



IACuDiT
INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM



8th International Conference



Transcending Borders in Tourism
through Innovation
and Cultural Heritage



1st - 3rd September, 2021

Hydra Island, Greece

Under the Auspices



NATIONAL TECHNICAL
UNIVERSITY OF ATHENS



UNIVERSITY OF THE AEGEAN



THEMIS
World Tourism Organization



www.visitgreece.gr

Wednesday 1st of September

11.00 Registration

11.30 Opening Session Speeches

Vicky Katsoni, IACuDiT President, University of West Attica

George Koukoudakis, Mayor of Hydra

Dália Liberato,

CHALLENGES IN GOVERNANCE AND COOPERATION IN CROSS-BORDER
REGIONS AS TOURISM DESTINATIONS

Polytechnic Institute of Porto, Vila do Conde, Portugal

12:00-13:30 Conference Room 1

Moderator: Vicky Katsoni

**GEOMAPPING. CULTURAL ENHANCEMENT PRACTICES OF THE JABEL
SHAMS AND JABEL AKDHAR MOUNTAINS IN OMAN**

MONICA MORAZZONI, GIOVANNA ZAVETTIERI
IULM University, Milan, Tor Vergata University, Rome

**SEGMENTING THE GENERATION Z COHORT BASED ON HOTEL'S
ENVIRONMENTAL POLICY**

SPYRIDON MAMALIS, IRENE KAMENIDOU*, EVANGELIA-ZOI BARA, IFIGENEIA MYLONA,
STAVROS PAVLIDIS

International Hellenic University, Greece

**DIGITAL MAPPING OF CULTURAL HERITAGE IN TOURISM USING
PARTICIPATORY GIS AND STORY-MAPS**

TATJANA THIMM*, FLORIAN EITZENBERGER, LARA LEUSCHEN, PATRICK LAUBE
Constance University of Applied Sciences

CONCEPTUALIZATION AND DEVELOPMENT OF CULTURAL-LITERARY ROUTES

DIANA FORIS*, ELENA SORLESCU

Transilvania University of Brasov, Romania

EXPLORING TOURISTS' FOOD AND BEVERAGE SPOTS IN AN URBAN DESTINATION USING A SPATIAL-TEMPORAL APPROACH

IOANNIS NIKAS*, ATHANASIOS KOUTRAS, ALKIVIADIS PANAGOPOULOS, ANASTASIOS VASILEIADIS

University of Patras, Greece*, University of Peloponnese, Greece

13:45-15:00 Lunch and Networking Opportunities in "Xeri Elia Douskos" Restaurant

16:00-18:00 Conference Room 2

Moderator: Artemis Giourgali and Adrian Martinez

THE ROAD TO A TOURIST'S HEART IS THROUGH THEIR STOMACH: EXPLORING CULINARY TOURIST MOTIVATION IN ZIMBABWE

EDINAH TENDANI, M.P SWART, C VAN ZYL

University of South Africa

ROBOTS ON THE TOURIST INDUSTRY - A REVIEW FOR FUTURE RESEARCH DIRECTIONS

DIMITRIOS BELIAS, LABROS VASILIADIS

University of Thessaly*, National and Kapodistrian University of Athens

DIGITAL TOURISM MARKETING: THE LATEST DEVELOPMENTS AND RECOMMENDATIONS ON HOW MYKONOS CAN TAKE ADVANTAGE OF DIGITAL AND INFLUENCER MARKETING

DIMITRIOS BELIAS*, KONSTANTINOS SKAGIAS, LABROS VASILIADIS, CHRISTOS PAPADEMETRIOU

University of Thessaly*, Ambassador HACC.NY Mykonos based for Aegean Islands, National and Kapodistrian University of Athens, Neapolis University, Cyprus

ROBOTS ON THE TOURIST INDUSTRY - A REVIEW FOR FUTURE RESEARCH DIRECTIONS

DIMITRIOS BELIAS, LABROS VASILIADIS

University of Thessaly*, National and Kapodistrian University of Athens

SUSTAINABLE TOURISM AND CULTURAL ROUTES IN THE IONIAN AND ADRIATIC REGIONS

DIMITRIOS MYLONOPOULOS*, POLYXENI MOIRA, PARASKEVI KAKAROUCOA
University of West Attica, Athens, Greece

COMMUNICATION RESPONSES TO COVID-19 FROM TOURISM STAKEHOLDERS IN THE MEDITERRANEAN: THE DIGITAL CAMPAIGN “OPEN SARDINIA”

RITA CANNAS*, DANIELA PETTINAO
University of Cagliari, Italy

DEVELOPING BUSINESS TOURISM IN AFRICA IS A DMO REALLY NEEDED?

