

**Thursday, October 24th**

15:00-18:00 Registration Desk Open  
19:00-22:00 Welcome Cocktail, Foyer Crystal

**Friday, October 25th**

08:00-18:00 Registration Desk Open  
09:00-09:30 Opening Ceremony, Crystal

09:30-10:30 **Keynote Speech: "The collaborative consumption of our cities and the unsustainability of sharing",  
Dr Jeroen A. Oskam, Director of the Research Centre at Hotelschool The Hague.**

10:30-11:00 Coffee Break

**Session 2A: Current Issues, Timber I, Chair: Antonios Giannopoulos**

11:00-11:15 Arne Schubert and Hannes Thees.  
From Routes and Corridors – Strategic Development Scenarios for the "Destination Silk-Road" in the Southern Caucasus  
11:15-11:30 Maria De Lurdes Calisto.  
An exploratory application of the hospitality culture scale to the European context  
11:30-11:45 Vasiliki Georgoula, Sofoklis Skoultos and Eleni Temponera.  
Mapping the tourism impacts of the sharing economy: The case of Chania  
11:45-12:00 Ige Pimar, Engin Deniz Eris and Sinem Kurtural.  
Female entrepreneurship in hospitality industry  
12:00-12:15 Ourania Gouna and Athanasios Gounas.  
Greek Tourism Investments in South Eastern Europe

**Session 2B: Rural Tourism, Dock Six I, Chair: Anestis Fotiadis**

11:00-11:15 Farida Akiyanova, Rose Temirbayeva, Kamshat Yegemberdiyeva, Aksholpan Atalikhova, Aliya Simbatova and Adlet Nazhbiev.  
The state and possibilities of ecotourism development within the National Nature Parks of Kazakhstan  
11:15-11:30 Dimitrios Michail Dontas Chrysis and Efthymia Sarantakou.  
Local agri-food as a tourist and cultural resource. The case of Rhodes.  
11:30-11:45 Lavrentios Vasiliadis and Margarita Komninou.  
Regional tourist promotion policies in Greece: the case of the Region of Western Greece  
11:45-12:00 Angwara Na Soontorn.  
Community based-tourism (CBT) as a form of rural development tool, how the locals experienced? An overview of 48 communities in Thailand: Now and  
Then  
Hui-Wen Lin.  
12:00-12:15 Tripartite Cooperation Among University, Industry, and Civic Organizations in Developing Sustainable Development Goals (SDGs) Through Heritage Walking  
Trails- "Exploring Tainan"  
12:15-12:30 Prokopis Christou, Elias Hadjielias, Anna Farmaki and Nicolas Papachristodoulou.  
Philanthropy: Evidence from small rural tourism businesses

**Session 2C: Cultural Tourism, Dock Six II, Chair: Paris Tsartas**

11:00-11:15 Bosse Lagerqvist and Sandor Némethy.  
The Azienda Agricola Model and the terror concept - A heritage based sustainable tourism development  
11:15-11:30 Nilgün Güneş and Nurşah Şengül.  
Living Heritage Approach: A Case Study of Kekova Region  
11:30-11:45 Paris Tsartas, Efi Sarantakou, Alexios-Patapios Kontis, Sofoklis Skoultos and Ioannis Vardopoulos.  
SPA and wellness tourism development: Cases from three Greek islands  
11:45-12:00 Efimia Papaefthimiou, Aristides Katsaitis, Nikos Tzimas and Paris Tsartas.  
Figuring out Tourism Experience at Thermopylae : Cultural Heritage, Education and Hospitality.  
12:00-12:15 Shaul Krakover.  
Thessaloniki's Jewish heritage tourism product exposure on the Internet  
12:15-12:30 Sofoklis Skoultos, Alexios-Patapios Kontis and Alexandros Eleftheriadis.  
Music Festivals Hosting and Impacts: The case of Greek Festivals

13:00-14:00 Lunch Break, Foyer Dock Six

**Session 3A: Education and Tourism, Timber I, Michail Anastasiou**

14:00-14:15 Ourania Notta, Dimitiris Tsikalas and Aspasia Vlachvei.  
Wine routes in Greece: Business strategies and competitiveness in wine tourism firms  
14:15-14:30 Demetris Kouklou.  
A Practical Guide to Effective Leadership for the Culinary Arts and Hospitality Management Programme  
14:30-14:45 Jorge Umbelino, Ana Gonçalves and Cláudia Viegas.  
PhD and MSc in tourism and hospitality: A Portuguese look  
14:45-15:00 Pedro Costa, Victor Afonso and Mário Zenha-Rela.  
Tourism and safety among the millennial generation: The perceptions of Portuguese university students  
15:00-15:15 Theodota Anna and Ioulia Poulaki.  
The Contribution of Primary and Secondary Education in the formation of Tourism Consciousness: The case of Evros Region school units  
15:15-15:30 Liis Juust, Tiina Viin, Tatjana Koor and Marit Piirman.  
Future scenarios for tourism education – what to consider when planning future curricula

