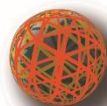


3rd
International
Conference
of Cultural
and Digital
Tourism

Tourism, Culture & Heritage in a Smart Economy

Conference Program



IACuDiT
INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM

www.iacudit.org

ATHENS
19-21 May, 2016

Royal Olympic Hotel



Springer

Thursday, 19 May 2016

09.00-09.30 **Registration and morning coffee**

09.30-10.15 **Opening Session (Welcome and keynote speech)**

Dr. Vicky Katsoni, IACuDIT President

Professor (Dr.) Amitabh Upadhya, Dean, Skyline University College,
University City Sharjah

10.15-12.00 **Conference Room 1**

Session 1

Moderator: Stratigea Anastasia

**Andreas Georgopoulos, Georgia Kontogianni, Christos Koutsaftis,
Margarita Skamantzari**

Serious Games at the Service of Cultural Heritage and Tourism

Georgios Heliades, Constantinos Halkiopoulos, Dimitrios Arvanitis

Dissemination of Environmental Soundscape and Musical Heritage
through 3D Virtual Telepresence

**Virginia Santamarina-Campos, Blanca de-Miguel-Molina, María de-
Miguel-Molina, Marival Segarra-Oña**

Digital integration of the European Street Art: Tourism, Identity and
Scientific opportunities

**Dimitris Drosos, Miltiadis Chalikias, Michalis Skordoulis, Petros
Kalantonis, Aristeidis Papagrigoriou**

The Strategic Role of Information Technology in Tourism: The Case of
Global Distribution Systems

Session 1

Moderator: Despina Gavrili-Alexandris

Elisabete Rodrigues

The Information and Promotion of Rural Tourism in the Globalised Era:
The Case of Madeira Island

Vusal Gambarov

Thermal Spring Health Tourism in Albania: Challenges and Perspectives

Sotiroula Liasidou

Living modern life with the crusaders: the case of Limassol wine

Dimitrios Kyriakou, Dimitrios Belias

Is Silver Economy a new way of tourism potential for Greece?

Alya Al-Hashim

Embracing Sustainable Tourism in Oman: Case Study of Mirbat
Settlement

12.15-12.30 **Coffee Break**

Session 2

Moderator: Halkiopoulos Costantinos

Angel Peiro-Signes, Marival Segarra-Oña

Looking for determinants of the environmental concern at the
Hospitality industry

Giusy Cardia, Andrew Jones

PM4SD as a methodological framework for Sustainable Tourism

Vasileios Zisimopoulos, Antonis Zorpas and Maria Zouridaki

Costa Nostrum Certification Standard; an Innovative Tool for Coastal Sustainable Tourism Development

Salma Halioui, Michael Schmidt

Participatory Decision-Making for Sustainable Tourism Development in Tunisia

Panagiotopoulou, M., Somarakis, G., Stratigea, A. and Katsoni, V.

In Search of Participatory Sustainable Cultural Tourism Development Paths at the Local Level – The Case of Kissamos Province-Crete

12.30-14.00

Conference Room 2

Session 2

Moderator: Sotiroula Liasidou

Theodoros Stavrinoudis, Christos Kakarougas

A Theoretical Model of Weighting and Evaluating the Elements
Defining the Change of Organizational Culture

**Rossidis Ioannis, Katsimardos Petros, Bouas Konstantinos, Aspridis
George, Blanas Nikolaos**

Modulation of conditions and infrastructure for the integration of
organizational changes in tourist sector

**Dimitris Drosos, Michalis Skordoulis, Miltiadis Chalikias, Petros
Kalantonis, Aristeidis Papagrigoriou**

The Impact of ISO 9001 Quality Management System Implementation
in Tourism SMEs

Leszek Koziol, Anna Wojtowicz, Anna Karas

The Concept of the Innovative Tourism Enterprises Assessment
Capability

**Dimitrios Belias, Athanasios Koustelios, Trivellas Panagiotis,
Panagiotis Serdaris, Konstantinos Varsanis, Ioanna Grigoriou**

Human resource management, strategic leadership development and
the Greek tourism sector

14.00-15.30 **Lunch**

15.30-17.30 **Conference Room 1**

Session 3

Moderator: Theodoros Stavrinoudis

Maria Isabel Roque, Maria João Forte

Digital Strategies to a Local Cultural Tourism Development: Project e-
Carnide

Despina Gavrili-Alexandris

Using heritage for long runs. A discussion on the supply side of long
run events staged on heritage trails

Gorete Dinis, Carlos Costa, Osvaldo Pacheco

Forecasting British Tourist Inflows to Portugal Using Google Trends
Data

Ahmad Pourahmad , Raziye Ayashi , Ali Hosseini, Athareh Ayashi

Assessment of Green Supplier Choosing in Tourism, A case study of 4*
and 5* Tehran Hotels

Ghada Salem

Social Media: A Tourism Crisis Management Tool? Insights From The
Lebanese Hospitality Sector

