



IACuDiT

INTERNATIONAL ASSOCIATION OF CULTURAL AND DIGITAL TOURISM



7th International Conference

Culture and Tourism in a Smart, Globalized and Sustainable World



2nd - 4th September, 2020

Hydra Island, Greece

Under the Auspices



NATIONAL TECHNICAL
UNIVERSITY OF ATHENS



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17.30 **Registration**

18.00 **Opening Session Speeches**

Vicky Katsoni, IACuDiT President, University of West Attica

George Koukoudakis, Mayor of Hydra

Ciná van Zyl, University of South Africa, (UNISA)

19.00-20.00 **Conference Room 1**

Session 1

Moderator: Vicky Katsoni

THE ROLE OF FASHION EVENTS IN TOURISM DESTINATIONS: DMO'S PERSPECTIVE

DÁLIA LIBERATO, BENEDITA BARROS E MENDES, PEDRO LIBERATO, * ELISA ALÉN
Polytechnic Institute of Porto, Portugal, *University of Vigo, Spain

EVALUATING THE ROLE OF SPORTS TOURISM INFRASTRUCTURES AND SPORTS EVENTS IN DESTINATIONS COMPETITIVENESS

DÁLIA LIBERATO, PEDRO LIBERATO, CATARINA MOREIRA
Polytechnic Institute of Porto, Portugal

THE FISHING TOURISM EXPERIENCE IN GREECE: WHAT DO THE SOCIAL MEDIA REALLY TELL US?

ANGELOS LIONTAKIS, MARIA MANIOPOULOU, VASSILIKI VASSILOPOULOU
HCMR, Greece

CAPITAL STRUCTURE DETERMINANTS OF GREEK HOTELS: THE IMPACT OF THE GREEK DEBT CRISIS

PANAGIOTIS DIMITROPOULOS, KONSTANTINOS KORONIOS
University of Peloponnese

20.30 Galla Diner at at Sunset Restaurant

Thursday, 3 September 2020

9.00-11.00 Conference Room 1

Session 1

Moderator: ALKISTIS PAPAIOANNOU

SPORT TOURISM: AN ANALYSIS OF POSSIBLE DEVELOPMENTAL FACTORS IN SPORT AND RECREATION CENTERS

¹CHARALAMPOS SPILIAKOS, ¹OURANIA VRONDOU, ²DIMITRIS GARGALIANOS, ²GEORGIA YFANTIDOU, ³ANTONIA KALAFATZI, ⁴ELENI MAMI

¹University of Peloponnese, Greece, ²Democritus University of Thrace, Greece,

³University of Stirling, Scotland, ⁴Athens University of Economics & Business, Greece

CYCLING TOURISM: CHARACTERISTICS AND CHALLENGES FOR THE DEVELOPMENTS AND PROMOTIONS OF A SPECIAL INTEREST PRODUCT

¹ELINA TSITOURA, ²PARIS TSARTAS, ³EFTHYMIA SARANTAKOU, ⁴ALEXIOS - PATAPIOS KONTIS

¹Hellenic Open University, ²Harokopio University, Kallithéa, Greece, ³University of West Attica, Egaleo, Greece, ⁴University of Aegean, Mytilene, Greece

STRATEGIC NEGOTIATION FACTORS IN PARTICIPATING AT RECREATIONAL SPORT ACTIVITIES AIMING AT THE WELLBEING AND THE PRESENTATION OF PERMA SCALE FOR THE GREEK POPULATION

¹ALEXIA NOUTSOU, ¹GEORGIA YFANTIDOU, ¹EVANGELOS BEBETSOS, ¹E. SPYRIDOPOULOU, ²PANAGIOTA BALASKA, ³ALKISTIS PAPAIOANNOU
¹Democritus University of Thrace, Greece, ²Aristotle University of Thessaloniki, Greece, ³University of Peloponnese, Greece

ANTICIPATED BOOKING ON TOURISTIC ATTRACTIONS: FLAMENCO SHOW IN SEVILLE

FERNANDO TORO SÁNCHEZ
University of Seville, Spain

HUMAN RESOURCE EMPOWERMENT AND EMPLOYEES' JOB SATISFACTION IN A PUBLIC TOURISM ORGANIZATION: THE CASE OF GREEK MINISTRY OF TOURISM

