



IACuDiT

INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM

5th International Conference

Exploring Smart Tourism: The Cultural and Sustainability Synergies

28 - 30 June, 2018

Royal Olympic Hotel, Athens, Greece



Springer THEMIS
World Tourism Organization



www.visitgreece.gr



UNIVERSITY OF THE AEGEAN



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΙΛΟΙΟΝΝΗΣΟΥ
UNIVERSITY OF PILOIONNESSE



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES/AUSTRIA

Thursday, 28 May 2018

08.30 - 09.00 **Registration (open all day)**

09.00 - 09.30 **Opening Session**

Vicky Katsoni, IACuDIT President

Key Note Speakers

Paris Tsartas

Professor of Tourism Development, Department of Home Economics and Ecology of the Harokopio University of Athens

Eleni Dimopoulou

Region of Attica Executive Regional Councilor for Tourism Promotion

Marival Segarra – Oña

Associate professor of Innovation and Competitiveness at the Business School at the Polytechnic University of Valencia (Spain)

09.30 - 11.00 **Conference Room 1**

Session 1

Moderator: VRONDOU OURANIA

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

The Potential of Street Art. Obstacles to the Commercialization of Street Art and Proposed Solutions

LINO TRINCHINI, THANASIS SPYRIADIS

Towards Smart Creative Tourism

KATSAS GREGORY, GAVRILI – ALEXANDRIS DESPINA

Cultural Learning through Youth Heritage Tourism: An Explanation of the Sustainability Effects

PEDRO LIBERATO, ELISA ALÉN, DÁLIA LIBERATO

Porto as a Smart Destination. A Qualitative Approach

ATHANASIOS KOUTRAS, IOANNIS A. NIKAS, ALKIVIADIS PANAGOPOULOS

Towards developing smart cities: Evidence from GIS analysis on tourist's behavior using social network data in the city of Athens

11.00 - 11.30 **Coffee Break**

11.30 - 13.00 **Conference Room 1**

Session 2

Moderator: MARIVAL SEGARRA-OÑA

OURANIA VRONDOU, PANAGIOTIS DIMITROPOULOS, LEONIDAS GAITANAKIS

International Sports Bodies Application of Ecological Sustainability Mechanisms Affecting Sport Tourism Related Natural Environment.

ARISTOTELIS MARTINIS, ATHENA PAPADATOU, KATERINA KABASSI

An Analysis of the Electronic Presence of National Parks in Greece

LEONIDAS GAITANAKIS, OURANIA VRONDOU, STELLA LEIVADI

Central Government Tourism Policy and the Development of Sports Tourism in Mass Tourism Areas: the Case of Crete

PANAGIOTIS DIMITROPOULOS, OURANIA VRONDOU, KONSTANTINOS KORONIOS.

Earnings Predictability of the Greek Hospitality Industry during the Crisis

EFTHYMIA SARANTAKOU, SIMOS XENITELLIS

Innovative Cultural Tours in Athens: interesting Entrepreneurship in the era of economic crisis

13.00 - 14.30 **Lunch and networking opportunities**

14.30 - 16:00 **Conference Room 1**

Session 3

Moderator: SOFIA BOUTSIOUKI

DÁLIA LIBERATO, PEDRO LIBERATO, ANDREIA GONÇALVES

Dark Tourism, the Dark Side of Cultural Tourism. Application to the City Of Porto

MA AIPING

Art Performance: On Culture and Tourism Synergies in Beijing

XOSÉ SOMOZA MEDINA

Governance and Sustainability of Cultural Megaprojects. Case Studies from Spain

ERAY BOZKURT, ELNAZ TAGHIZADEH ALAMDARI

Historic Bornova Houses: Revitalization Potential for Cultural Tourism

DIMITRIOS SKIADAS, SOFIA BOUTSIOUKI, ELEFThERIA FTAKLAKI

Multilevel Governance Potential for Cultural Tourism in Greece

16.00 – 17.30 **Conference Room 1**

Session 4

Moderator: MARIVAL SEGARRA-OÑA

ROBERT GJEDIA, VALENTINA NDOU

Educating Of Entrepreneurship Competence in Pre-University Education System: An Effective Way for Tourism Development and Innovation

ANNA KOURTESOPOULOU, SOFIA-DANAI THEODOROU, ATHANASIOS KRIEMADIS, ALKISTIS PAPAIOANNOU

The Impact of Online Travel Agencies Web Service Quality on Customer Satisfaction and Purchase Intentions

KONSTANTINOS KORONIOS, ATHANASIOS KRIEMADIS, PANAGIOTIS DIMITROPOULOS, DOUVIS IOANNIS, ANDREAS PAPADOPOULOS, GENOVEFA MANOUSARIDOU

Emotional intelligence of employees in the Hospitality Sector: Exploring its effects on job satisfaction and performance

TOMÁŠ GAJDOŠÍK

Big Data Analytics in Smart Tourism Destinations.
A New Tool for Destination Management Organizations?

