

## MARIS HOTELS

### **“READY TO FACE THE CHALLENGES OF THE NEW CENTURY”**

The first Maris Hotels Conference: “Maris hotels ready to face the challenges of the New Century” took place on Monday 12<sup>th</sup> February 2001 at the Creta Maris’ New Conference Centre with the participation of management and personnel and was a great success.

In the context of the company’s predetermined policy, the Conference was organized to ensure the ongoing staff education, aiming for perfection in all services provided at every hotel belonging to the chain. Throughout the history of [Maris Hotels](#), the management target has been the best possible quality for all offered services. This is demonstrated by the groundbreaking initiatives which have won our country first place not only in the Mediterranean but in the whole of Europe. Creta maris was the first hotel in the Mediterranean to have gained the International Quality Certificate ISO 9001 and the maris chain was the first to implement HACCP (Hazard Analysis Critical Control Points) guidelines on food hygiene in hotel food preparation, production and conservation. Also the maris chain is one of the three hotel chains (Forum, Inter-Continental Hotels, Maris Hotels) which has gained the Environmental Management System ISO 14001.

The Conference was declared open by the General Secretary of the area of Crete Mr. Athanasios Karountzos, while salutations were addressed by messrs. Zacharias Doxastakis, Mayor of Hersonissos and George Markogiannakis, Mayor of Gazi.

The Conference was separated into three sections.

In the first section, which was attended by everyone – staff and management, the first speaker was the Managing Director of the Maris Hotels, Andreas Metaxas, whose speech was titled **“Enterprise and People, sides of the same coin”**, followed by speeches from Nikos Skoulas, Business Advisor, nee Minister of Tourism and nee General Secretary of the Greek National Tourism Organization, under the title **“Prospects for Cretan Tourism in the new environment: Strategic choices”**, Lambros Bouklis, Msc Consultant, under the subject **“Protection of the environment in relation to tourism”**. George Haloftis, President and Managing Director of AMACON and Haralambos Valasoglou, Business Consultant on matters of Quality Assurance and Business Excellence, on the subject **“Quality Tourism and its advantages”**, Nikos Kontakis, Maris Hotels Sales and Contracting Manager analyzed the subject **“Conference and Incentive Tourism For Crete and Greece”** and the Doctor of Psychology at the University of Florence Dr. Giannis Anyfantis spoke about **“Hotel clients expectations, wishes and needs, methods and ways of fulfilling these requirements”**.

During the afternoon hours, the conference was divided into 6 workshops according to categories.

Lecturers of these workshops, besides Nikos Skoulas, Giannis Anyfantis and Giannis Kougioumtzakis, were Nikolaos Veltras, Economist – Director of Education AMACON, Konstantinos Genigiorgis, Professor of Hygiene and Food Technology of the Veterinary School, University of Thessalonika, Thanasis Diamantakis, General Practitioner, Giorgos Kokkinis, Director of Development at the Chamber of Commerce of Heraklion, Christos Melas, Lecturer in Informatics, Science Department Technological Education Institute of Heraklion, Giorgos Dagleris, Sales Manager of ELAIS S.A., Argyro Stavrakaki, Manager of Training and Development, N.S.A., S.A., Minas Tamiolakis, Chemical Engineer - Oenologist and Alkisti Fatourou-Leventi, Educational Consultant.

The conference ended with a speech by Giannis Kougioumtzakis, Professor of Psychology at the University of Crete under the title “**Roots of human dialogue**”.

Following the completion of the conference all participants attended a dinner held at the taverna in Peza “Labyrinthos”.

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