**Session 3B: Special Interest Tourism, Dock Six I, Fotis Kilipiris**

14:00-14:15 Sofia Pavlidou and Theocharis Gkougkoulitsas.  
Religious and Pilgrimage Tourism in Greece. A case study in the area of Kozani.  
14:15-14:30 Sandor Némethy and Bosse Lagerqvist.  
The Balaton ecomuseum - a case study on heritage tourism and stakeholder management  
14:30-14:45 Justin Lennon and Guillaume Tiberghien.  
Interpretation and Omission: understanding Gulag Heritage in Kazakhstan  
14:45-15:00 Guillaume Tiberghien and Justin Lennon.  
Managing Authenticity, Performance and Ideology in Kazakhstani Gulag Tourism practices  
15:00-15:15 Chryssoula Chatzigeorgiou and Evangelia Stalika.  
Thessaloniki Branding as a Medical Tourism Destination (MTD)

14:00-16:00	<b>Session 3C: Social Media and Tourism, Dock Six II, Kostas Assimakopoulos</b>
14:00-14:15	Evangelos Christou, Chryssoula Chatzigeorgiou and Ioanna Simeli. Investigating hotel brand confusion through social media advertng
14:15-14:30	Anastasios-Ioannis Theocharidis, Vasiliki Vrana, George Karavasilis, Evangelos Kehris and Albertos Azaria. Factors Affecting Consumers' Intention to Book a hotel through Social Media
14:30-14:45	Dimitrios Amanatidis, Ifigeneia Mylona, Spyridon Mamalis and Irene Kamenidou. Cultural communication through social media: Exploring Instagram Practices among Greek museums
14:45-15:00	Marco Scholtz and Martinette Kruger. A CIA-typology for engaging and retaining scuba dive operator Facebook page followers
15:00-15:15	Valentina Marchi and Antonio Raschi. Perception of tourist destination by Instagram users
16:00-16:30	<i>Coffee Break</i>
16:30-18:00	<b>Session 4A: Virtual Tourism, Timber, Kostas Assimakopoulos</b>
16:30-16:45	Georgios Artzanidis and Garyfallos Fragidis. Identifying trends and selecting new technologies for e-marketing in tourism enterprises
16:45-17:00	Lassi Tuominen. Online performance implications of management responses to customer feedback in hotels
17:00-17:15	Georgia Zouni and Anthi Roumpoglou. Developing a digital marketing strategy for Thessaloniki as a tourism destination
17:15-17:30	Russell Williams. Street racing in Los Angeles: Video game placements and destination image
17:30-17:45	Kaat De Ridder and Dominique Vanneste. Overcoming management and sustainability related tourism challenges through the application of a themed landscape approach: the case of Brussels' Art Nouveau
16:30-18:00	<b>Session 4B: Tourism Policy, Dock Six I, Chryssoula Chatzigeorgiou</b>
16:30-16:45	Theodoros Chartomatsidis. Cultural Diplomacy and Local Government: Cities Diplomacy, study case of Municipality of Thessaloniki
16:45-17:00	Xerardo Pereira. Communication and tourism: The tourist information offices of Douro Region (Portugal)
17:00-17:15	Ioanna Simeli, Chryssoula Chatzigeorgiou, Evangelos Christou and Nikolaos Konstantopoulos. Greek Public Sector Corruption and Tourism
17:15-17:30	Constantia Anastasiadou. What next for tourism policy in the post-Brexit EU?
17:30-17:45	Valerio Temperini, Lucia Pizzichini, Silvia Gallegati and Gian Luca Gregori. Green marketing adoption in hotels industry: a literature review
17:45-18:00	Apostolos Tassikas. The EU Package Travel Directive 2015/2302 (PTD) and its national transposition in Greece: the impact on the national contract law and the consumer protection
16:30-18:00	<b>Session 4C: Cultural Tourism, Dock Six II, Evangelos Christou</b>
16:30-16:45	Gugulethu S. Nkosi. uMkhosi WoMhlanga and Indoni Cultural events in KwaZulu-Natal
16:45-17:00	Stella Kostopoulou, Sevi Malisiova, Evina Sofianou and Eleftheria Theodoroudi. Cultural industries and polycentricity in tourism development: the role of "non-typical museums" in peripheral urban networks
17:00-17:15	Despina Theodorou and Panagiota Dr Dionysopoulou. The contribution of dance to the promotion of cultural tourism in the city of Thessaloniki
17:15-17:30	Panayota Valai. Impact of International organizations (UNESCO, ICOMOS, E.U...) to Cultural Tourism. The Case of Greece.
17:30-17:45	Alexandra Kalliga, Antonios Giannopoulos and Sofoklis Skoultzos. The effect of alue co-creation on virtual tourism experience and destination image in a cultural heritage context: The case of Rhodes - A work in progress

