

2nd International Conference of Cultural and Digital Tourism

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Forms and Norms of Tourism and Culture in the Age of Innovation



HELLENIC REPUBLIC
Ministry of Culture and Sports



21-24 May, 2015

Royal Olympic Hotel, Athens, Greece

2nd International Conference of Cultural and Digital Tourism

Forms and Norms of Tourism and Culture in the Age of Innovation

Athens, May 21 – 24, 2015

Royal Olympic Hotel

Thursday 21 May, 2015

09:00 – 09:30

Registration and morning coffee

09:30 – 10:30

Opening Session (Welcome and keynote speeches)

Welcome address

Vicky Katsoni, IACuDIT President

Aggeliki Varela

Director of Market Research and Advertising, Greek National Tourism Organization

Elpida Rekka

Senior Project Manager, City of Athens Convention and Visitors Bureau

Directorate of Tourism, Region of Attica

Keynote Speech

Zefi Dimadama, Director General of the ICBSS
(International Centre for Black Sea Studies)

10:30 – 12:00

Session 1 - Contemporary forms of cultural tourism

Moderator: Hilary du Cros

Yuri Kork

How Film Tourists Experience Destination

Elizabeth Booth, Raymond Powell

Museums – from Cabinets of Curiosity to Cultural Shopping Experiences

Georgios Skoufas, Anastasia Tsirika, Eleni Kalopesa, Georgios ZalidisChallenges In Recreational SCUBA Diving In The Mediterranean Sea:
Posidonia oceanica Meadows**12:00 – 12:30**

Coffee Break

12:30 – 14:00Session 2 - Case studies in cultural tourism practices
Moderator: Raymond Powell**Nadia Theuma, George Cassar, Sarah Faith Azzopardi, Giuseppina Cardia**

Sustainable Tourism. Mdina: A Situation Analysis of a Cultural Destination

Marta Duarte Oliveira, Jorge Tavares Ribeiro

“The Cultural Landscape Of The Alentejo Pyrite”: What’s Next?

Elisabete Rodrigues

The Quality Challenge in Rural Tourism’s Services: The Case of Madeira’s Country Homes

Adriaan De Man

A Stakeholder Perspective on Heritage Branding and Digital Communication

Stratigea A., Katsoni V.

A Strategic Policy Scenario Analysis Framework for the Sustainable Tourist Development of Peripheral Small Island Areas

14:00 – 15:30

Lunch Break

15:30 – 16:00

Keynote Speech

Georgios Drakopoulos, Special Adviser to the Secretary General of the United Nations World Tourism Organization and Counselor in the European Economic and Social Committee**16:00 – 17:30**Session 3 - Emerging forms of the tourism product
Moderator: Nadia Theuma

Constantin Felicia, Androniki Kavoura

Multilingual Online Communication in Romanian Dental Practices
Websites and their Application to Health Tourism

Margere Rosa de Oliveira, Izabel Cristina Schander de Almeida, Helena Charko Ribeiro

Hospitality – Medical Tourism: the civil responsibility of tourist service providers

Raymond Powell, James Kennell

Dark Tourism and Cities in Europe – an overview of the field

Leszek Koziol, Radoslaw Pyrek, Anna Wojtowicz

Identification Of Instruments Of The Development Of Innovation Of
Tourism Enterprises

Ilinka Terziyska

Festivals for Local Products in Southern Bulgaria: The Perspective of
Organizers

18:00 – 20:00

Visit to 'Benaki Museum' (complementary)

20:30

Welcome ceremony and light dinner (complementary)

Friday 22 May, 2015**09:00 – 09:30**

Registration and morning coffee

09:30 – 10:00

Keynote Speech

Amitabh Upadhya

Professor – Dean Skyline University College, University City
Sharjah

10:00 – 12:00

Symposium - Culture heritage tourism-regional development-digital and real life entrepreneurship in the culture/creative industries

Hans Lundberg, Marcela Ramirez-Pasillas, Anders Högberg
Towards a Conceptual Model for Heritagepreneurship and Regional Development

Evi Dougali

Zixpi: From Guest Experience to Guest Empowerment

Erika Lagerbielke

Discussion on the theme

Vicky Katsoni

Discussion on the theme

12:00 – 12:30

Coffee Break

12:30 – 14:00

Session 1 - Innovative perspectives on the tourism product
Moderator: Hilary du Cros