20:00-21.00 **Visit to the Benakis Museum (free entrance)**

21.15 **Gala Dinner at the restaurant of the Benakis museum**

Friday, 20 May 2016

9.00-9.30 **Registration**

9.30-11.00 **Conference Room 1**

Session 1

Moderator: Giusy Cardia

Lorana Malović

The world of natural and cultural heritage of Republic of Srpska

Bunakov Oleg, Vagionis Nikolaos

The Sustainable Tourism Concept and Modern Russia

Marival Segarra-Oña, Angel Peiró-Signes

Putting Social Innovation Into Action: The Case Of The Ecotourism At
The Dominican Republic

Justyna Bakiewicz, Anna Leask

Management challenges at film-induced tourism heritage attractions

Yuri Kork

The Role of Genres in Film Tourist Motivation

9.30-11.00

Conference Room 2

Session 1

Moderator: Sdrolias Labros

Sdrolias Labros, Anyfantis Ioannis, Koukoubliakos Ioannis, Nikova Donka, Meleas Ioannis

The importance of human resource management for the development of effective corporate culture in hotel units

Anna Paola Paiano, Giuseppina Passiante, Lara Valente, Marco Mancarella

A hashtag campaign: a critical tool to transmedia storytelling within a digital strategy and its legal informatics issues. A case study

Labros Sdrolias, Dagmar Škodová-Parmová, Ladislav Rolinek, Stefanos Koffas, Nikolaos Kakkos, Zuzana Dvořáková-Lišková, Spyridon Binioris, Vasiliadis Labros

Experienced vs novice : understanding the role of knowledge management in the determination of its nature and kind, during the transfer in hotel units executives

11.00-11.30

Coffee break

11.30-12.45

Session 2

Moderator: Vicky Katsoni

Katerina Lazaridou, Vasiliki Vrana, Dimitrios Paschaloudis, Museums + Instagram

**Vasiliki Vrana, Kostas Zafiroopoulos, Konstantinos Antoniadis,
Anastasios-Ioannis Theocharidis**

Measuring the Twitter Performance of Hotel E-Mediaries

Giusy Cardia, Juan Ignacio Pulido Fernández

The Model Do-Di: An Emerging Methodology for the management of the Relation between Tourism, Culture and Development

Eriks Lingeberzins

The Insight of Tourism Operators in Contemporary Business Environment

12.45-14.15 **Session 3**

Moderator Kostas Zafiroopoulos

Matoula Scaltsa, Paraskevi Nitsiou, Polyxeni Georgaki Educating a new generation of tour guides for the forthcoming era at A.U.Th (Aristotle University of Thessaloniki, Faculty of Engineering, Interuniversity Postgraduate Programme (IPP) "Museology", A.U.Th)

Afroditi Kamara, Martin Gomez Ullate, Luis Ochoa Siguencia,

Veronika Joukes, Altheo Valentini

Project Cultour+ : Building Professional Skills on Religious and Thermal Tourism

Manuela Graf, Jovan Popesku

Cultural Routes as Innovative Tourism Products and Possibilities of their Development

Savvas Makridis, Spyridon Alexiou, Maria Vrasida

The Role Of Experience In Shaping Students' Perceptions On The Cultural Significance

14.15-15.45 **Lunch**

15.45-17.15 **Session 4**

Moderator: Vassiliki Vrana

Sotiria Katsafadou, Alex Deffner

Landscape, Culture and Place Marketing. The International Dance Festival in Kalamata, Greece

Sofia Tsiftelidou, Dimitris Kourkouridis, Valia Xanthopoulou-Tsitsoni

Assessment of Impact-Contribution of Cultural Festival in the Tourism Development of Thessaloniki

Gerasimos Panas, Georgios Heliades, Constantinos Halkiopoulos,

Gerasimos Antzoulatos, Dimitra Tsavalia, Argyro Bougioura

Evaluation of Athens as a City Break Destination: Tourist perspective explored via Data Mining Techniques

Aristidis Papagrigoriou, Petros Kalantonis, Vasiliki Karagianni,

Miltiadis Chalikias, Dimitris Drosos

Entrepreneurship and Innovation: Current Aspects

17.15 **Closing Ceremony**

20.00 **Greek night (Taverna in Plaka with Greek dance)**

Saturday, 21 May 2016

All day **Delphi one day trip**

Depart from our terminal for one day trip from Athens to Delphi to explore one of the most famous archaeological sites of Greece. Along the way, you will see the plain of Beotia, an agricultural center and you will also pass by the city of Theva, the birthplace of King Oedipus. You will continue your Delphi day tour towards Mt. Parnassos, making a short rest stop outside the town of Levadia. You will drive then to DELPHI, known in ancient times as the navel of the world. Pass by Castalia Spring, visit at the archaeological site and view the monument of the Argive Kings, the treasury of the Athenians, the Athenian Stoa, the Polygonal Wall, the monument of Platea and the Temple of Apollo famous for its oracle and Delphi museum, with its spectacular exhibits include the frieze of the Treasury of the Sifnians, the Naxian Sphinx, the Statue of Antinoos the metopes of the Athenian treasury, the famous bronze Charioteer, originally created to commemorate a victory during the 476 B.C. Pythian Games, and many other artifacts. After lunch return to Athens via the picturesque mountain village of Arachova, built on the south slopes of Parnassus, well known for its attractive hand-woven carpets, rugs and quilts, as well as for its wine and cheese (short stop).

See more at:

http://www.keytours.gr/tours/athens/delphi_one_day_trip_from_athens-27.html

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

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