NOSIPHIWO MAHLANGU
Unisa, South Africa

18:30 – 20:00 GUIDED WALKING TOUR OF THE HYDRA OLD TOWN

Thursday, 2nd of September

9:00-11:00 Conference Room 1

Session 1

Moderator: Vicky Katsoni

SEQUENTIAL QUALITY COMPETITION IN THE RESTAURANT INDUSTRY: EFFECTS OF RESTAURANTS' REPUTATION

FERNANDA A. FERREIRA*, FLAVIO FERREIRA, PAULA ODETE FERNANDES
Polytechnic Institute of Porto, Portugal*, Instituto Politécnico de Bragança

COUNTRY SIDE, KNOW-HOW, GASTRONOMY AND WINES: 3 CASE STUDIES FROM LANGUEDOC

BERNARD MOIZO
UMR SENS, French Institute for Research and Sustainable Development

THE ISLAND OF SANTORINI IN GREECE AND THE COVID-19 CRISIS ON TOURISM

EFSTATHIOS VELISSARIOU*, SPYROS KOVAIOS
University of Thessaly, Larissa*, Hellenic Open University, Patras, Greece

SMUGGLING ROUTES AS A VALUABLE ASSET FOR TOURISM DEVELOPMENT IN CROSS-BORDER REGIONS

PEDRO LIBERATO*, DALIA LIBERATO, MARIANA TORRES
Polytechnic Institute of Porto, Vila do Conde, Portugal

THE DEVELOPMENT PROSPECTS OF SPORTS DANCE EVENTS IN GREECE

IOULIA POULAKI, ATHINA PAPAGEORGIOU*
University of Patras, Greece, University of West Attica, Athens, Greece*

SHARE YOUR REAL EXPERIENCE: ASSESSING TOURIST NEGATIVE EMOTIONS TOWARDS AUTHENTIC FOOD WITH SELF-REPORT AND PHYSIOLOGICAL RESPONSE METHODS

KATERINA VOLCHEK*, CELSO BRITO
Deggendorf Institute of Technology, Germany

KEYNOTE SPEAKER:

ANDREEA SERBAN, Bucharest University of Economic Studies, Romania
SUSTAINABLE TOURISM AND NEW GLOBAL CHALLENGES

Session 1

Moderator: Artemis Giourgali and Adrian Martinez

COVID-19 AS A 'POLICY WINDOW' FOR PROMOTING A GREEN RECOVERY AND TRANSFORMATION OF THE AIR TRANSPORT AND TOURISM SECTORS: IS IT HIGH TIME WE SAILED THE TURBULENT STREAMS WHILE THE WIND IS STILL BLOWING?

POLYXENI MOIRA*, SPYRIDON PARTHENIS
University of West Attica, Athens, Greece

FUNDS CUTBACK AN INHIBITOR FACTOR IN OPERATING AN ADEQUATE CULTURAL POLICY OF THE COUNTRY/GREECE

KONSTANTINA BOULOUTA*, MARIA KARAGIANNI
University of West Attica, Greece*, Glen Briar Academy of Toronto, Canada

EVALUATING ECONOMIC SUSTAINABILITY OF NAUTICAL TOURISM THROUGH BRAND EQUITY AND CORPORATE PERFORMANCE

ELEONORA SANTOS*, INES LISBOA, CATIA CRESPO, JACINTA MOREIRA, TERESA EUGENIO
Polytechnic Institute of Leiria, Portugal

