

Wednesday, 10 February 2010

09:30-11:00 Session 1, Hall MC2 - Coordinator: Linda Brothers

Perceived tourism impacts of cultural events:

The case of Thessaloniki International Film Festival

Stella Kostopoulou (Aristotle University of Thessaloniki)

Christos Emmanouilidis (Aristotle University of Thessaloniki)

Vicky Papadimitriou

A case study: Discussion of factors and challenges to sustain urban cultural tourism for a secondary destination

Suosheng Wang (Indiana University Purdue University Indianapolis)

Linda Brothers (Indiana University Purdue University Indianapolis)

Naoko Yamada (Indiana University Purdue University Indianapolis)

The visitor's views for the area of Pelion and Sporades:

Directions for sustainable tourism development

George Petrakos (University of Thessaly)

Olga Christopoulou (University of Thessaly)

Yiannis Saratsis (University of Thessaly)

Sotiris Pavleas (University of Thessaly)

Contribution of the 3rd Community Support Framework in the viable touristic development of Lefkada province

Panagiota Dionyssopoulou (Hellenic Open University)

Amalia Katopodi

Festival tourism:

The role of arts festivals in sustainable local development

Vasiliki Georgoula (University of the Aegean)

Theano S. Terkenli (University of the Aegean)

09:30-11:00 Session 2, Hall MC3.2 - Coordinator: Konstantinos Andriotis

Towards a customer orientation approach in tourism:

Experience measurement at a destination

Georgia Zouni (University of Piraeus)

Dimitra Lykoudi (Tilburg University)

Patterns of transitivity in the translation of tourism advertising texts

Stavroula Kefala (University of Athens)

Brand personality and image in destination marketing:

The case of a Greek island

Margarita Pollaki (Athens University of Economics and Business)

Irini Rigopoulou (Athens University of Economics and Business)

“Desti–nation branding”: More than a term...

George J. Avlonitis (Athens University of Economics and Business)

Antonios A. Giannopoulos (Athens University of Economics and Business)


Lamprini P. Piha (Athens University of Economics and Business)

Setting up business clusters in tourism to empower thematic attractiveness: The case of the meeting industry in the “Paris Grand Est Destination”

Nathalie Fabry (Université de Marne-la-Vallée)

Sylvain Zeghni (Université de Marne-la-Vallée)

11:00-11:30 Networking coffee/tea break

11:30-12:00 Opening Ceremony, joint session with IMIC, Hall IMIC 

12:00-13:30 Keynote Speeches, joint session with IMIC, Hall IMIC 

13:30-14:30 Networking lunch

14:30-16:15 **Session 3 (Plenary), Hall MC2 - Coordinator: Ioannis Giannikos**

Operational research and tourism satellite accounts:

A new perspective

Gerassimos Zacharatos (University of Patras)

Ioannis Giannikos (University of Patras)

Perspectives of spatial planning in tourism

Haris Cocossis (University of Thessaly)


Tourism and hospitality education: The road ahead

Sotiris Avgoustis (Indiana University-Purdue University, Indianapolis)

The principles of writing and publishing an academic paper

Metin Kozak (Mugla University, Turkey)

16:15-16:30 Networking coffee/tea break

16:30-18:00 Joint Session with IMIC, Hall IMIC 

Thursday, 11 February 2010

09:30-11:00 Session 4, Hall MC2 - Coordinator: Dimitris Koutoulas

Urban coastal tourism in Greece

Maria Vrassida

Evaluation of the effects and impacts of tourism at local level:

The case of Samos island

Ioannis Spilanis (University of the Aegean)

Helen Vayanni (University of the Aegean)

Kyriaki Glyptou (University of the Aegean)

Sustainable tourism development of island coastal areas:

The case of Skala in Kefallonia, Greece

Dimitris G. Lagos (University of the Aegean)

Evangelia D. Parisi (University of the Aegean)

Theodore Stavrinoudis (University of the Aegean)

Management of water resources and wetlands in tourism
developing areas

George Galanos (University of Piraeus)

Use of renewable energy sources for energy generation
in hotels in Crete

Yiannis Vourdoubas (Technological Educational Institute of Crete)

09:30-11:00 Session 5, Hall MC3.2 - Coordinator: Alex Deffner

A comparative analysis the self-image of tourists and the perception
local residents have of them in the towns of Chania and Argostoli

Violetta Salonikidou (University of Thessaly)

Marketing cultural experience:

A case study of a historical Canal town

Yao-Yi Fu (Indiana University Purdue University Indianapolis)

Tourism development, industrial heritage and special museums:

The case of the Kavala Tobacco Museum, Greece

Alex Deffner (University of Thessaly)

Theodore Metaxas (University of Thessaly)

Developing marketing strategies for religious tourism

Christos Petreas (Petreas Associates - Consultants)

Developing industrial tourism in Greece:

A methodology approach for the identification and recording of
industrial heritage and ex-industrial places in Greece

Panagiota Tsolakaki (National Technical University of Athens)

11:00-11:30 Networking coffee/tea break

11:30-13:30 Session 6, Hall MC2 - Coordinator: Nikos Vagionis

Approaching the hotel clientele target through computer technology

Emmanouil Kaseris (Rhodes Tourism Academy)

An analysis of occupational differences in the return on human capital
in the Spanish travel agencies and hospitality industries

Alejandro García Pozo (Universidad de Málaga)

Andrés J. Marchante Mera (Universidad de Málaga)

José Luis Sánchez Ollero (Universidad de Málaga)

Shaping and evaluating effective training methods in
Cyprus hospitality industry

Andreas Petasis (Americanos College)

Michael Anastasiou (Internapa College)

Size and viability of the luxury hotel sector: Evidence from Greece

Wassily Kafouros (Centre for Planning and Economic Research)

Evangelia Kasimati (Centre for Planning and Economic Research)

Nikos Vagionis (Centre for Planning and Economic Research)

Internet-based promotion of gastronomic tourism activities
in Greece

Georgios A. Fragkiadakis (Technological Educational Institute of Crete)

Anastasia Markaki (Technological Educational Institute of Crete)

Gastronomy festival organization as a means of enhancing and
promoting local traditional products

Nikos Athanasiou (Serres Chamber of Commerce & Industry)

G. Fragidis (Technological Educational Institute of Serres)

11:30-13:30 **Session 7, Hall MC3.2 - Coordinator: Petros Anastasopoulos**

The US travel account: Determinants and future direction

Petros Anastasopoulos (Fairleigh Dickinson University)

The nature and culture heritage as a yield creator in Tinn and Vinje
municipalities in Telemark, Norway

Thor Flognfeldt (Lillehammer University College)

Guri Lien (Vinje Municipality)

The development of a conceptual model to support sustainable
tourism policy making in north Mediterranean destinations

Ioanna Farsari (Technological Educational Institute of Crete)

The necessity of managing world heritage cultural sites for their
sustainable development: The case of the Delos archaeological site

Sophia Makrygiorgou (University of Thessaly)

Alex Deffner (University of Thessaly)

Special events and tourist destinations:

The case of the 2004 Olympics

Georgios Zografos (University of Thessaly)

Alex Deffner (University of Thessaly)

Airport capacity and tourism: The case of Greek Islands

Eleftherios Katarelos (University of the Aegean)

Iason Koufodontis (University of the Aegean)

13:30-14:30 **Networking lunch**

14:30-18:30 **Joint Session with IMIC, Hall IMIC** 