¹ALKISTIS PAPAIOANNOU, ²GEORGE BAROUTAS, ³IOULIA POULAKI, ⁴GEORGIA YFANTIDOU, ⁴ALEXIA NOUTSOU
¹University of Peloponnese, Greece, ²Hellenic Open University, Greece, ³University of Patras, Greece, ⁴Democritus University of Thrace, Greece

9.00-11.00 Conference Room 2

KEYNOTE SPEAKER : G. PETRAKOS, Panteion University, Director General, RIT Greece

Session 1

Moderator: Artemis Giourgali and Adrian Martinez

PILOT STUDY FOR TWO QUESTIONNAIRES ASSESSING INTENTIONS OF USE AND QUALITY OF SERVICE OF ROBOTS IN THE HOTEL INDUSTRY

¹DIMITRIOS BELIAS, ²LABROS VASILIADIS
¹University of Thessaly, Greece, ²National and Kapodistrian University of Athens, Greece

AN EVALUATION OF HOTEL WEBSITES' PERSUASIVE CHARACTERISTICS: A SEGMENTATION OF FOUR-STAR HOTELS IN GREECE

¹KONSTANTINOS KORONIOS, ¹LAZAROS NTASIS, ¹PANAGIOTIS DIMITROPOULOS, ¹JOHN DOUVIS, ²GENOVEFA MANOUSARIDOU, ¹ANDREAS PAPADOPOULOS

¹University of Peloponnese, Greece

²Aristotle University of Thessaloniki, Greece

EXPLORING SCUBA DIVING TOURISM SECTOR IN MALTA AND ITS SUSTAINABLE IMPACT ON THE ISLAND

SIMON CARUANA, TIFFANY SULTANA

University of Malta, Malta

CARRYING CAPACITY OF TOURISM IN GREECE

¹S. PANOUSI, ²G. PETRAKOS

¹Research institute for tourism, Greece, ²Panteion University, Greece

INTEGRATION OF SUSTAINABLE PRACTICES IN FIRMS: THE SPECIFICS OF THE TOURISM, LEISURE AND HOSPITALITY SECTORS

INÉS DÍEZ MARTÍNEZ, ÁNGEL PEIRÓ SIGNES

Universitat Politècnica de València, Spain

POLICY RESPONSES TO CRITICAL ISSUES FOR THE DIGITAL TRANSFORMATION OF TOURISM SMES: EVIDENCE FROM GREECE

¹DR. PANAGIOTA DIONYSOPOULOU, ²KONSTANTINA TSAKOPOULOU

¹Athens - Hellenic Open University (HOU), Greece, ²Harokopio University, Greece

CONDITIONS FOR CREATING BUSINESS TOURISM OFFERS AND THE REGIONAL POTENTIAL IN POLAND

EWA LIPIANIN-ZONTEK, ZBIGNIEW ZONTEK

University of Bielsko-Biala, Poland

Session 2

Moderator: GEORGIA YFANTIDOU

WALK THE WALL ATHENS

MARIA KARAGIANNOPOULOU

THE CITY OF THESSALONIKI AS A CULTURE TOURISM DESTINATION FOR ISRAELI TOURIST

PROFESSOR EFSTATHIOS VELISSARIOU, ILIOSTALAKTI MITONIDOU (MSC.)

University of Thessaly, Greece

WELLNESS TOURISM RESORTS: A CASE STUDY OF AN EMERGING SEGMENT OF TOURISM SECTOR IN GREECE

¹MARILENA SKOUMPI, ²PARIS TSARTAS, ³EFTHYMIA SARANTAKOU, ⁴MARIA PAGONI

¹Hellenic Open University, Greece ²Harokopio University, Greece, ³University of West Attica, Greece, ⁴Ministry of Tourism, Greece

USING MULTI CRITERIA DECISION ANALYSIS TO MINIMIZE SPATIAL CONFLICTS BETWEEN MARINE USES AND PARTICULARLY EXPLORE INTERACTIONS BETWEEN AQUACULTURE AND COASTAL TOURISM