EXPLORING INDIRECT ENVIRONMENTAL RISKS THAT IMPACT CORAL REEF TOURISM IN THE EAST AFRICAN MARINE ECOREGION

DIMITRI DIMOPOULOS, D. QUEIROS, C. VAN ZYL
University of South Africa

IMPROVING POSITIVITY TOWARDS NATURE CONSERVATION IN COMMUNITIES BORDERING PROTECTED AREAS IN SOUTH AFRICA

DOROTHY RUTH QUEIROS
University of South Africa

LOCAL CULTURE FESTIVALS AND SUSTAINABLE TOURISM DEVELOPMENT IN MOUNTAIN AREAS. THE REGION OF EPIRUS, GREECE

STELLA KOSTOPOULOU, EVINA SOFIANOU, EVANGELIA STERGIOU, VALIA XANTHOPOULOU – TSITSONI
Aristotle University of Thessaloniki, Greece

Session 2

Moderator: Pedro Liberato

COMMITTED AND NON-COMMITTED POLICY REGIMES IN A SEQUENTIAL MIXED HOTEL DUOPOLY

FLÁVIO FERREIRA*, FENDANDA A. FERREIRA
Polytechnic Institute of Porto, Portugal

ANALYSIS OF THE SOCIO-CULTURAL PROJECTS CARRIED OUT IN SPAIN BY THE FLAGS

LLUÍS MIRET-PASTOR*, PALOMA HERRERA-RACIONERO, ANDREA MARQUEZ ESCAMILLA
Universitat Politècnica de València, Valencia, Spain

ONLINE FOOD ORDERING AND DELIVERY APPLICATIONS: AN EMPIRICAL STUDY OF THE FACTORS AFFECTING INTENTION TO RE-USE

EVANGELIA GANOU, GEORGE KARAVASILIS, VASILIKI VRANA*, EVANGELOS KEHRIS
International Hellenic University, Greece

DRIVERS OF VALUE CREATION IN AN ECOTOURIST DESTINATION: DISENTANGLING THE LINKS THAT TIE TRAVELLERS' MOTIVATIONS AND THE DESTINATION'S IMAGE

ANGEL PEIRO SIGNES*, MARIVAL SEGARRA - OÑA, MAURICIO CARVACHE-FRANCO
Universitat Politècnica de València, Spain*, Universidad Espiritu Santo, Ecuador

AVIATION INDUSTRY CRISIS MANAGEMENT: EFFECTS OF COVID-19 PANDEMIC IN ATHENS INTERNATIONAL AIRPORT ENVIRONMENT

EVAGELLIA MASLARINOY, MARIA TSOURELA*, DIMITRIS PASCHALOUDIS, DAFNI-MARIA NERANTZAKI
International Hellenic University, Business Administration, Serres, Greece

ECOLOGICAL AND SOCIO CULTURAL SUSTAINABILITY FACTORS INFLUENCING TOURISTS' DESTINATION CHOICE DURING THE COVID-19 PANDEMIC

ARTHUR ARAÚJO*, ISABEL MARQUES, TERESA CANDEIAS, ARMANDO LUÍS VIEIRA
Lusofona University - TRIEE, Porto, Portugal*, University of Aveiro - GOVCOPP, Portugal

Session 2

Moderator: Artemis Giourgali and Adrian Martinez

EXPLORING COLLECTIVE MEMORIES IN A SMART CITY ENVIRONMENT

KONSTANTINOS KOUKOULIS*, DIMITRIOS KOUKOPOULOS
University of Patras, Greece*, Hellenic Open University

THE VIRTUAL TRUTH VERSUS THE REAL IMAGE OF THE MUSEUMS. METHOD TO ANALYSE VIRTUAL VISITS TO MUSEUMS

MARGA CABRERA*, LOLA TERUEL
Universitat Politècnica de València, Spain

COMPUTATIONAL METHODS FOR EVALUATING WEB TECHNOLOGIES AND DIGITAL MARKETING TECHNIQUES IN THE HOSPITALITY INDUSTRY

DIMITRIS PAPADOPOULOS, C. HALKIOPOULOS*
University of Patras, Greece

DETERMINANTS OF TRAVELERS' INTEREST IN CREATIVE TOURISM

DIANA - CRISTINA PINTEA*, ALINA BADULESCU
University of Oradea, Romania

EXPECTATIONS AND PREFERENCES OF COUCHSURFING PARTICIPANTS

TOMÁŠ MAKOVNÍK*, ADRIANA VARCHOLIKOVA
Matej Bel University, Banská Bystrica, Slovakia*, O2 Universum Prague, Czech Republic

