



IACuDiT

INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM

4th International Conference



Innovative Approaches
to Tourism Organization and Leisure
Culture, Places and Narratives
in a Sustainability Context

25 - 27 May, 2017

Royal Olympic Hotel, Athens, Greece



Thursday, 25 May 2017

08.30 Registration (open all day)

09.10-10.00 Opening Session

Vicky Katsoni, IACuDiT President

Edith M Szivas, UNWTO, Themis Foundation

10.00-11.30 Conference Room 1

Session 2

Moderator: Kathy Velander

KATHY VELANDER, PETER WILSON

The Scottish Scenic Routes: Innovation and Paradigms

STELLA KOSTOPOULOU, EVINA SOFIANOU, DIMITRIOS KYRIAKOU

Cultural Heritage Tourism Polycentricity: A Silk Road Case Study In Northern Greece

EFTHYMIA SARANTAKOU, PARIS TSARTAS, BONAROU CHRISTINA

How New Technologies Influence the Perception of Athens, as a Touristic and Cultural Destination

ADRIAAN DE MAN

Portuguese Heritage in the UAE: Authenticity in Archaeology and Tourism

GREGORY KATSAS , DESPINA GAVRILI ALEXANDRIS

Tourism and Ethnic Identity Development:
The Impact of “Heritage Greece” Program.

GIUSY CARDIA

Routes and Itineraries as a Mean of Contribution of Tourism for a Better World

10.00-11.30 Conference Room 2

Session 2

Moderator: Irfan Arikan

EL HAFID MOHAMED, HASNA EL ASSRI, AZIZ SAIR

Moroccan gastronomy as a key factor of tourism attractiveness in Morocco

ALEXIOS-PATAPIOS KONTIS, SOFOKLIS SKOULTSOS

Enhancing Hospitality Services Through The Engagement Of Visitors In Local Gastronomy Experiences: A Marketing Perspective From The Supply-Side

ALEV DÜNDAR ARIKAN, IRFAN ARIKAN

Cittaslow philosophy in Yedi Bilgeler winery - Turkey

FERNANDA FERNANDES

Tourism and Gastronomy in Brazil’s northeast: tourist’s expectations and Reality Offered

ANASTASIA MOIRA

Human Development Tourism: Utilizing the Cultural Heritage to Create a Universal Culture

11.30-12.00 **Coffee Break**

12.00-13.30 **Conference Room 1**

Session 3

Moderator: Ourania Vrontou

PANAGIOTIS DIMITROPOULOS, OURANIA VRONDOU

Financial Analysis of Municipal Sport, Tourism and Cultural Organizations

KONSTANTINOS KORONIOS, PANAGIOTIS DIMITROPOULOS, ATHANASIOS KRIEMADIS

The Impact of Website Persuasiveness on Luxury Hotels Financial Performance

GEORGIA YFANTIDOU, ELENI SPYRIDOPOULOU, PANAGIOTA BALASKA, ALKISTIS PAPAIOANNOU

The Interest of Sport Tourism Enterprises in Green Practices.

ATHANASIOS KRIEMADIS

Developing a knowledge management system for tourism management

OURANIA VRONDOU, YANNIS DOUVIS, VASILIKI AVGERINOY

Sustainability In Sport Tourism Education: Theoretical Impact And The Tourism Sector Reality

12.00-13.30 Conference Room 2

Session 3

Moderator: Simon Caruana

ANNA KOURTESOPOULOU, JOHN KEHAGIAS, ALKISTIS PAPAIOANNOU

Evaluation of E-Service Quality in the Hotel Sector: A Systematic Literature Review

ZOIS KOUKOPOULOS, DIMITRIOS KOUKOPOULOS

Intelligent management of outdoor cultural events promoting exploitation in smart city environments

AGISILAOS KONIDARIS, ERATO KOUTSOUMPARDI

The Importance of Search Engine Optimization for Tourism Websites

KATERINA KABASSI, ARISTOTELIS MARTINIS

Multi-Criteria Decision Making in the Evaluation of the Thematic Museums' Websites.