MARLON VIÑAN

A Systematic Literature Review on Social Media Analytics and Smart Tourism.

18.30 Visit to the Acropolis Museum (complimentary)

21.00 Gala Dinner (optional)

Friday, 29 May 2018

8.30 - 9.00 Registration

9.00 - 10.15 Conference Room 1

Session 1

Moderator: VICKY KATSONI

KRISTINA AFRIĆ RAKITOVAC, NATAŠA UROŠEVIĆ, NIKOLA VOJNOVIĆ

Archaeocultour: Innovative Valorisation of Archaeological Heritage In Istria County Through Sustainable Cultural And Creative Tourism

LESZEK KOZIOL, MICHAL KOZIOL

The Concept of Dichotomy of the Innovation Process In An Enterprise

MARKOS - MARIOS TSOGAS, EVANGELIA CHATZOPOULOU, ILIANA SAVVA

Tourist Sub-Destinations: Shedding Light on a Neglected Touristic Behavior

**GEORGIA YFANTIDOU, ELENI SPYRIDOPOULOU, THEKLA
CHATZIGEORGIOU**

Hotel Innovation and the Creation of Competitive Advantage

09.00 - 10.15 Conference Room 2

Session 1

Moderator: TILEMACHOS KOLIOPOULOS

PATRIK KUBÁT

Development of Wine Tourism in Šumadija Region.

TILEMACHOS KOLIOPOULOS, VICKY KATSONI.

The Innovative Health Tourism's Environmental Management Sustainable Design Facilities Assessment Capability

MARIA KARAGIANNI, STAVROULA GEORGAKOPOULOU, VASILIKI DELITHEOU.

Agrotourism: A Lever for Rural Development Based on the Cultural Reserve of Greece

KONSTANTINOS MOURATIDIS, MARIA DOUMI, THEODOROS STAVRINOUDIS

Religious Tourism Development in Lesvos Island.
Potentials & Prospects in a spiritual approach of Priests of Lesvos.

SOFIA TSIFTELIDOU, ANASTASIA CHRISTODOULOU

The Semiotic History of Thermal Spa and their Contribution to Tourism Development

10.15 - 11.30 **Conference room 1**

Session 2

Moderator: VICKY KATSONI

ANASTASIOS-IOANNIS THEOCHARIDIS, GEORGE KARAVASILIS, VASILIKI VRANA, EVANGELOS KEHRIS, KONSTANTINOS ANTONIADIS

What Is Affecting Customers' Intention To Perform Social Media Marketing Activities In The Hotel Industry?

GEORGE PAPADOPOULOS, PANAGIOTA DIONYSOPOULOU, GEORGE M. AGIOMYRGIANAKIS

Impact of Social Media and Proprietary Media on Potential Tourists Holiday Planning Process. The Case of National Tourism Organizations

ARISTOTELIS MARTINIS, ATHENA PAPADATOU, KATERINA KABASSI

Internet Marketing Communication of Destination Management Organizations in Slovakia: The Case Study

DEMENI ELENA, MARIA TSOURELA, DIMITRIS PASCHALLOUDIS, DAFNI-MARIA NERANTZAKI

Wine Promotion through Social Media

AGISILAOS KONIDARIS, ERATO KOUSTOUMPARDI

Digital vs Traditional Marketing in Travel and Tourism

10.15 - 11.30 Conference Room 2

Session 2

Moderator: TILEMACHOS KOLIOPOULOS

**ARISTOTELIS MARTINIS, KATERINA KABASSI, GEORGIOS KARRIS,
CHARICLEIA MINOTOU**

Unveiling the Profile of Tourists in Islands with Protected Areas to Promote Sustainable Tourism

ZEFI DIMADAMA, ATHINA KOROVESI

The Sustainable Development Goals of Tourism

MARINA SHERESHEVA, ELENA KONDYUKOVA

Museum Cluster in a Small City: Evidence from Russia

MARCO VALERI, LESLIE FADLON

Entrepreneurship and Co-Evolution In Tourism

DIMITRIOS BELIAS, EFSTATHIOS VELISSARIOU, IOANNIS ROSSIDIS

The contribution of HRM on the development of effective organizational culture in hotel units – The case of Greek hotels