DOES TOURISM CONTRIBUTE TO BALANCED REGIONAL DEVELOPMENT? EVIDENCE FROM GREECE

PANAYIOTIS DRAKAKIS
University of Piraeus, Greece

A QUANTITATIVE COMPARATIVE ANALYSIS OF RESIDENTS' ATTITUDES TOWARDS CULTURAL EVENTS IN GREECE

MARIA DOUMI*, KONSTANTINOS MOURATIDIS, THEODOROS STAVRINOUDIS
University of Aegean, Chios, Greece

14:00-15:30 Lunch and Networking Opportunities "Psaropoula" Restaurant

Session 3

Moderator: Georgia Yfantidou

PORTO: LITERARY TOURISM IN PANDEMIC TIMES

DALIA LIBERATO, ELISA ALÉN, ANA FERREIRA*, PEDRO LIBERATO

Polytechnic Institute of Porto, Vila do Conde, Portugal*, University of Vigo, Ourense, Spain

EMOJI USE IN RESEARCH ABOUT TOURISM AND RECREATIONAL ACTIVITIES PREFERENCES FOR CHILDREN WITH DISABILITIES

GEORGIA YFANTIDOU*, D. BALIDIS, CH. PATSI, P. BALASKA, E. SPYRIDOPOULOU, D. ANTONIADOU
Democritus University of Thrace, Greece*, Hellenic Open University, Aristotle University
of Thessaloniki

SPORT VENUES EVOLVING TO TOURISM AND HOSPITALITY GIANTS? PROOF OF DYNAMIC TENDENCY

OURANIA VRONDOU

University of Peloponnese, Sparta, Greece

INSTAGRAM: THE TRAVELOGUE FOR GENERATION Z'S TRAVELLERS. THE IMPACT THAT INFLUENCERS AND CONTENT CREATORS LEAVE THROUGH THEIR GENERATED CONTENT

SIMON CARUANA*, JORDAN CARUANA

University of Malta, Msida, Malta

CREATING ALTERNATIVE FLAGSHIPS. CASE STUDY THE SALT POND OF ANGELOCHORI GREECE

STAMATINA DILAVERI

University of Aegean, Greece

Session 3

Moderator: Artemis Giourgali and Adrian Martinez

TOURISM'S USE OF WEB-BASED INFORMATION SYSTEMS AND THE INFLUENCE OF TOURISM TRENDS THROUGHOUT THE COVID-19 PERIOD

KONSTANTINOS HALKIOPOULOS*, KONSTANTINOS GIOTOPOULOS

University of Patras, Greece

FOOD SHARING IN COVID-19 ERA: DEMAND FOR HOSPITALITY SERVICES PROVIDED VIA EATWITH

IVANA ŠIMOČKOVÁ*, KRISTÍNA POMPUROVÁ, RADKA MARCEKOVÁ, LUBIKA SEBOVÁ, ANITA KOLARCIKOVÁ

Matej Bel University in Banská Bystrica, Slovakia

COVID-19 PANDEMIC AND HIGH HEALTH RISK AS A NEW CONTROLLING FORCE OF TRAVEL MOTIVATION AND TOURISM CHAIN VALUE

MOHAMED BOUKHEROUK*, HICHAM OUAKIL, ADIL EL FILALI

Ayyad University Marrakech*, Ibn Tofail University Kenitra, Morocco

THE VISITOR IN SLOVAK RURAL TOURISM IN TURBULENT TIMES

ANDREJ MALACHOVSKY

Matej Bel University in Banská Bystrica, Slovakia

APPROACHES TO TOURISM MOTIVATION FOCUSING ON ACROPOLIS MUSEUM VISITORS

EFFIMIA PAPAETHYMIOU*, FRAGISKOS BERSIMIS, PARIS TSARTAS

Harokopio University*, Agricultural University, Athens, Greece

ARE TOURISM VENTURES INCLUDED IN BUSINESS ACCELERATORS FULFILLING THEIR FINANCIAL EXPECTATIONS?

