

Programme

WEDNESDAY, 2 February 2011

08.00 - 09.00 Registration

09.00 - 10.40 Session 1, Hall MC 3.2 - Chair: Giacomo Del Chiappa

The network analysis approach in analysing a tourist destination: An empirical study on Costa Smeralda-Gallura

G. Del Chiappa (University of Sassari, Italy)
A. Presenza (University "G. D'Annunzio", Italy)

The New Political Framework for Tourism in European Union. Does it really strengthen the European Tourism Sector?

M. Lianou (Supreme Council for Personnel Selection, Greece)

Tourism Governance: Possibilities for a Participatory Model

A. Kotios (University of Piraeus, Greece)
G. Galanos (University of Piraeus, Greece)
Y. Saratsis (University of Thessaly, Greece)

Expanding a city as tourism economy though sport and culture: The case of Indianapolis' event tourism segment

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

09.00 - 10.40 Session 2, Hall MC 3.3

Developing river tourism attractions to reach a wide range of potential customers: A real study

A. Deiminant (KPM Consulting Engineering Company, Iran)
H. Shojaee Siuki (KPM Consulting Engineering Company, Iran)

The economic impact of cruise to local economies. The case of an island

M. Lekakou (University of the Aegean, Greece)
E. Stefanidaki (University of the Aegean, Greece)
G. Vaggelas (University of the Aegean, Greece)

Elounda (Crete) Region Marketing: Building a Destination for Congress Tourism

M. Kavousanaki (Municipal Water Supply & Sewerage of Ag. Nikolaos, Greece)
G. Spais (Athens University of Economics & Business, Greece)

An emerging market niche: Outdoor sport tourism in Andalusian natural parks

J. Lopez (University of Malaga, Spain)
M. Marchante Lara (University of Malaga, Spain)

10.40 - 11.10 Networking Break

11.10 - 12.00 Official Opening Ceremony of the Athens Tourism Symposium and IMIC (joint session), Nikos Skalkotas Hall

12.00 - 13.30 Keynote Session (joint session with IMIC 2011), Nikos Skalkotas Hall - Chair: George Drakopoulos

Tourism Sustainability Begins with Human Resources Development (KEYNOTE)

J. Jafari (University of Wisconsin-Stout, USA)

Mediterranean diet as a consideration in travelling choices (KEYNOTE)

Antonia Trihopoulou, Professor, Director WHO Collaborating Centre, Medical School, University of Athens

Prospering through cooperation: Bringing together the world of tourism and gastronomy (KEYNOTE)

D. Koutoulas (Hellenic Open University, Greece)

13.30 - 14.30 Networking lunch

14.30 - 15.30 Session 3, Hall MC 3.2 - Chair: Sotiris Hji-Avgoustis

Testing the Random Walk Hypothesis for Turkish Tourism In The Case of Visitor Arrivals

M. Kum (Erciyes University, Turkey)

Tourism Agility: The Change Path

E. Petrakis (University of Crete, Greece)
T. Karpathiotaki (University of Crete, Greece)

Alternative tourism in Cyprus. Reality and perspectives. Case study: Lefkara. An alternative village in Larnaca district

M. Xenophontos (National Technical University of Athens, Greece)

15.30 - 16.30 Panel Discussion, Hall MC 3.2 Moderator: Sotiris Hji-Avgoustis

The impact of higher education on our workforce, circa 2020

Panel Members: TBA

16.30 - 17.00 Networking Break

17.00 - 19.00 Session 4, Hall MC 3.2 - Chair: Andres J. Marchante Mera

The employer-size wage in the Spanish hospitality sector

A. Marchante Mera (University of Malaga, Spain)
A. Garcia-Pozo (University of Malaga, Spain)
J. Sanchez-Ollero (University of Malaga, Spain)

Hotel staff and disabled tourists: The case for specialized in-service training

D. Vantsis (TEI of Patras, Greece)

Training rural women: A challenge for rural economy

I. Chotzakianis (Xanthi Prefecture Development Agency, Greece)

National Culture and Management: The Greek luxury hotel GMs' case

H. Giousmpasoglou (IST, Greece)
D. Stavrakis (University Paris-Sorbonne, France)

The glass ceiling in Greek hotels. Is it a pink ghetto??

