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ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΜΑΔΟΣ  
HELLENIC CHAMBER OF HOTELS

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## PRESS RELEASE

### **“Tourism in digital economy”**

The new environment of digital economy directly affects the competitiveness of the tourism product. The tourism industry is significantly affected by the revolutionary changes induced by the use of the internet. The recent study of the Research Institute for Tourism (RIT) in collaboration with the Hellenic Chamber of Hotels concludes that unique opportunities are offered for new production methods, new business culture and broadening of the customer base. This study analyzes the way that the new technologies affect the demand of tourism services and the operation of hotel businesses (especially the small and medium sized). The study was conducted by Mr. Kuriakos Rerres, scientific director of RIT and Mrs. Eleana Kafeza, lecturer of Athens University of Economics and Business.

According to the RIT's study, new technologies in hotels, cause, among other, opportunities for level improvement of services provided to the client. Concerning businesses, they reduce marketing expenses, adjust the supplies depending on the demand and promote the corporation with the lowest possible cost.

The implementation process of ICT in small hotels faces the difficulty of corporate culture change and management adjustment to the requirements of an e-Business.

Also, the study analyzes the reasons why internet has spread in high speed and to that great extent in the field of tourism. The study describes the effects of new technologies to the reasons why a modern consumer travels, to the way he schedules his free time and to the way he chooses his tourism destinations. A growth of short trip trend to bustling destinations is reported. The length of stay depends less to business obligations and the seasonality of tourism can be managed.

At the new digital era the consumer preferences of tourists have changed. The place and the way of working increasingly resembles to the place and the way of entertainment. The modern consumer expresses his preferences via the internet which reduces the incompatibility between everyday life, work and entertainment.

The main causes motivating a new trip differ from the past. The new type of tourist is interested in living new experiences and participating in creative activities. Finally, the demand for special forms of tourism is affected more than the massive classic type of tourism.