ALINA BADULESCU*, DANIEL BADULESCU, RAMONA SIMUT

University of Oradea, Romania

SPATIAL ANALYSIS OF CULTURAL RESOURCES AND THEIR CONTRIBUTION TO THE SUSTAINABLE TOURISM DEVELOPMENT OF GREECE

CHRISTOS AMOIRADIS*, EFSTATHIOS VELISSARIOU, MARIA STANKOVA, THOMAS POULIOS

University of Thessaly, Larissa, Greece*, South-West University "Neofit Rilski" – Blagoevgrad, Bulgaria

18:00 GUIDED TOUR TO THE KOUNTOURIOTIS NATIONAL HISTORICAL MUSEUM

19:30 GALA DINNER AT FOUR SEASONS HYDRA RESTAURANT

Friday, 3rd of September

9:00-11:00 Conference Room 1

Session 1

Moderator: Vicky Katsoni

THE STRATEGY OF TOURISM PRODUCTS COMPLEMENTARITY IN DESTINATION PROMOTION: EUROCITY CHAVES-VERÍN

DALIA LIBERATO*, ANABELA PEIXOTO, PEDRO LIBERATO, ELISA ALÉN

Polytechnic Institute of Porto, Vila do Conde, Portugal*, University of Vigo, Ourense, Spain

ECOMPARISON OF MEMORABLE TOURIST EXPERIENCES BASED ON COLLECTIONS OF REVIEWS FROM TRIP ADVISOR: ACROPOLIS OF ATHENS AND ROYAL ALCAZAR OF SEVILLE

FERNANDO TORO SÁNCHEZ

University of Seville, Spain

AN INVESTIGATION OF THE ACCEPTANCE AND SUCCESS OF WEB CONFERENCING TECHNOLOGIES IN TOURISM HIGHER EDUCATION DURING THE COVID-19 PANDEMIC

SOPHIA KALLOU*, AIKATERINI KIKILIA, MICHAEL KALOGIANNAKIS

University of West Attica*, University of Crete, Greece

VISITORS AT HERITAGE SITES: FROM THE MOTIVATION TO VISIT TO THE GENESIS OF DESTINATION AFFECTIVE LOYALTY

SIMONA MALAESCU

Babes Bolyai University, Cluj Napoca, Romania

VIRTUAL REALITY AND TECHNOLOGY USE: APPLICATIONS AND IMPLICATIONS FOR RELIGIOUS AND PILGRIMAGE TOURISM. THE CASE OF GREECE

IOANNA CHATZOPOULOU

University of Patras, Greece

11:00-13:00 Guided Tour of the Historical Archive - Museum of Hydra

Session 1

Moderator: Artemis Giourgali and Adrian Martinez

THE MANAGEMENT OF CONFERENCES AND BUSINESS EVENTS IN PERIODS OF CRISIS. THE NEW DIGITAL PARADIGM

ALEXANDRA CHALKIA*, ATHINA PAPAGEORGIOU
University of West Attica, Greece

DIGITAL MUSEUM TOURING: FROM A CONVENTIONAL 3D TRANSLATION TO A HIGHLY ENGAGING TRANSMUTATION

MELINA PAPADOPOULOU*, ANNA K. ZARKADA
Cyprus University of Technology, Limassol, Cyprus

A TARGETED MULTI- PARAMETER APPROACH OF GREEK START UPS, RELATED TO TOURISM, CULTURE AND LEISURE

KONSTANTINOS GIANNOPOULOS*, PARIS TSARTAS, KONSTANTINOS ANAGNOSTELOS
Harokopio University*, National and Kapodistrian University, Athens, Greece

EXPLORING STAKEHOLDERS' PERSPECTIVES ON HOTEL DESIGN

EFTHYMIA SARANTAKOU, PANAGIOTA ANASTASIADOU*, EVRIDIKI MANIATI, EVANGELIA TSILIKA
Hellenic Open University, Patra*, Greece, University of West Attica, Hellenic Ministry of Culture, Athens, Greece

LOCK ME AGAIN: THE INFLUENCE OF ESCAPE ROOM EXPERIENCES ON VISITORS' LOYALTY INTENTIONS

ALEXANDER M. PAKHALOV*, OLGA V. ANTON
Lomonosov Moscow State University, Moscow, Russia

CONNECTING TOURISM: THE DIGITAL TRANSFORMATION OF FILM TOURISM IN RURAL SCOTLAND

STEPHANIE GARISSON
University of Aberdeen, United Kingdom

SMART TOURISM TECHNOLOGIES: HOW EFFECTIVE ARE THEY FOR MILLENNIAL TOURISTS?