**Saturday, October 26th**

08:00-18:00	Registration Desk Open
09:00-11:00	<b>Session 5A: Sharing Economy and Hospitality, Timber, Chair: Ikechukwu O. Ezeuduji</b>
09:00-09:15	Eleftheria Evangelou, Efthymia Iliopoulou, Paraskevi Evangellou, Aspasia Vlachvei and Theodoros Monovasilis. Airbnb and Greek travelers. Analyzing information extraction and choices.
09:15-09:30	Vasiliki Georgoula. Mapping the tourism impacts of the rise of Airbnb: the case of Chania.
09:30-09:45	Ruggero Sainaghi. Sharing economy in tourism: the state of the art
09:45-10:00	Vasiliki Gkana and Katerina Gotzamani. Combining Quality Management and Innovation: A framework for hotel firms
10:00-10:15	Michael Anastasiou. Understanding the Factors that Prevent Hotel Managers' Tacit Knowledge Utilization in Independent Hotels: The Case of Cyprus
10:15-10:30	Ronen Shay. Can the hospitality industry solve the long-term shortage of employees by recruiting employees from Jordan?
09:00-11:00	<b>Session 5B: Tourism Experiences, Dock Six I, Chair: Anestis Fotiadis</b>
09:00-09:15	Thomas Karagiorgos, Dimitios Stergiou, Theodoros Benetatos, Panagiota Balaska and Kostas Alexandris. The Contribution of Sport Event Quality Factors on the Management of Memorable Tourism Experiences: The Case of the 2018 FIFA World Cup
09:15-09:30	Alexandr Pakhalov and Natalia Rozhkova. Escape Rooms as Tourist Attractions: Can New Technologies Change Visitors' Experience?
09:30-09:45	Michaela Crowe and Bianca Manners. Critical Success Factors for an art exhibition festival experience in the Western Cape: an attendee's perspective
09:45-10:00	Konstantinos Konstantinidis, Thomas Karagiorgos and Kostas Alexandris. The role of Memorable Tourism Experience and Event Personality on Word of Mouth Communication: The case of Oceanman, Greece
10:00-10:15	Thomas Karagiorgos, Dimitris Stergiou, Theodore Benetatos and Konstantinos Alexandris. The Contribution of Sport Event Quality Factors on the Management of Memorable Tourism Experiences: The Case of the 2018 FIFA World Cup
10:15-10:30	Maria Vafeidou, Natalie Ferranti and Eleni Mavragani. A critical analysis of the cruise industry at the port of Thessaloniki and a first step in attracting cruise ships and branding the city as a cruise destination.
11:00-11:30	<i>Coffee Break</i>
11:30-12:30	<b>Keynote Speech: " Implementation of best - worst scaling method to hospitality and tourism research". Dr Eli Cohen, Ben-Gurion University of the Negev.</b>
12:30-13:30	Lunch Break, Foyer Dock Six
13:30-15:00	<b>Session 7A: Sport Tourism, Timber, Chair: Kostas Alexandris</b>
13:30-13:45	Konstantinos Koronios, Panagiotis Dimitropoulos, Athanasios Kriemadis, Andreas Papadopoulos and Genovefa Manousaridou. Exploring key determinants of satisfaction with all-inclusive sport tourism packages and its subsequent influence on intention to re-purchase
13:45-14:00	Sofia Gkarane and Chris Vassiliadis. Recording the active service processes of a small-scale event: application on a triathlon sporting event
14:00-14:15	Martinette Kruger, Adam Herman Viljoen and Danielle Cronje. Hold your horses! A typology of endurance horse riding participants
14:15-14:30	Esmarie Myburgh and Martinette Kruger. Finding their way: An event attribute typology of trail runners
13:30-15:00	<b>Session 7B: Tourism and Hospitality Strategies, Dock Six I, Chair: Antonios Giannopoulos</b>
13:30-13:45	Costas Assimakopoulos, Christos Sarmaniatis, Eugenia Papaioannou, Ioannis Antoniadis and Iordanis Kotzaivazoglou. The effect of customer - centric orientation and international strategy effectiveness on hotels
13:45-14:00	Elmarie Slabbert. Resort preferences: A tale of two markets
14:00-14:15	Christoula Kafkia. The art of storytelling in tourism marketing; Evolving art stories
14:15-14:30	Zimkitha Bavuma. Why do international buyers visit business events in Cape Town?
14:30-14:45	Maria De Lurdes Calisto and Victor Alves Afonso. The relationship between operations' size and hotel performance under different market conditions
14:45-15:00	Despina Chrisidou. A Sustainability Question for Tourism: Can Performing Arts Events Talk Strategy?
15:00-15:30	<i>Coffee Break</i>
15:30-17:00	<b>Session 8A: Sport Tourism, Timber, Chair: Kostas Alexandris</b>
15:30-15:45	Risto Rechkoski. Legislation for mountain trails and paths as a factor for development of mountaineering tourism in the FYR Macedonia
15:45-16:00	Wendy Magangqaza, Bianca Manners and Esti Venske. Critical success factors for a cycling event in Cape Town: road cyclists versus mountain bikers.
16:00-16:15	Panagiota Balaska, Theopistos Kenanidis, Apostolia Dovoli, Panagiotis Karagounis and Kostas Alexandris. The influence of sport event quality on the development of a tourism destination: The case of the 2014 World coastal rowing championship in Thessaloniki
16:15-16:30	Engelina Du Plessis, Melville Saayman and Chiree Jacobs. Assessing and conceptualising management practices of surf tourism in South Africa
15:30-17:00	<b>Session 8B: Transportations and Tourism Development, Dock Six I, Chair: Spyros Avdimiotis</b>
15:30-15:45	Maria Alichanidou and Ioanna Simeli. Air Transport performance requirements in an innovative competitive environment: A case study of the Hellenic air transport area.
15:45-16:00	Spyros Avdimiotis and Ioulia Poulaki. Aviation infrastructure as the main pillar for tourism and regional development: Evidence from Kavala airport
16:00-16:15	Evangelos Killipiris. The Viability of Long-Haul Low-Cost Carriers: A Brief Overview of an Emerging Airline Business Model
16:15-16:30	Panagiota Tsiara and Ioulia Poulaki. Accessibility and Tourism Development in the Regional Unit of Ioannina: Ionian Road and King Pyrrus Airport
16:30-16:45	Kaat De Ridder, Nathalie Inion, Marc Rubben and Vicky Steylaerts. Making Travel Agencies Futureproof: A Flanders' Case Study
20:00-23:30	<i>Gala Dinner, Grand Pietra Hall</i>