SIMON CARUANA, GABRIELLA FARRUGIA

The Impact of Social Media on the Lodging Performance of Five Star Hotels in Malta

13.30-15.00 **Lunch and networking opportunities**

15.00-16.30 Conference Room 1

Session 4

Moderator: Vicky Katsoni

GEORGE SKOUFAS, ANASTASIA TSIRKA, CHRISTIAN MICHEL

Marine Animals Ethology As A New Product In Recreational Scuba Diving Market

MARIVAL SEGARRA-OÑA, MARIA DE MIGUEL MOLINA, BLANCA DE MIGUEL MOLINA, VIRGINIA SANTAMARINA CAMPOS

Importance of indoor aerial filming for Creative Industries (CIs): looking towards the future.

DIMITRIOS MAKRIS, MARIA MOIRA

Augmenting urban places' identities with novels

IOK TENG KOU, JIAN MING LUO

Impact Factor of Development of Entertainment Tourism in Macau – Industry Perspective

15.00-16.30 Conference Room 2

Session 4

Moderator: Alkistis Papaioannou

PANAGIOTIS DIMITROPOULOS

Profitability Determinants of the Greek Hospitality Industry: The Crisis Effect

ALKISTIS PAPAIOANNOU, ATHANASIOS KRIEMADIS, PANAGIOTA KAPETANIOU, GEORGIA YFANTIDOU, ANNA KOURTESOPOULOU

Customer Oriented Strategy And Business Performance: Evidence From The Tourism And Hospitality Industry

YFANTIDOU G., DALAKIS A., KOSTA G., TZETZIS G.

General Travel Behavior in Eastern Macedonia and Thrace

THEODOROS STAVRINOUDIS , CHRISTOS KAKAROUGKAS

A Scientific Modeling of Factors of Human Motivation in Organizations

LESZEK KOZIOL

The Innovative Tourism Enterprises Assessment Capability

19:00-20.00 **Visit to the Benakis Museum (free entrance and guide)**

20.15 **Welcome drink and finger food at the beautiful Benakis Museum Terrace**

Friday, 26 May 2017

9.00 **Registration**

9.30-11.30 **Conference Room 1**

Session 1

Moderator: Giusy Cardia

AHMAD MAEZ AL ZUNED

Museum Tourism: A Comparative Study On The Royal Museum Of Greenwich And The Ironbridge George Museum

TAL DE LANGE

Extremely Far and Incredibly Quiet

Block 27 - The Jewish pavilion, Auschwitz-Birkenau State Museum

SMARANDA ADINA COSMA, CHRISTINA FLEŞERIU, MARIUS BOTA

Cluj-Napoca European Youth Capital: Why To Attend A Major Event

ANASTASIA MOIRA

Human Development Tourism: Utilizing the Cultural Heritage to Create a Universal Culture

SAVVAS MAKRIDIS, VASILIKI PAPAGEORGIU, SPYRIDON ALEXIOU

The Perception Of European Identity Through The Cultural & Educational Tourist Experience Of Greek Students

EDAR AÑAÑA

Destinations' Competitiveness From The Tourists' Point Of View

NISRINE CHERKANI, PEDRO QUELHAS BRITO

Traveling to a less safe destination: the case of Morocco.

VASILIKI GEORGOULA, THEANO TERKENLI

Tourism impacts of International Arts Festivals in Greece. The cases of the cities of Kalamata and Drama.

ANUKRATI SHARMA

Kota City in Need of Quality Tourism Education for Tourism and Community Development

11.30-12.00 **Coffee break**

12.00-14.00 **Conference room 1**

Session 2

Moderator: Marival Segarra-Oña

ANGEL PEIRÓ- SIGNES, MARIVAL SEGGARA-OÑA, MARIA DE MIGUEL MOLINA, BLANCA DE MIGUEL MOLINA, VIRGINIA SANTAMARINA CAMPOS

How is the Spanish hospitality industry envisioning their eco-innovation orientation?