11.30 – 12.00 **Coffee Break**

12.00 – 13.30 **Conference room 1**

Session 3

Moderator: THEODOROS STAVRINOUDIS

EVANGELIA PAPASOTIRIOU, GEORGIOS SIDIROPOULOS, STAMATIS NTANOS, MILTIADIS CHALIKIAS, MICHALIS SKORDOULIS, DIMITRIS DROSOS

Burnout and Job Satisfaction: The Case of Physical Education Teachers in Local Sports Organizations

CARRILLO-HIDALGO ISABEL, PULIDO-FERNÁNDEZ JUAN IGNACIO

Examining the Organizational-Financial Structure of Public-Private Destination Management Organizations

THEODOROS STAVRINOUDIS, CHRISTOS KAKAROUGKAS

The Synthesis of the Variables Formulates Rewards System Culture (ReSCulture)

DIMITRIS PAPAYIANNIS, SOFOKLIS SKOULTSOS, KONTIS ALEXIOS-PATAPIOS

Enhancing Airports' Employees Job Satisfaction with Training Techniques. Investing on IM.I.A. and the Case of Greek Airports' Ground Handling Services

12:00 – 13:30 **Conference Room 2**

Session 3

Moderator: GEORGIA YFANTIDOU

ANNA KOURTESOPOULOU, JOHN KEHAGIAS

Online Hotel Customer's Perceived Service Quality and Purchase Intentions

ANTONIOS S. DALAKIS, GEORGIA YFANTIDOU, GEORGE COSTA

Motives and Involvement of Tourists in Eastern Macedonia & Thrace

ABDELOUAHAB EL BOUKHARI, RACHID OUMLIL, ALLAL ACHABA

Value Creation in Service over The Last Two Decades: A Meta-Analysis

DIMITRIOS BELIAS, IOANNIS ROSSIDIS, EFSTATHIOS VELISSARIOU

Shaping The Consumers Behavior Who Are Using Airbnb. The case Of Airbnb's Users in Greece

APOSTOLAKIS, BARITAKI, STERGIU, VISAKDOURAKI

Examination of Individual Preferences for Smart Hotels in Crete – Evidence From Domestic Tourists

13.30 – 15.00 **Lunch and Networking Opportunities**

15.00 – 16.30 **Conference room 1**

Session 4

Moderator: GIUSY CARDIA

DIMITRIOS BELIAS, CHRISTOS MANTAS, DIMITRIOS TSIOTAS

The Impact of Corporate Culture in the Performance of the Front Desk Employees - The Case of Five Star Hotels in Greece

KATSAITIS ARISTIDES, PAPAETHIMIOU EFI

Philoxenia as a Component of the Tourism Experience in Culture and Total Quality Management in the Hotel Sector

MEDÉIA VERÍSSIMO, CARLOS COSTA

How to Overcome the Challenges of Using Netnography in Tourism Research? Reflections on a PhD Journey

GIUSY CARDIA, ANDREW JONES, DANIELE GAVELLI

Innovating and Diversifying Cultural Tourism In Europe Through Smart
Movie Tourism In Unesco Sites And Destinations. The Case Study of
Famous Project

RAHIL MARDANI, ALI AKBAR NAZARY

A Survey on the Economical Entrepreneurship Status of Women in
Attracting Tourism. Case Study : Handicraft and Production of Textiles in
Beidokht City

GÖKÇE ÖZDEMİR

Social sustainability of e-distribution systems at hospitality industry

21.00 **Greek Night (Optional)**

Saturday, 30 May 2018

All day **Visit to Aigina Island (complimentary)**

Aegina (Aigina, Egina, EGINE, Ägina) is located 26 km / 16 miles below Athens, is part of the Saronic islands group and can easily be reached within 40 minutes from Piraeus.

Aegina is a place of rich history. The Temple of Aphaia is arguably the jewel in the crown of Aegina island.

Aegina is the island of the pistachio nuts. They are called in Greek: "Fistikia".

Do not forget your sunscreen, swimming suit and hat!!!

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

IACUDIT
47, Vizandiou Str.,
New Smirni, 17122,
Athens,
Greece

Phone: +30-2106044405
Fax: +30-2106044405
E-mail: info@iacudit.org