

Beautifying the Beast: Challenges Faced by Tourism in Winter Operations

Dr Andreas Papatheodorou
DATTEA, Senior Advisor



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The Beauty

Air Transport and Tourism

- In addition to its well-established linkages with local, regional and national economies, air transport is explicitly related to tourism.
- Every industry with a 'tourism ratio' (i.e. tourism related receipts of a specific sector expressed as a percentage of its total turnover) exceeding 15% may be regarded as part of the tourism sector; in this context, air transport is a tourism industry par excellence with a ratio often over 90%.
- About 50% of international tourists travel by air today compared to 35% in 1980, while the direct employment effect of air transport on tourism is estimated at 7.7 million jobs; when multiplier effects are considered, the total effect rises to 17.1 million.
- In fact, the demand for air transport is mainly derived by demand for tourism; both sectors are strongly cyclical and are highly sensitive to changes in the economic, social and political environment.

Tourism Statistics for Selected Countries

	T Arrivals 05	T Arrivals 10	Δ%	M\$ Receipts 05	M\$ Receipts 10	Δ%
Denmark	9.178	9.097	-0,88	5.278	5.463	3,51
Finland	3.140	3.670	16,88	2.186	2.902	32,75
Iceland	871	1.213	39,27	413	558	35,11
Norway	3.824	4.767	24,66	3.495	4.765	36,34
Sweden	4.883	4.951	1,39	6.792	11.076	63,07
Switzerland	7.229	8.628	19,35	10.020	14.965	49,35
Total	29.125	32.326	10,99	28.184	39.729	40,96
% Europe	6,64	6,79	2,35	8,06	9,76	21,16
% World	3,65	3,44	-5,89	4,15	4,33	4,26

Table 1: Nights spent in hotels and similar establishments, non-residents and residents, November 2009 - April 2010 compared with November 2008 - April 2009

('000)	Winter season 2008-2009				Winter season 2009-2010				2009-10 / 2008-9 change (in %)		
	Total	of which:		Non-residents as % of Total	Total	of which:		Non-residents as % of Total	Total	of which:	
		Non-residents	Residents			Non-residents	Residents			Non-residents	Residents
EU27*	549 383	229 444	319 940	41.8%	554 493	228 848	325 644	41.3%	0.9%	-0.3%	1.8%

Winter Tourism Products

- Winter Sun
- Winter Sports
- Winter Events and Theme Parks
- Polar Tourism







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The Beast





Legal Framework

- EC Regulation 261/2004 establishing common rules on compensation and assistance to passengers in the event of denied boarding and of cancellation or long delay of flights
- Problems
 - Implementation in practice (assumes direct B2C - e.g. what happens with holiday packages?)
 - Lack of uniform enforcement
 - Force majeure (e.g. extreme weather conditions)
 - Focuses entirely on passengers – no provisions for the supply chain

Potential Solutions

- Improve the Legal Framework (e.g. Comm 2011-174) to fill the vacuum
- Promote the Culture of Insurance: in Tourists BUT ALSO in the Supply Chain
- But is this Enough?

Effective Crisis Management

- Improvement of Family Assistance Programmes
- Appropriate PR Marketing
- Contingency Plans to deal with Delays and Cancellations
 - *Voluntary Initiatives*
 - *Codes of Conduct*
 - *Business Clusters*
 - *"Winter Proof": Winter Tourism Operations Quality Seal*

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Aviation and Tourism

Implications for Leisure Travel

Edited by Anne Graham, University of Westminster, UK,
Andreas Papatheodorou, University of the Aegean, Greece and
Peter Forsyth, Monash University, Australia

'The book is clearly aimed at students rather than the more advanced reader looking for detailed critiques of his subject. It is a very workmanlike book that covers its area well and provides a good overview of the area it sets out to cover. It is recommended for general readers who would like to gain an appreciation of the aviation and tourism industries and the links between them.' – Transport Economist

'It provides a single useful source for those wanting either an overall view or others needing the detail of aspects of a particular theme. ... essential reading for both students and for those who have difficult decisions to make on the future strategy of the aviation and tourism sector.'
– Tourism, Issue 138, Winter 2008/9

'I would recommend Aviation and Tourism to everyone interested in the aviation and tourism sector. ... the editors have ... managed to strike a good balance between industry-based and academic papers. It provides valuable insights into the multiple ways in which aviation affects tourism and the other way round.'
– Airlines ezine, Issue 44

This book deals exclusively with issues related to the relationship between aviation and leisure travel. It does this with an analysis of the theoretical concepts relevant to the subject area combined with a detailed investigation of current practice within the aviation and tourism industries.

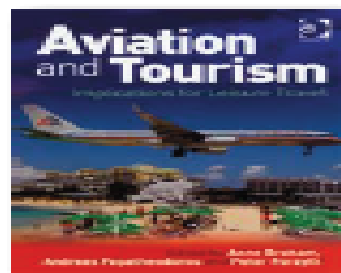
Contents: Preface; Introduction, Anne Graham, Andreas Papatheodorou and Peter Forsyth; PART I LEISURE TRAVEL DEMAND: The nature of leisure travel demand, Gang Li; Trends and characteristics of leisure travel demand, Anne Graham; Aviation marketing and the leisure market, Steven Shaw; PART II REGULATION AND GOVERNMENT POLICY: The impact of civil aviation regimes on leisure travel, Andreas Papatheodorou; Leisure travel and legal issues in aviation, Anastasia Vasiliadou; Tourism and aviation policy: exploring the links, Peter Forsyth; PART III AIRLINE ISSUES: The future of charter operations, George Williams; The emergence of the low cost carrier sector, Sean Barnett; From a national airline to an EU leisure-based carrier, John Zammit; Leisure travel, network carriers and alliances, Koosje Retor and Beate Tötterings; Market power and vertical (dis)integration? Airline

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