Izabel Cristina Schander de Almeida, Helena Charko Ribeiro, Eurico de Oliveira Santos

Domestic Medical Tourism: a new look on patients of the public health system and their companions

Chris Dutt, Ivan Ninov, Dona Haas

The Effect of VFR Tourism on Expatriates' Knowledge About the Destination

Susana Silva, Dora Martins

HRM Specificities' on Portugal Hotel units

14:00 – 15:30

Lunch Break

15:30 – 16:00

Keynote Speech

Hilary du Cros,

Honorary Senior Research Fellow
University of New Brunswick, Canada

16:00 – 17:30

Session 2 - The contribution of tourism to the sustainable growth of the Greek regions. The case of the region of Thessaly

Moderator: Panagiotis Trivellas

**Dimitrios Belias, Dimitrios Kyriakou, Labros Vassiliadis,
Athanasios Koustelios, Konstantinos Varsanis**
Tourism Education in Greece: Development or Degradation?

**Panagiotis Trivellas, Nikolaos Kakos, Labros Vasiliadis, Dimitrios
Belias**
Residents' Perceptions toward Cultural, Social and Economic
Benefits and Costs of Tourism Industry. An empirical survey.

**Nikolaos Blanas, Ioannis Anyfantis, Ioanna Grigoriou,
Koukoubliakos I., Nousia M.**
Mediterranean Nutrition And Hospitality:
A Must for Greek Tourism
Development? – The Case Of The Region Of Thessaly

**Labros Vasiliadis, Panagiotis Trivellas, Dimitrios Belias, John
Meleas, Dimitrios Kyriakou**
Cultural Tourism Revisited: The case of Thessaly.

**Vairaktarakis George, Blanas Nikolaos, Leventi Theodosia,
Aspridis George, Sdrolias Labros**
The influence of the T.E.I. of Thessaly in the sustainable
development of the region of Thessaly

**Dimitrios Kyriakou, Dimitrios Belias, Labros Vassiliadis,
Athanasios Koustelios**
Social Media And Tourism: A Digital Investment For Thessaly?

**Labros Sdrolias, Nikolaos Kakkos, Dagmar Škodová-Parmová,
Ladislav Rolínek, Eva Cudlínová, George Aspridis, Zuzana
Dvořáková-Líšková, Vasiliki Kazantzi**
Cultural Product and Cultural Communication as a Dynamic
Bipolar Interaction and Creative Contribution to the Structural
Recompiled of the Local Cultural Units

18:00

Visit to 'Ancient Athens' (complementary)

Saturday 23 May, 2015

09:00 – 09:30

Registration and morning coffee

09:30 – 11:30

Session 1 - Cultural heritage management

Moderator: Hilary du Cros

Jithendran Kokkranikal, Yeon Sun Yang, Ray Powell, Elizabeth Booth

Motivations in Battlefield Tourism: the case of '1916 Easter Rising Rebellion'

Ioannis Samoladas, Charalampos Zilianakis, Katerina Lazaridou, Konstantina Papadopoulou, Eleni Tsolaki, Dafni-Maria Nerantzaki

Citizen Perspectives On The Development Of Local Cultural Resources: The Case Of The Municipality Of Serres

Mónica Beatríz Gelós

Archaeological Rock Art Landscape of Northern Patagonia

Enkela Caca, Christos Ap. Ladias, Antoneta Polo

The Development Of Tourism in Albania And The Importance Of Cultural Tourism

Sawsan Haider Khries

Evaluation of usage and management of pilgrimage sites in Israel and Jordan: a comparative study

Athanasios Koutras, Alkiviadis Panagopoulos, Ioannis A. Nikas

Predicting Tourism Demand In The Western Greece Region Using Independent Component Analysis

Athanasios Koutras, Alkiviadis Panagopoulos, Ioannis A. Nikas

Evaluating the Performance of Linear and Nonlinear Models in Forecasting Tourist Occupancy in the Region of Western Greece