M. KIKERI, E. D. PORPORATO, R. PASTRES, V. VASSILOPOULOU

HCMR, Greece

FISHING TOURISM: CHALLENGES AND OPPORTUNITIES FOR FISHERIES AND TOURISM INTEGRATION

ANGELOS LIONTAKIS, MARIA MANIOPOULOU, VASSILIKI VASSILOPOULOU

HCMR, Greece

NOSTALGIA SPORT TOURISM

VRONTOU OURANIA

University of Peloponnese, Greece

Session 2

Moderator: Giourgali Artemis, Adrián Martínez

CASE STUDY PROTOCOL FOR THE ANALYSIS OF SUSTAINABLE BUSINESS MODELS

JOAQUIN SANCHEZ-PLANELLES, MARIVAL SEGARRA-OÑA

Universitat Politècnica de València, Spain

TOURISM TRANSPORTATION SERVICES PROVIDED ON THE PRINCIPLE OF SHARING ECONOMY

RADKA MARČEKOVÁ, LUBICA ŠEBOVÁ, KRISTÍNA POMPUROVÁ, IVANA ŠIMOČKOVÁ

Matej Bel University in Banska Bystrica, Slovakia

THE FISHERIES LOCAL ACTION GROUPS (FLAGS) AND THE OPPORTUNITY TO GENERATE SYNERGIES BETWEEN TOURISM, FISHERIES AND CULTURE

LUIS MIRET-PASTOR, ÁNGEL PEIRO-SIGNES, MARIVAL SEGARRA-OÑA, PALOMA HERRERA-RACIONERO

Universitat Politècnica de València, Spain

SUSTAINABLE TOURISM DEVELOPMENT IN THE IONIAN ISLANDS. THE CASE OF CORFU ISLAND

KONSTANTINOS MOURATIDIS

University of the Aegean, Greece

SUSTAINABLE TOURISM; VECTOR OF THE SOCIAL AND SOLIDARITY ECONOMY: CASE OF REGION SOUSS MASSA, SOUTH OF MOROCCO

EDAUDI ASMA, HOUSAS M'BARK, LAHFIDI ABDELHAQ

Ibn Zohr University, Morocco

STRATEGIC HOTEL MANAGEMENT IN THE "HOSTILE" INTERNATIONAL ENVIRONMENT

¹IOANNIS ROSSIDIS, ²DIMITRIOS BELIAS, ³LABROS VASILIADIS

¹University of the Peloponnese, Greece, ²University of Thessaly, Greece, ³National and Kapodistrian University of Athens, Greece

SECURITY AND SAFETY AS A KEY FACTOR FOR SMART TOURISM DESTINATIONS. NEW MANAGEMENT CHALLENGES IN RELATION TO HEALTH RISKS

SALVADOR RUIZ-SANCHO, MARÍA JOSÉ VIÑALS, LOLA TERUEL, MARIVAL SEGARRA
Universitat Politècnica de València, Spain

SMART ANALYSIS OF VOLATILITY VISUALIZATION AS A TOOL OF FINANCIAL AND TOURISM RISK MANAGEMENT

ANI STOYKOVA, MARIYA PASKALEVA
South-West University "Neofit Rilski", Bulgaria

ENVIRONMENTALLY FRIENDLY TOURISTS IN MOROCCO

CHAREF KENZA, D. M'BARK HOUSSAS
National school of business ENCG, Morocco

INTANGIBLE CULTURAL HERITAGE IN SPARTA GREECE: FROM MYTHOLOGY TO GASTRONOMIC FOLKLORE AND FROM TRADITION TO CONTEMPORARY CULTURE

DIONYSIA FRAGKOU, LOUKIA MARTHA, MARIA VRASIDA
University of West Attica, Greece

14.00-15.30 Lunch and networking opportunities

16.00- 17.30 Conference Room 2

Session 3

Moderator: Giourgali Artemis, Adrián Martínez

SILK ROAD REGIONALISM AND POLYCENTRIC TOURISM DEVELOPMENT

STELLA KOSTOPOULOU, DIMITRIOS KYRIAKOU, EVINA SOFIANOU
Aristotle University of Thessaloniki, Greece