BIANCA KOROSCHETZ

Studying infrastructure's impact on sustainable consumer practices by exploring the case of boat maintenance practices in the Baltic Sea

**LINDA HEYNE, JOSÉ ROGELIO VARGAS,
SUSANA MATAMOROS MENDOZA**

Sustainable Tourism in Costa Rica:

Supporting Rural Communities Through Study Abroad

**DIMITRIOS BELIAS, EFSTATHIOS VELISSARIOU, DIMITRIOS KYRIAKOU,
LABROS VASILIADIS, CHRISTOS MANTAS, LABROS SDROLIAS, GEORGE
ASPRIDIS, KAKKOS NIKOLAOS**

The importance of Customer Relationship Management and social media
in the Greek wine tourism industry

**DIMITRIOS BELIAS, EFSTATHIOS VELISSARIOU, DIMITRIOS KYRIAKOU,
KONSTANTINOS VARSANIS, , LABROS VASILIADIS, CHRISTOS MANTAS,
LABROS SDROLIAS, ATHANASIOS KOUSTELIOS**

Tourism Consumer behavior and alternative tourism; the case of
agrotourism in Greece

14.00-16.00 Lunch

16.00-17.00 Conference room 1

Session 3

Moderator: Asteria Marantou

SOFIA BOUTSIOUKI

European Policy On Culture And Prospective Synergies: A Mission Not So
Impossible

**VICKY DALKRANI, DIMITRIOS KOURKOURIDIS, KYRIAKOS POZRIKIDIS,
IOANNIS FRANGOPOULOS**

"Hosted Buyers Program (H.B.P.) - Tourism Development & the City. TIF-
HELEXPO H.B.P. for the Period 2014-2016"

**A. NOUSIA, L.SDROLIAS, A. HYZ, D. BELIAS, D. ŠKODOVÁ - PARMOVÁ,
L.ROLINEK, Z. DVOŘÁKOVÁ - LÍŠKOVÁ, S. KOFFAS, D. KYRIAKOU**
Governmental, Entrepreneurial and Social Dysfunctions and
Responsibilities in Terms of Tourism Development Strategy
Implementation in Greece: Quo Vadis?

JAN ZAWADKA

Individual low-budget travel as a form of leisure

**DIMITRIOS BELIAS, EFSTATHIOS VELISSARIOU, DIMITRIOS KYRIAKOU,
CHRISTOS MANTAS, LABROS VASILADIS, GEORGE ASPRIDIS, CHRISTOS
MANTAS, ALEXANDROS RODITIS, ATHANASIOS KOUSTELIOS**
Greece as a sports tourism destination

AGATA BALIŃSKA

Tourist activity of rural residents as a manifestation of socio-economic
changes in Poland

18.45 **Visit to the Acropolis museum (free entrance with guide) and
closing ceremony**

20.00 **Gala Dinner(Optional)**

Saturday, 27 May 2017

All day **Marathon and Marathon Beach one day trip**

Located 42 kilometres from Athens and with 12 kilometres of sandy
beach and lush greenery, Marathon is home to renowned monuments as
the Tomb, the Museum, the Marathon Stadium, the Enoe Gorge and the
Schinias Wetlands. We are going to have a guided tour in the Marathon
archeological museum. This museum is the centerpiece of the ancient site

of Marathon, the location of the famous battle with the Persians in 490 BC. The Battle of Marathon is considered by many historians as one of the most significant battles in history. The victory of the Greeks against the Persians in the 490 BC Battle of Marathon profoundly affected the course of Greek history, leading to the rise of classical Hellenism throughout the European continent, and forming the foundation of what we now call Western Civilization. Also called the 'Soros' by the locals, the Tumulus is the starting point of the Athens Classic "Authentic" Marathon to commemorate both the Greek Victory over the Persians and also Spyros Louis' famous victory at the first modern Olympic Games held in Athens in 1896.

Our next stop is the Marathon Race Museum (Marathon Race Promotion Center) which houses permanently the exhibition "Olympic Marathons." An exhibition of the Olympic Museum of Lausanne – donation to the Municipality of Marathon – consisted of texts and photographs, through which the history of the Olympic Marathon presents. We are going to be guided by the Marathon municipality authorities and enjoy a pleasant visit to this museum on the history of the marathon race, with lots of details on modern era marathons with interesting facts and exhibits. Light lunch is going to be served.

The Schinias tourist resort in Marathon is approximately three kilometres north of the Tumulus, and has what may be the largest beach in all of Attica. Located at the edge of a thick pine forest, trees extend all the way to the shoreline. While many sections of the beach are organised, the best area for relaxation and a leisurely walk is at its breathtaking northern boundary. We are going to spend some time there and enjoy the sand and sea, so bring your hats and swimming suits or just stroll around. At around 7.30 we are going to have dinner with Greek traditional food at a taverna by the sea, enjoy some music and come back later at night at....

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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