

Venue:
Athens Ledra Marriott Hotel
115 Syngrou Avenue
11745 Athens, Greece

Programme

WEDNESDAY, 15 February 2012

08.00 - 09.00 Registration

09.00 - 10.30 Session 1, Hall Aegina/Hydra - Chair: Konstantinos Andriotis

Destination Branding Effectiveness: Looking at the past and drawing the future

A.P. Chytiri (Athens University of Economics and Business, Greece)
A. Giannopoulos (Athens University of Economics and Business, Greece)
S. Kladou (Hellenic Open University, Greece & TÜBİTAK, Turkey)
E. Mavragani (University of the Aegean, Greece)

The moderating effect of no frills air carriers on length of stay at destination

B. Ferrer-Rosell (Universitat de Girona, Spain)
E. Martinez-Garcia (Universitat de Girona, Spain)
G. Coenders (Universitat de Girona, Spain)

Exploring e-marketing research and its implications in the Cypriot hotel industry

M. Anastasiou (InterNapa College, Cyprus)
M. Stavrakis (InterNapa College, Cyprus)

Comparing Residents' Perceptions toward cultural and sport tourism development in a weakening economy: The case study of Indianapolis

C. King (Indiana University, USA)
S. Wang (Indiana University, USA)
S. Hji-Avgoustis (Indiana University, USA)

09.00 - 10.30 Session 2, Hall Spetses - Chair: Marianna Sigala

A model of social media exploitation for crisis management in tourism and hospitality

M. Sigala (University of the Aegean, Greece)

Targeting strategies for the wine tourism market

A. Nella (University of the Aegean, Greece)
E. Christou (Alexander Technological Institute of Thessaloniki, Greece)

Recreational Carrying Capacity in Areas of Ecological Importance: A Study of the Mesr Desert in Iran

M. Sabokkhiz (University of Isfahan, Iran)
K. Shayesteh (University of Malayer, Iran)

The Stimulus for Creativity of the Employees in the Travel Companies in the Former Yugoslav Republic of Macedonia

E. Mitreva (Goce Delcev University, Former Yugoslav Republic of Macedonia)
Z. Jakovlev (Goce Delcev University, Former Yugoslav Republic of Macedonia)
C. Koteski (Goce Delcev University, Former Yugoslav Republic of Macedonia)
V. Kitanov (Goce Delcev University, Former Yugoslav Republic of Macedonia)
T. Angelkova (Goce Delcev University, Former Yugoslav Republic of Macedonia)

A framework for designing and implementing effective online coupons in tourism and hospitality

M. Sigala (University of the Aegean, Greece)

10.30 - 11.00 Networking Break

11.00 - 13.00 Official Opening Ceremony and Joint Keynote Session of the Athens Tourism Symposium and IMIC, Grand Ballroom

Opening ceremony and IMIC-SITE Greece Award of Excellence

Turning the Tide? UK Travel and Tourism Trends for 2012 and their Implications for Greece (KEYNOTE)

S. McCabe (Nottingham University, UK)

Greek Tourism towards 2020: Progress Report (KEYNOTE)

G. Drakopoulos (Association of Greek Tourism Enterprises, Greece)

Impressions from a Little Gastronautic Expedition across Greece (KEYNOTE)

D. Koutoulas (Tourism & Marketing Consultant/University of Patras, Greece)

13.00 - 14.00 Networking lunch

14.00 - 16.00 Session 3, Hall Aegina/Hydra - Chair: Dimitris Koutoulas

Sustainable Tourism Development and Environmental Law: The Case of Rhodes

Chr. Loi (University of the Aegean, Greece)
D. Koutoulas (University of Patras, Greece)

Social motivations for attending in event tourism

B. Krohn (Indiana University, USA)

Participation and Partnerships in the Problematisation of Tourism in a Greek Setting: A Critical Management Studies Perspective

A. Panayiotopoulos (University of Limerick, Ireland)
M. Patterson (University of Limerick, Ireland)
P.M. Burns (University of Brighton, UK)

Energy consumption and use of renewable energy technologies in hotels in Crete

I. Vourdoubas (Technological Educational Institute of Crete, Greece)

Finding the balance between urban and coastal tourism: Are they complementary activities or a compromise? The case of Volos