L. Marinakou (IST, Greece)

THURSDAY, 3 February 2011

09.00 - 11.00 Session 5, Hall MC 3.2 - Chair: Petros Anastasopoulos

Content Analysis of Tourism Destination Research

C. Vasiliadis (University of Macedonia, Greece)
A. Fotiadis (General Hospital of Katerini, Greece)
N. Tatari (Regional Development Office of the Region of Central Macedonia, Greece)

Destination governance and branding: The Portofino Case Study

G. Del Chiappa (University of Sassari, Italy)
I. Bregoli (University Cattolica del Sacro Cuore, Italy)

Evaluation of the tourist satisfaction of Kefallonia Island

D. Lagos (University of the Aegean, Greece)
E. Parisi (University of the Aegean, Greece)

The qualitative evaluation of the rural tourism services using elementary fuzzy number. Case study of services offers by ten rural tourist hostels from Bucovina, Romania

C. Alecu (ICES „Gh. Zane" Iasi - Branch of Romanian Academy, Romania)

Economic Impact and Determinants of Travel to Cyprus by British Tourists

P. Anastasopoulos (Fairleigh Dickinson University, USA)

09.00 - 11.00 Session 6, Hall MC 3.3 - Chair: Dimitris Koutoulas

The Cultural Trail, Indianapolis' New Impetus for a Successful Cultural Tourism Initiative

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

Development of Cultural Tourism and its Impacts on the Urban Environment (Case study: Iran)

S. Aghajani (AZAD University, Iran)

Utilizing Advanced Nutrition-Dietetics Technology in Tourism Services: A proposal

V. Zafiroopoulos (TEI of Crete, Greece)
G. Fragkiadakis (TEI of Crete, Greece)

Integrated Facilities for Fitness, Nutrition and Wellness, in Elite Hotels

G. Fragkiadakis (TEI of Crete, Greece)
V. Zafiroopoulos (TEI of Crete, Greece)
A. Papadaki (TEI of Crete, Greece)
G. Kraniou (TEI of Crete, Greece)

Hotel Spa Tourism in the region of Athens

R. Bakopoulou (Hellenic Ministry of Culture and Tourism, Greece)
M. Kritharioti (Hellenic Ministry of Culture and Tourism, Greece)
K. Tsakopoulou (Hellenic Ministry of Culture and Tourism, Greece)
A. Tsakyri (Hellenic Ministry of Culture and Tourism, Greece)

11.00 - 11.30 Networking Break

11.30 - 13.30 Session 7, Hall MC 3.2 - Chair: Alexios-Michail Deffner

Marketing tourist destinations through films: The case of foreign productions in Greece

A. Deffner (University of Thessaly, Greece)
G. Gkika (University of Thessaly, Greece)

The significance of visual communication in tourism through print and electronic media

P. Dionysopoulou (Hellenic Open University, Greece)
L. Pridezi (Ministry of Culture and Tourism, Greece)

Capturing destination images of non-visitors: Czech images of London

B. Cherifi (University of Westminster, UK)

E-marketing and travel agencies: Model for development of action plan and critical success factors

E. Pitsouli (TEI of Crete, Greece)
A. Tyrogala (University of the Aegean, Greece)

Visitor Experience and Service Quality: A model at a tourist destination

E. Pitsouli (TEI of Crete, Greece)
Y. Saratsis (University of Thessaly, Greece)

13.30 - 14.30 Networking lunch

14.30 - 15.00 Presentation, Hall MC 3.2

Tourism Research conducted by the Laboratory of Research and Tourism Satellite Accounts of the University of Patras

15.00 - 16.30 Ph.D. Workshop, Hall MC 3.2 - Moderator: Dimitrios Buhalis

16.30 - 16.45 Networking Break

16.45 - 18.45 Session 8, Hall MC 3.2 - Chair: Konstantinos Siasiakos

ICTs for a sustainable tourism development: The case of Elounda

M. Priniotaki (Hellenic Open University, Greece)
K. Siasiakos (Hellenic Open University, Greece)

Planning for the Hellenic tourism development in the era of climate change through the use of Renewable Energy Sources

D. Parpairis (University of the Aegean, Greece)
E. Michalena (ENeC Laboratory, France)
D. Lagos (University of the Aegean, Greece)

Evaluation of the circulation network of Prototype Tourist Settlement at Chalkidhiki

S. Pieri (National Technical University of Athens, Greece)
A. Zargli (National Technical University of Athens, Greece)
I. Tzouvadakis (National Technical University of Athens, Greece)

New Forms of Tourism Development in Greece: Development Prospects and Emerging Threats. The case of Messinia Integrated Tourism Development Area (P.O.T.A.)

I. Spyropoulos (National Technical University of Athens, Greece)

18.45 - 19.15 Tasting of wines from Santorini Island organised by the winemakers of Santorini, Foyer

19.15 - 20.30 Joint Session with IMIC, Nikos Skalkotas Hall

From necessity to enjoyment: Dietary habits in Bronze Age Thera (Santorini)

Christos Doumas, Professor Emeritus, University of Athens, Director of the Excavations at Akrotiri, Thera