



Invitation

Business Forum
Hospitality Financial Management



«CapTour: An Initiative on Capitalising Tourism's Prospects of the Region»

The Department of Accounting and Finance of the University of Macedonia organizes a Business Forum on "**Hospitality Financial Management**" within the framework of the project "CapTour: An Initiative on Capitalising Tourism's Prospects of the Region". The Business Forum will take place on Thursday, 9 November 2023, starting at 9:00am at the Conference Room of the University of Macedonia, 156 Egnatia, 546 36 Egnatia Street, Thessaloniki, Greece.

The aim of the forum is for industry professionals to exchange views on key issues related to financial management, sustainability investments and tourism development. The planned sessions include:

- i. Tourism policy in Greece.
- ii. Financial management issues in hospitality.
- iii. Results of a mapping study on financial management practices and sustainable development.
- iv. Roundtable discussion on current challenges on financial management in the hospitality industry.

For more information, please see the attached agenda.

If you are interested to attend, please get in touch with Asst. Professor Eleni Mavragani (mavragani@uom.edu.gr - 2310 891 625) or Asst. Professor Panagiotis Tziogkidis (tziogkidisp@uom.edu.gr - 2310 891 699).



The CapTour Project

The project is implemented within the framework of the INTERREG VA Cooperation Programme "Greece-Bulgaria 2014-2020" and is co-financed by the European Regional Development Fund (ERDF) and the national resources of the participating countries. The project partnership consists of four beneficiaries:

LB1 Hellenic Hoteliers Federation - Greece

PB2 University of Macedonia – Greece

PB3 Association of Hoteliers, Restaurants and Tour Operators -
Sandanski – Bulgaria

PB4 Rhodopes Hoteliers And Restauranteurs Association – Bulgaria



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



CapTour

SUPPORTING THE TOURISM INDUSTRY

CapTour "An initiative on Capitalising Tourism's prospects of the region"