M. Vrassida (Technological Educational Institute of Larissa, Greece)

16.00 - 16.15 Networking Break

16.15 - 18.15 Session 4, Hall Aegina/Hydra - Chair: Susan Tennant

Cooperation among public and private tourism sectors in the Costa Blanca Region (Spain)

R. Andreu (University of Alicante, Spain)

I. Rodriguez (University of Alicante, Spain)

Exploring Convergent Media in Travel Review Sites

S. Tennant (Indiana University, USA)

Measuring Jeju as Performance in Satisfying International Tourists: A destination attributes importance and performance analysis

J.A. Chaudhry (Jeju National University, South Korea)

Y.K. Suh (Jeju National University, South Korea)

Post-Olympic Use of the Olympic Venues: Financial Analysis and Tourism Development Potential

E. Kasimati (Centre for Planning and Economic Research, Greece)

N. Vagionis (Centre for Planning and Economic Research, Greece)

THURSDAY, 16 February 2012

09.00 - 10.30 Session 5, Hall Aegina/Hydra - Chair: Alexios-Michail Deffner

Tourism and sustainability in transition: from "measures" to a "common European policy"

S. Avgerinou-Kolonias (National Technical University of Athens, Greece)

A. Toufengopoulou (National Technical University of Athens, Greece)

Economic Crisis in Greece and Potential Sustainable Tourism Development Through Environmental Planning

S. Varvaressos (Technological Educational Institute of Athens, Greece)

S. Melisidou (Technological Educational Institute of Athens, Greece)

Developing Sustainable Tourism with a Community-Based Approach in Bondo, Kenya

Y.-Y. Fu (Indiana University, USA)

S. Hji-Avgoustis (Indiana University, USA)

P. Odunga (Indiana University, USA)

The Olympic Games 2004 and the tourism development of Magnesia and Volos: What type of impacts?

A. Deffner (University of Thessaly, Greece)

Chr. Liouris (University of Thessaly, Greece)

09.00 - 10.30 Session 6, Hall Spetses - Chair: Panagiota Dionysopoulou

Tourism and Youth: Case Study of "Youth in Action" Programme

E. Paraskevakis (Hellenic Open University, Greece)

P. Dionysopoulou (Hellenic Open University, Greece)

A Framework for a Sustainable Tourism Policy in Greece: Some practical directions

I. Karampasis (Green Evolution, Greece)

Tourism's Economic, Socio-Cultural and Environmental Effects on Local People: Antalya Sample

P. Çelik (Akdeniz University, Turkey)

S. Yıldız (Akdeniz University, Turkey)

I. Özcan (Akdeniz University Hospital, Turkey)

Culture as a Highlight in Greece's Tourism Policy: The Museums as main Visitor Attractions

S. Makrigiorgou (University of Thessaly, Greece)

10.30 - 11.00 Networking Break

11.00 - 13.00 Session 7, Hall Aegina/Hydra - Chair: Martin Heintel

Protected areas and sustainable tourism in Austria

M. Heintel (University of Vienna, Austria)

Self-evaluation model of Accessible Social Tourism as response to the social sustainability for the future of tourism

S. Carretero (Universitat de València, Spain)

J. Garcés, (Universitat de València, Spain)

M. Ferri (Universitat de València, Spain)

E. Durá (Universitat de València, Spain)

The tourism market of people with disabilities in Greece

Ch. Skoulidi (Hellenic Open University, Greece)

D. Koutoulas (University of Patras, Greece)

Determining Traveler Characteristics and Preferences to aid Development of Rural Business Opportunities in Ecotourism

C. Suess (University of Nevada, Las Vegas)

Chr. Giannoulakis (University of Nevada, Las Vegas)

Using problem-based learning to teach tourism management students

L. Marinakou (IST College, Greece)

M. Peistikou (IST College, Greece)

Book Presentations

13.00 - 14.00 Networking lunch

14.00 - 15.30 Workshop "Choosing and developing your research topic: A hands-on workshop for M.Sc. and Ph.D. students," Hall Aegina/Hydra

Lead Presenter: Brian Krohn

Co-Presenter: Sotiris Hji-Avgoustis