

Dina Svynou opens her  
'papers' to GRTimes:  
"Implementation of an  
administration in POX with  
the character of 'bottom up'"



Unity, teamwork, strengthening of local hotel associations, highlighting the special characteristics of each

place, targeted advocacy for solving the most basic issues that concern the hotel industry are on the agenda of the priorities of Dina Svynou, president of the Kos Hoteliers' Union and candidate for the presidency of the upcoming POX elections to be held in mid-October.

Greece is moving at different speeds in terms of tourism, and according to the data so far, arrivals are moving at satisfactory levels, however, receipts do not proportionally follow the numbers of arrivals. The average tourist expenditure as well as the average stay have a tendency to decrease and as GRTimes points out . gr Dina Svynou , president of the Kos Hoteliers' Union, president of the Institute of Tourism Research and Forecasting (ITEP) and 3rd vice-president of the Panhellenic Federation of Hoteliers, the market's expectations for 2023 are not met.

The GRTimes . gr contacted Ms. Svynou on the occasion of her announcement of her candidacy for the presidency of the Panhellenic Hoteliers' Federation , in the Federation's elections. which according to information will take place on October 16-17.

"With unity and teamwork, we will move forward to highlight and solve the problems faced by each Hotel Association in each destination," Ms. Svynou adding "the goal is to implement a type of administration with the character of 'bottom up' and with a targeted claim to empower the local Associations , to highlight their special characteristics and of course to fight for the solution of the problems of each destination and each Association ».

## **Different speeds in hotels and destinations**

With holistic work and synergies, Ms. Svynou claiming the helm of the pillar of the hotel trade union - POX - aims to create a scheme which will

clearly provide a basis for highlighting the special characteristics and requirements of each category of hotel and each destination.

"Otherwise Kos works, otherwise Leros, despite the fact that we are two islands in the Dodecanese, in the South Aegean. And Mykonos works differently, Drama differently and Ioannina differently," says the president of EXK and 3rd vice-president of POX, explaining that the needs of hotels are different depending on the stars they own and the region in which they operate.

"What do we want? Each Union should work, feed the POX with the issues that should be highlighted and resolved" underlines Ms. Svnos.

## **From the short-term rental regulatory framework to swimming pools**

The hotel industry has been plagued by a number of issues, which have been dealing with specific issues for almost a decade. In the recent working meeting held by the board of directors of POX with the new Minister of Tourism Olga Kefalogianni and the Deputy Minister of Tourism Elena Rapti, key issues that concern hoteliers were highlighted.

From swimming pools where hoteliers are having a huge problem finding pool lifeguards to the beach . In other words, there should be a correlation of the concession of the simple use of the beach - in case of equality - with the capacity of the hotel.

From the intellectual and related rights - despite the efforts of XEE to find a solution to the specific problem and the signing of memoranda with a total of 8 organizations (Athina, Dionysos, GEA, Television Rights

SA, Self-management, DIAS HERMIAS and IRIDANOS) other Collective Management Organizations are appearing who claim fees) up to Municipal Fees . In other words, the hoteliers request a simplification of the process of exempting seasonal businesses from municipal cleaning and lighting fees for the period when the hotels are closed, as well as the correct application of the method of calculating municipal fees for hotel rooms.

From the entry gates, where in order to improve the conditions prevailing at the country's land borders, an increase in staff, improvement of building infrastructure and, above all, timely planning is required, to security issues with the reopening of the Tourist Police in the destinations where organized departments were operating.

From energy and environmental licensing to urban planning, and from bank financing to facilitate access for small and medium enterprises to shaping the content of NSRF calls 2 to 3 years before the programming period.

Additionally, key issues that concern the hotel industry are para-hoteling as well as short-term leases . As pointed out, accommodations that appear as short-term rental accommodations and sometimes have not even been registered in the relevant AADE register, operate as hotels, providing other services without having the relevant license.

And in short-term leases, hoteliers, for years, have been demanding the implementation of the legislative framework and its upgrading through the provision of hygiene and safety standards as well as the imposition

of tax burdens such as, for example, municipal fees commensurate with the main hotel accommodations.

The reduction of the VAT rate on accommodation, the abolition of the accommodation tax, labor (to address the problem of staff shortages, etc.), but also the extension of the Tourism For All program until 2025 , Social Tourism with interventions so that to make the program more functional for both the beneficiaries and for the tourist accommodations are included, among others, in the basic issues that the Panhellenic Hoteliers Federation has already listed and presented to the Minister of Tourism, Olga Kefalogiannis.

## **Three candidates for the "helm" of POX**

In three months from today, elections are expected to take place in the Panhellenic Federation of Hoteliers for the selection of a new board of directors, according to information from GRTimes . gr will take place on October 16-17 , although the final dates have not been finalized.

Recently, Dina Ssynou, president of the Hoteliers' Union of Kos, president of the Institute of Tourism Research and Forecasting (ITEP) and 3rd vice-president of the Panhellenic Hoteliers' Federation, from Thessaloniki, announced her candidacy for the presidency of POX, in the presence of presidents of Hoteliers' Associations from Northern Greece but also Crete.

"We have built a lot, POX has been strengthened, we are supporting Grigoris Tassios until the end of his term and after his term is completed, we will take POX one step further with a specific strategy" says to GRTimes.gr Ms. Ssynos adding that for the first time there will

be more than one nomination for the position of the presidency in the trade union pillar of the hotel that defends the interests of the Greek hotelier.

It should be noted that two current presidents from Crete , Manolis Giannoulis, president of the Chania Hoteliers' Union and first vice-president of POX, and Manolis Tsakalakis, president of the Rethymnon Hoteliers' Union and general secretary of POX, will nominate for the helm of POX.

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