DIMITRIS FOLINAS*, AGGELIKI MITALA, AGGELIKI KONSTANTOGLIOU, THOMAS FOTIADIS
Open Hellenic University, Patra, Greece, Democritus University of Thrace, Xanthi, Greece, International Hellenic University, Thessaloniki, Greece

KEYNOTE SPEAKER

Triant Flouris,

TOURISM AND AVIATION: SYMBIOSIS OR CO-DEPENDENCY

VP - Academic Affairs, Metropolitan College, Athens, Greece.

Session 2

Moderator: Artemis Giourgali and Adrian Martinez

ACCESSIBILITY AS A COMPETITIVE ADVANTAGE OF A TOURISM DESTINATION OPPORTUNITIES FOR SLOVAKIA

LUBICA SEBOVA*, RADKA MARČEKOVÁ, ALENA KAŠČÁKOVÁ

Matej Bel University in Banska Bystrica, Slovakia

CONSUMER BEHAVIOR AND COGNITIVE FACTORS IN RELATION TO GASTRONOMIC TOURISM AND DESTINATION MARKETING IN GREECE

GERASIMOS PANAS, NATALIA THRASIDI, CONSTANTINOS HALKIOPOULOS*, EVGENIA GKINTONI

Ionian University, Greece, University of Patras, Greece*

NEUROMARKETING AS AN INDICATOR OF COGNITIVE CONSUMER BEHAVIOR IN DECISION MAKING PROCESS OF TOURISM DESTINATION

HERA ANTONOPOULOU, IOANNA GIANNOUKOU, CONSTANTINOS HALKIOPOULOS*, EVGENIA GKINTONI

University of Patras, Greece

PHOTOGRAPHS IN TOURISM DESTINATION MANAGEMENT RESEARCH IN THE POST COVID-19 ERA

MARY KOSTANTOGLOU, ARGYRI MOUSTAKA*

Hellenic Open University*, University of the Aegean, Greece

PAUSED RENAISSANCE: FACTORS AFFECTING THE ATHENS BYZANTINE AND CHRISTIAN MUSEUM BRANDING

ANNA ZARKADA, VASSILIKI MARKAKI*

Athens University of Economics and Business, Museum of Cycladic Art*

PREDICTIVE SEO FOR TOURISM WEB SITES THROUGH TRANSFORMER KEYWORD IDENTIFICATION

AGISILAOS KONIDARIS*, OURANIA STELLATOU, SPYROS E. POLYKALAS, **CHRYSOPIGI VARDIKOU**

Ionian University, Kefalonia, Greece

TOURISTS' AND EMPLOYEES' PSYCHOLOGY IN THE FRAMEWORK OF STRATEGIC MANAGEMENT IN GREEK TOURISM

IOANNA GIANNOUKOU, NIKOLOPOULOU ALEKSIA, CONSTANTINOS HALKIOPOULOS*
Open University, University of Patras, Greece*

THE ROLE OF TECHNOLOGY IN IMPROVING THE TOURISTIC EXPERIENCES OF CRUISE PASSENGERS: BUSINESS REVIEW AND A NEW SOLUTION FOR ADDING A "TASTING" EXPERIENCE

ELEFATHERIOS SDOUKOPOULOS*, VASILIKI-MARIA PERRA, MARIA BOILE, LEONIDAS EFTHYMIU, EVI DEKOULOU, YIANNA ORPHANIDOU
Hellenic Institute of Transport, University of Piraeus, Athens, Greece, University of Nicosia Research Foundation, Nicosia, Cyprus

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