NEWS BULLETIN

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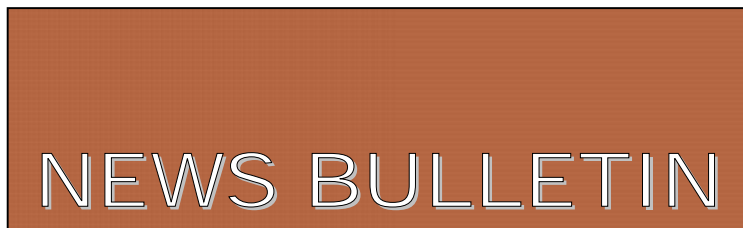
Η Κύπρος, ως μέλος της Οργανισμένης Τουριστικής Κίνησης του Παρισιού, διοργανώνει το 2018, τον Δεκάμηνο Τουριστικό Διαγωνισμό «Κύπρος 2018», ο οποίος θα πραγματοποιηθεί από τις 27 Οκτωβρίου έως τις 27 Σεπτεμβρίου του 2018. Η Οργανισμένη Τουριστική Κίνηση του Παρισιού, σε συνεργασία με την Οργανισμένη Τουριστική Κίνηση της Αθήνας και την Οργανισμένη Τουριστική Κίνηση της Αλεξάνδρειας, διοργανώνουν τον Δεκάμηνο Τουριστικό Διαγωνισμό «Κύπρος 2018» με σκοπό την προώθηση του τουρισμού στην Κύπρο. Ο διαγωνισμός αποτελεί την κορυφή της διοργανώσεως και είναι η καλύτερη ευκαιρία για την προώθηση του τουρισμού στην Κύπρο. Ο διαγωνισμός θα πραγματοποιηθεί σε τρεις φάσεις: η πρώτη φάση θα αφορά στην προώθηση του τουρισμού στην Κύπρο, η δεύτερη φάση θα αφορά στην προώθηση του τουρισμού στην Αθήνα και η τρίτη φάση θα αφορά στην προώθηση του τουρισμού στην Αλεξάνδρεια. Ο διαγωνισμός θα πραγματοποιηθεί με τη βοήθεια της UNWTO, Zurab Pololikkashvili, Διευθυντή του Διευτηρίου Τουρισμού της Οργανισμένης Τουριστικής Κίνησης του Παρισιού.

UNWTO Globalia UNWTO Tourism Startup,

2018 14,6% 8%, 2013 2017 5,5%, 12,3%.

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25 September 2018

WORLD TOURISM DAY 2018 Innovation and digital transformation

Statement by the President of the Cyprus Hotel Association,
Haris Loizides, on the occasion of World Tourism Day

World Tourism Day, celebrated on the 27th of September, is devoted to the importance of implementing digital technologies in the tourism sector, the opportunities that emerge for innovative solutions and the sector's preparation for the future.

This year's celebrations, under the title "Innovation and Digital Transformation", constitute a great opportunity to highlight tourism's contribution to sustainable development as well as to emphasize the opportunities that digital technologies such as artificial intelligence, digital platforms etc. can offer to the tourism industry.

Without a doubt, the increasing economic, social and environmental consequences of technology and innovation should be better understood, so that the tourism sector can contribute to viable and sustainable development, as this was reflected in the United Nations' goals.

The World Tourism Organisation considers progress in digital technology and innovation as crucial to combine continuous growth with a more sustainable and responsible tourism sector. UNWTO's Secretary General, Zurab Pololikashvili, correctly pointed out that, a digitally advanced tourism sector can improve entrepreneurship, inclusion, local community empowerment and efficient resource management, amongst other objectives.

The celebrations this year are taking place in Hungary, a country demonstrating a steady growth in the tourism sector and devotion to the digital future. Celebrations for World Tourism Day will also take place in other places of the world. In the official celebration, the semi-finalists of the 1st UNWTO Tourism Startup Competition will be announced. UNWTO and Globalia launched the competition in order to promote innovative ideas capable of revolutionising the way we travel and enjoy tourism.

The tourism industry has, throughout the years, been one of the most important pillars of growth in the Cypriot economy. Tourist arrivals from January-August 2018 recorded an 8% increase, following a 14.6% increase during the same period last year. Thus in 2018, tourist arrivals exceeded any previous record observed during the first eight months of the year. The very significant chapter of employment has also enjoyed an increase, demonstrating tourism's contribution to the effort to reduce unemployment. While the overall employment in our country increased by 5.5% between 2013 and 2017, job positions in the tourism industry increased by 12.3%.

The numbers are certainly satisfactory, however the effort will not stop here. It is imperative, especially with the creation of a Deputy Ministry of Tourism, which has always been our suggestion and demand, to continue with more determination and will. Digital transformation and innovation should be viewed as a priority in a country for which tourism is a basic pillar of growth.

In an era where only pioneers and adapters to the new technological framework can survive, it is our duty to be leading and not merely following developments.

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This year marks 39 years since the establishment of the World Tourism Day. The Day, which is celebrated every year on the 27th of September, aims to raise awareness on tourism's societal, cultural, political, environmental and financial contribution around the world. Budapest will host this year's celebrations.