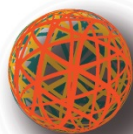


1st  
International  
Conference of  
Cultural  
and Digital  
Tourism

# Cultural Tourism in a Digital Era

[www.iacudit.org](http://www.iacudit.org)

## Conference Program



**IACuDiT**  
INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM



[www.visitgreece.gr](http://www.visitgreece.gr)



**HELLENIC REPUBLIC**  
Ministry of Culture and Sports

30 May – 1 June 2014

Royal Olympic Hotel, Athens, Greece

# 1<sup>st</sup> International Conference of Cultural and Digital Tourism Cultural Tourism in a Digital Era

Athens, Friday 30 2014  
Royal Olympic Hotel

**FRIDAY, 30 MAY 2014**

09.00-09.45 **Registration and morning coffee**

09.45-10.45 **Opening Session (Welcome and keynote speeches)**

**Dr. Vicky Katsoni**, IACuDiT President

**Ms. Olga Kefalogianni**, Minister of Tourism of Greece

**Doz. Mag. Dr. Doris DIALER**, European Parliament, MEP Policy & Media Advisor Committee on Transport and Tourism, University of Innsbruck, Austria, "EU and Tourism Policies"

**Dr. Christian Maurer**, IMC University of Applied Sciences Krems, Austria, "Digital Divide and its Potential Impact on Cultural Tourism"

10.45-11.15

**Coffee Break**

11.15-12.30

**Session 1 Moderator: Dr.Gökçe Özdemir**

**Ray Powell and Jithendran Kokkranikal**, “Motivations and Experiences of Museum Visitors – the Case of Imperial War Museum and Bovington Tank Museum, UK”

**Vasiliki Vrana, Dimitris Paschaloudis and Dafni-Maria Nerantzaki**, “Greek museums on the web”

**Simon Caruana**, “An ICT-based Competence Framework to facilitate Intercultural Competence Continuous Professional Development”

**Leszek Koziol and Radosław Pyrek**, “The concept of classification of tourist motivation factors”

12.30-14.00

**Session 2 Moderator: Dr Marina Sheresheva**

**Gökçe Özdemir, Duygu Çelebi**, “Reflections of destinations on social media”

**Panagiotopoulou Maria and Stratigea Anastasia**, “Natural and Cultural Resources as a ‘Vehicle’ for Paving Alternative Local Tourist Development Paths – A Participatory Methodological Framework”

**Eka Devidze and Lali Gigauri**, “Promotion of Cultural Heritage Tourism in Chokhatauri District in Georgia”

**N. Dologlou and V. Kotsios**, “The views of Greek mountain travelers on mountain tourism during summertime: a questionnaire-based analysis”

14.00-15.30      **Lunch (buffet)**

15.30-17.30      **Session 3            Moderator: Dr.Spyros Polymeris**

**Katerina Pitropou**, “Wandering’ as a determinant of identity and difference in Ancient Greek Literature: The paradigm of Herodotus and Pausanias”

**Vasiliki Mitropoulou**, “Approaching the Monuments of the ‘other’. A Model for their presentation”

**Pandeleimon Hionidis**, “Civilized observers in a backward land: British travellers in Greece, 1832 – 1862”

**Spyros Polymeris and Christine Calfoglou**, “Art in the Globalized Era: a disembodied journey with traces in the past”

18:00-20:00      **Visit to the Acropolis Museum with guided tour (in English )**

20:00-              **Gala Dinner at the restaurant of the Acropolis museum**

**SATURDAY, 31 MAY 2014**

8.30-9.00

**Registration**

9.00-9.30

**Keynote Speech**

**Dr Marina Sheresheva**, Lomonosov Moscow State University,  
Russia, "Networks and Clusters in Tourism"

9.30-11.00

**Session 1**

**Moderator: Dr. Jithendran Kokkranikal**

**Cheng Boon Liat and Zabid Abdul Rashid**, "Interrelationships  
of Service Quality, Customer Satisfaction, Corporate Image and  
Customer Loyalty of Malaysian Hotel Industry"

**Nazanin Khaksari, Fatemeh Khorshidi and Bayesteh**

**Farrahi**, "THE EVALUATION OF HOTEL WEBSITE CONTENT  
FUNCTIONALITY BY AHP & SIMILARITY METHOD"

**Jan Zawadka**, "Preferences and behaviors of the elder people  
resting in valuable natural areas"

**Marinakou Lia**, "Using TripAdvisor for exploring cultural  
tourism development in Bahrain"

**Dougali Evi**, "Xperience the CITY"

11.00-11.30

**Coffee break**

11.30-12.45

**Session 2****Moderator: Dr. Vrontou Ourania**

**Elizabeth Booth and Jithendran Kokkranikal**, "The Potential of Artistic Gymnastics as Sports Tourism in the Russian Federation"

**Gaitanakis, L, Vrontou, O., Kriemadis A., & Douvis G.,** "Tourism Business Sector Stance in Front of a Sport Tourism Development: Focusing on Crete"

**Chih-cheng Lo, Lan-Hui Lin, Tsung-Chi Huang,** "The Effectiveness and Impact of Intellectual Property Rights: The Case of Digital Content Industry of Taiwan"

**Chris Dutt, Ivan Ninov, Donna Haas,** "The Effect of Visiting Friends and Relatives on Expatriates Destination Knowledge"

12.45-14.15

**Session 3****Moderator Dr.Christian Maurer**

**Sameh Ahmed Refaat Abd El-Baky Ahmed,** "Egyptian Tourism with the Expected Water Scarcity Crisis"

**Tinatín Kublashvili and Nato Kublashvili,** "Pilgrimage in Georgia"

**Evgenia Kapsaski, Panagiotopoulou Maria and Anastasia Stratigea,** "Planning the sustainable tourist development of the Zakynthos island – a methodological approach"

**Vesselin Loulanski and Tolina Loulanski,** "Rose and olive heritage in Bulgaria and Greece: a comparative study"

**Mohammad Tamjidi and Zeinab Lotfalikhani**, “Feasibility study of Creating Audio Tourism with Emphasis on Urban Sounds: Case study of three cities: Tehran, Mashhad and Isfahan”

14.15-15.45      **Lunch (seated)**

15.45-17.15      **Session 4 Moderator: Dr.Ray Powel**

**Danielle Villa**, “Crowdsourced Heritage Tourism”

**G. Aspridis , L. Sdrolias ,Th. Kimeris ,D. Kyriakou , I.Grigoriou**, “Visitor attraction Management :Is there space for new thinking despite the crisis? The cases of Buckingham Palace and the Museum of Acropolis.”

**George Markopoulos, George Mikros , Anastasia Iliadi, Michalis Liontos**, “Sentiment analysis of hotel reviews in Modern Greek. A comparison of unigram features.”

**Vlassi Eirini** “WEB2.0 Enhancing Role in Heritage Interpretation Based on Constructivist Learning Theories.”

17.15              **Closing Ceremony**

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

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](mailto:info@iacudit.org)

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