

# 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

## 2<sup>nd</sup> 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 Zalidis**Challenges In Recreational SCUBA Diving In The Mediterranean Sea:  
Posidonia oceanica Meadows**Leszek Koziol, Radoslaw Pyrek, Anna Wojtowicz**Identification Of Instruments Of The Development Of Innovation Of  
Tourism Enterprises**12:00 – 12:30**

Coffee Break

**12:30 – 14:00**

Session 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**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 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

**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

**Adriaan De Man**

A Stakeholder Perspective on Heritage Branding and Digital Communication

**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 Rolinek, 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 22 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

**11:30 – 12:00**

Coffee Break

**12:00 – 14:00**

Session 2 - Session - The power of social networks  
Moderator: Hans Lundberg

**Gökçe Özdemir, Duygu Çelebi**

Challenges and Opportunities of Social Media Marketing On  
Museums

**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 Gavrili, Philippos Vakalakis**

Running on heritage

**Rachid Oumlil, Yazid Ouahman**

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

**Susana Silva, Dora Martins**

HRM Specificities' on Portugal Hotel units

**18:00 – 18:30**

**Closing Session**

**21:30**

Gala Dinner (optional)



Sunday 23 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](mailto:info@iacudit.org) and/or [katsoniv@gmail.com](mailto:katsoniv@gmail.com)

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