CULTURAL INDUSTRIES IN PERIPHERAL AREAS: THE ROLE OF POLYCENTRIC NETWORKS OF PRIVATE CULTURAL COLLECTIONS IN TOURISM DEVELOPMENT

STELLA KOSTOPOULOU, SEVI MALISIOVA, EVINA SOFIANOU, ELEFThERIA THEODOROU
Aristotle University of Thessaloniki, Greece

TOURISM AND CONTACT TRACING APPS IN THE COVID-19

¹AGISILAOS KONIDARIS, ¹OURANIA STELLATOU, ¹SPYROS E. POLYKALAS, ²VICKY KATSONI
¹Ionian University, Greece, ²University of West Attica, Greece

ESPORTS TOURISM: SPORTS TOURISM IN A MODERN TOURISM ENVIRONMENT

IOANNIS NIKAS, IOULIA POULAKI
University of Patras, Greece

THE EVOLUTION OF ONLINE TRAVEL AGENCIES IN THE LAST DECADE: E-TRAVEL SA AS AN EXCEPTIONAL PARADIGM

¹DIMITRA PSEFTI, ²IOULIA POULAKI, ³ALKISTIS PAPAIOANNOU, ⁴VICKY KATSONI
¹Hellenic Open University, Greece, ²University of Patras, Greece, ³University of Peloponnese, Greece, ⁴University of West Attica, Greece

TOURISM CUSTOMER ATTITUDES DURING THE COVID-19 CRISIS

IVANKA VASENSKA, BLAGOVESTA KOYUNDZHIYSKA-DAVIDKOVA
South-West University "Neofit Rilski", Bulgaria

18.00 Guided Walking Tour of the old Town and Visit to the Monastery of the Assumption of Virgin Mary, Kountouriotis Museum, and many other surprises...

Friday, 4 June 2020

9.00-12.30 Conference Room 2

12:00 KEYNOTE SPEAKER Alexandros Vassilikos, President of the Hellenic Chamber of Hotels

Session 1

Moderator: Vicky Katsoni and Giourgali Artemis

THE PRODUCTIVITY PUZZLE IN CULTURAL TOURISM AT REGIONAL LEVEL

ELEONORA SANTOS, INÉS LISBOA, JACINTA MOREIRA, NEUZA RIBEIRO
Polytechnic Institute of Leiria, Portugal.

SOLO FEMALE TRAVELERS AS A NEW TREND IN TOURISM DESTINATIONS

LUBICA SEBOVA, KRISTINA POMPUROVA, RADKA MARCEKOVA, ALICA ALBERTOVA
Matej Bel University in Banska Bystrica, Slovakia

THE EFFECTS OF PUSH AND PULL FACTORS ON SPECTATORS' SATISFACTION ATTITUDES. A MEDIATION ANALYSIS OF PERCEIVED SATISFACTION FROM A SMALL SCALE SPORT EVENT

KONSTANTINOS MOURATIDIS, MARIA DOUMI
University of the Aegean, Greece

ENHANCING REVISIT INTENTION THROUGH EMOTIONS AND PLACE IDENTITY:

A CASE OF THE LOCAL THEME RESTAURANT

ALEXANDER M. PAKHALOV, LILIYA M. DOSAYKINA
Lomonosov Moscow State University, Russia

STRATEGIC HUMAN RESOURCE MANAGEMENT IN THE INTERNATIONAL HOSPITALITY INDUSTRY. AN EXTENSIVE LITERATURE REVIEW

¹IOANNIS ROSSIDIS, ²DIMITRIOS BELIAS, ³LABROS VASILADIIS

¹University of the Peloponnese, Greece, ²University of Thessaly, Greece, ³National and Kapodistrian University of Athens, Greece

PLACE ATTACHMENT GENESIS: THE CASE OF HERITAGE SITES AND THE ROLE OF REENACTMENT PERFORMANCES

SIMONA MĂLĂESCU

Babeş-Bolyai University, Roumania

SPATIAL PATTERNS OF TOURISM ACTIVITY THROUGH THE LENS OF TRIPADVISOR'S ONLINE RESTAURANT REVIEWS: A CASE STUDY FROM CORFU