11:30 – 12:00

Coffee Break

12:00 – 14:00

Session 2 - Session - The power of social networks

Moderator: Hans Lundberg

Vasiliki Vrana, Kostas Zafiropoulos, Konstantinos Antoniadis

Top European Museums on Twitter

Sofia Reino, Maria Rita Massaro

Assessing The Value Of Hotel Online Reviews To Consumers

Raffaella Folgieri, Miriam Bait, Jean Paul Medina Carrion

A Cognitive Linguistic And Sentiment Analysis Of Blogs: Monterosso 2011 Flooding

**Dimitrios Paschaloudis, Eirini Koukidou, Apostolos Kottas,
Konstantina Saliaka**

Attitudes of MBA Students towards Social Networking Sites for
online travel related activities

Simon Caruana, Claire Schembri

The Significance of Electronic Word-of-Mouth (e-WOM) Content
in The Shaping of the Visitor's Perception of Quality and Value.

14:00 – 15:30

Lunch Break

15:30 – 17:30

Session 3 - Cross cultural visions in a digital era
Moderator: Jithendran Kokkranikal

Andre Azouri, Ghada Salem, Ali Khreis, Res.Asst. Marwan Azouri

The Impact of New Emerging Technologies on Tourism Sector:
Evidence from Lebanon

Spiros Polimeris, Christine Calfoglou

Cultural Tourism Destinations and The Power Of Virtual Reality

Tatjana Thimm, Ralf Seepold

Tourist Tracking – A Multilevel Approach At Lake Constance,
Germany, Focusing On Mobile Devices

Despina Gavriili, Philippos Vakalakis

Running on heritage

Rachid Oumlil, Yazid Ouahman

Do TAM Constructs Predict E-tourism adoption by Hotels in
Agadir city south of Morocco?

18:00 – 18:30

Closing Session

21:30

Gala Dinner (optional)

Sunday 24 May, 2015

All Day

Poros – Hydra – Aegina One Day Cruise from Athens (optional)

Take a day cruise with Greek dance show and music on board from Athens to the fabulous Greek islands of Hydra, Poros and Aegina for a relaxing day on the sea. With all your transport, transfers and buffet lunch organized, you can sit back and enjoy your leisurely day cruise with free time on each island to explore. After transferring from Athens to Piraeus by motor coach, you'll set sail for the island of Poros, where you'll have free time for strolling and shopping .

Next, it's on to the island of Hydra. You will have about 1 hour and 45 minutes at leisure to enjoy the unique charms of Hydra island, whose amphitheater shape once served as a safe shelter for Saronic Pirates. From the decks, you will be able to admire the very special architecture and dramatic landscapes of this island, whose old traditional stone houses and mansions silently stand witness to a long and turbulent history.

Upon arrival in Egina (Aegina) you can either join an excursion to the Temple of Aphaia (cost not included) or take a walk around the main town. Aegina is one of the Saronic islands of Greece in the Saronic Gulf. The lovely island is only 31 miles (50 kilometers) from Athens, and is a popular getaway for Athenians during the summer months.

After sailing back to Piraeus port you'll be transferred to Athens.



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CITY OF ATHENS
CONVENTION & VISITORS BUREAU

The International Association of Cultural and Digital Tourism (IACuDiT) is a global network of people, projects and events that bear on a wide range of issues of concern and interest in cultural and digital tourism, in an era of major global changes. IACuDiT is a nonprofit international association which values creative, ethical and progressive action aimed at the improvement of global hospitality and tourism research on cultural and digital issues.

The International Association of Cultural and Digital Tourism brings together a wide range of academics and industry practitioners from cultural, heritage, communication and innovational tourism backgrounds and interests. It mainly promotes and sponsors discussion, knowledge-sharing and close cooperation among scholars, researchers, policy makers and tourism professionals. It is based on the notion that: "Technological changes do not influence the missions of cultural tourism actors in the areas of promotion and product development, but rather the manner of carrying them out." It provides its members with a timely, interactive and international platform to meet, discuss and debate cultural, heritage and other tourism issues that will affect the future direction of hospitality and tourism research and practice in a digital and innovational era.

Its mission is to contribute to the paradigm changes needed, in order to achieve cultural tourism development on all levels, as the digital era suggests new possibilities and creates exciting horizons for future conversations with persons from a wide variety of national and international settings. For achieving our goals, we participate in European Union funded research projects in order to be at the forefront of scientific knowledge.

If you are interested in cooperating with us, please mail at info@iacudit.org and/or katsoniv@gmail.com

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