

Address by Mr Zacharias Ioannides,
Director General of the Cyprus Hotel
Association to the UCLAN UNIVERSITY
Forum "Recruitment, Retention and
Professional Development in the
Hospitality Industry", at Radisson Blu
Hotel in Larnaca on 7/12/2018



Dear friends

1. On behalf of the Cyprus Hotel Association (CHA) I express our thanks to UCLAN Cyprus University and its School of Business Management for their kind invitation to attend and address this very important forum.
2. Its importance lies on the fact that it concentrates on the most crucial aspect of our industry: it's human resources.
3. Especially so, considering the challenge our industry faces with the escalating staff shortages of recent years, both in skilled and, unskilled personnel for supporting duties.
4. The remarkable performances of our tourism and hotel industry in the last 4-year period – to which reference will be made by Mr Koumis, so I am not to touch upon – stimulated the interest for even more investments in our hotel industry in the foreseeable future. Thus creating, even more pressures for recruiting the necessary staff to enable us deliver the high standard of services, that our clients/experienced travelers and tourists demand, from our hotel industry.
5. This development, coupled with the aforesaid staff shortages of the last couple of years, make the retention efforts, especially of the most valued and star performers of each hotel a real challenge, to which I am sure the distinguished speakers of the forum, each one of them, a star performer of proven track record, in the helms of the respective hotels, as their General managers, will elaborate.

6. Undoubtedly, achieving a high retention rate entails the provision of attractive packages of remuneration and benefits, integral part of which should be also the opportunity for professional development, at all levels. From top general management, in order to ensure the building and effective management of strong teams, to middle management and supervisory levels, down to the front line and other supporting roles. The ever evolving technological advancements, and the intense competitive environment which characterizes our industry, make the doctrine of the Greek Philosopher Solon " μ » that is "I am ageing by perpetually learning" not only current, but an imperative for SUCCESS, both at a personal level as well as from the business perspective.
7. Here comes the vital role, that academic institutions are called upon to play, both with their educational curricula and other training programmes. In this respect the linkage between the industry trends and needs on the one hand, with the designing of the corresponding curricula and programmes of the academia on the other, is indeed of paramount importance.
8. It is for this very reason that the Cyprus Hotel Association gladly participated as a partner in the recently completed Erasmus+ European "Employer Programme for Hospitality and Tourism", together with academic institutions from Greece and Finland and under the coordination of the Higher Hotel Institute of Cyprus (). The main derivables of the Programme were the "Operational Manual" and a web-Platform which both aim to facilitate this important linkage between the industry, academia and their students and graduates.
9. In concluding, I look forward to the interesting presentations that will follow, as well as to the discussion sessions, which surely, will contribute towards a common wisdom, empowering all of us for an even brighter future for our tourism and hotel industry and for our country and its people as a whole.
10. Last but not least, our congratulations to the organizers of the Forum, Uclan Cyprus University and to our Member Radisson Blu Hotel Larnaca for their, I am sure, impeccable hospitality.

Thank you for your attention.

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