THANASSIS SPIGGOS, CHRISTINA BENEKI

Ionian University, Greece

CHALLENGES AND OPPORTUNITIES FOR THE USE OF INDOOR DRONES IN THE CULTURAL AND CREATIVE INDUSTRIES SECTOR

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

Universitat Politècnica de València, Spain

12.30-13.00 **Coffee break**

13.00-16.00 **Conference room 2**

Session 2

Moderator: Artemis Giourgali, Adrián Martínez

DO HOTELS CARE? A PROPOSED SMART FRAMEWORK FOR THE EFFECTIVENESS OF AN ENVIRONMENTAL MANAGEMENT ACCOUNTING SYSTEM BASED ON BUSINESS INTELLIGENCE TECHNOLOGIES

¹CHRISTOS SARIGIANNIDIS, ¹CONSTANTINOS HALKIOPOULOS, ¹KONSTANTINOS GIANNOPOULOS, ²FAY GIANNOPOULOU, ³ANASTASIOS E. POLITIS, ¹BASILIS BOUTSINAS, ⁴KONSTANTINOS KOLLIAS

¹University of Patras, Greece, ²Iris Consulting, Greece, ³University of Western Attica, Greece, ⁴Democritus Univ. of Thrace, Greece

TRADE FAIRS ACTIVITY, PARTICIPATORY PLANNING AND URBAN GOVERNANCE, IN THE LIGHT OF THE SOCIO-SPATIAL DIALECTIC: THE CASE STUDY OF THESSALONIKI

DIMITRIS KOURKOURIDIS, IOANNIS FRANGOPOULOS
Aristotle University of Thessaloniki, Greece

CULTURAL AND TOURISM PROMOTION THROUGH DIGITAL MARKETING APPROACHES. A CASE STUDY OF SOCIAL MEDIA CAMPAIGNS IN GREECE

CONSTANTINOS HALKIOPOULOS, MARIA KATSOUDA, ELENI DIMOU, ANTIPOI PANTELI
University of Patras, Greece

THE E-TOUR FACILITATOR PLATFORM SUPPORTING AN INNOVATIVE HEALTH TOURISM MARKETING STRATEGY

CONSTANTINOS HALKIOPOULOS, ELENI DIMOU, ARIS KOMPOTHREKAS, GIORGOS TELONIS, BASILIS BOUTSINAS
University of Patras, Greece

AN INNOVATIVE RECOMMENDER SYSTEM FOR HEALTH TOURISM

ANTIPOI PANTELI, ARIS KOMPOTHREKAS, CONSTANTINOS HALKIOPOULOS, BASILIS BOUTSINAS
University of Patras, Greece

FROM MASS TOURISM AND MASS CULTURE TO SUSTAINABLE TOURISM IN THE POST COVID-19 ERA: THE CASE STUDY OF MYKONOS

KONSTANTINOS SKAGIAS¹, LABROS VASILIADIS², DIMITRIOS BELIAS³, CHRISTOS PAPADEMETRIOU⁴

¹HACC.NY Mykonos based for Aegean Islands, ²National and Kapodistrian University, Greece, ³University of Thessaly, Greece, ⁴Neapolis University, Cyprus

WORKSHOP DigiTour

VICKY KATSONI & ARTEMIS GIOURGALI

Presentation of IACuDiT's participation in "DigiTour" under the Erasmus+ program KA204-ADB2C3D1 Development of the Digital Marketing Competence of Adult Learners for Small and Medium-sized Tourism Enterprises (SMTEs) in Europe.

The specific aim of the project is to enhance the digital marketing capabilities of SMTEs by revealing digital marketing skill gaps and competences, providing practical learning/teaching resources and modules for digital marketing competences, developing a qualification framework for a new occupation (digital tourism marketer) and creating an open-source online/mobile learning/teaching platform. Brainstorming and suggestions regarding the project and the platform www.digitourism.eu/elearning/

19.00 Walk from Hydra Town to Kamini, a picturesque fishing village of Kamini, where you can explore the parish church of John the Baptist and find stunning mansion ruins.

20:30 Complimentary Dinner at Kamini Village... and more surprises!!

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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