

TABLE OF CONTENTS

SYNOPSIS.....	5	4.5 Introduction of sector's largest enterprises.....	41
INTRODUCTION.....	7	4.6 Financial analysis of the sector (2008-2013).....	50
1. GENERAL INFORMATION.....	8	4.7 Comparative evaluation of the groups of companies financial rates(2013).....	56
1.1 Definition	9	4.8 Comparative evaluation of the largest enterprises financial rates(2013).....	60
1.2 General data on the industry.....	10		
1.3 Industry characteristics.....	11	5. MARKET	64
2. INSTITUTIONAL FRAMEWORK.....	17	5.1 The Greek market of passenger shipping (2008-2013).....	65
2.1 Institutional framework.....	18	5.2 Group's of enterprises market shares(2013).....	66
2.2 International Legislation.....	22	5.3 Market's concentration level (2013).....	67
3. DEMAND.....	23	5.4 Passenger and vehicle transport market (2009-2013).....	68
3.1 Determinants of demand	24	5.5 Passenger and vehicle transport shares.....	70
3.2 Analysis of selected determinants of demand....	29	5.6 Sector's largest groups of enterprises turnover development (2011-2013).....	72
4. OFFER.....	34	5.7 Major industry enterprises turnover development (2010-2013).....	73
4.1 Sector's structure and operation.....	36	5.8 Porter's five forces.....	74
4.2Marketing expenditure.....	37	6. INTERNATIONAL MARKET.....	78
4.3 Sector's largest groups of enterprises.....	38	6.1 General industry characteristics worldwide.....	79
4.4 Major industry enterprises	40	6.2 Worldwide arrivals.....	85

TABLE OF CONTENTS

6.3 General industry characteristics in the European Union.....	86
7. CONCLUSIONS -PROSPECTS.....	90
7.1 SWOT Analysis.....	91
7.2 Main findings – Prospects.....	92
7.3 Suggestions.....	94
ANNEX I.....	95
Passengers and vehicles transport	
ANNEX II	102
Financial ratios of the major coffee shop chains (2009-2013).....	
A.Capital structure indicators and financial leverage.....	103
B. Liquidity indicators	108
C. Activity indicators.....	111
D. Performance indicators.....	117
Types of financial indicators.....	122
SOURCES & BIBLIOGRAPHY.....	123