**Sunday, October 27th**

09:00-13:00	Registration Desk Open
09:00-10:30	<b>Session 9A: Gastronomy and Tourism, Timber, Chair: Anestis Fotiadis</b>
09:00-09:15	Milica Lukovic, Urban Silc, Svetlana Acic and Zora Dajic Stevanovic. Natural plant resources in ethno-gastronomy: Case study- Old recipes for new age in Biosphere reserve "Golija-Studenica" (Serbia)
09:15-09:30	Gordana Petrovska-Reckoska. Improvement of the tourist offer in FYR Macedonia through food as it segment
09:30-09:45	Alenka Suljic Petrc and Kresimir Mikinac. Translation of menus in Croatian restaurant sector: A proposal for service quality and customer satisfaction
09:45-10:00	Elena Petrovska, Gordana Reckoska and Risto Reckoski. Improving destinations through enhancement of the restaurant sector by implementing innovative approaches
10:00-10:15	Bianca Manners and Parveen Ebrahim. The critical success factors for a street food festival in Cape Town
09:00-10:30	<b>Session 9B: Destination Marketing, Dock Six I, Fotis Kilipiris</b>
09:00-09:15	Pamela S. Mhlongo, Ikechukwu O. Ezeuduji and Sinolwazi S. Mlambo. Tourists' evaluation of Kwazulu-Natal Brand Image and Brand Loyalty
09:15-09:30	Sinolwazi S. Mlambo, Ikechukwu O. Ezeuduji and Pamela S. Mhlongo. Tourists' evaluation of the KwaZulu-Natal tourism destination brand essence and competitiveness
09:30-09:45	Burcu Selin Yilmaz. The Rationality Perceptions of Tourism Consumers in Their Decision-Making Process
09:45-10:00	Fotis Kilipiris. Rejuvenation or rebranding? Destination strategy issues for the Thermaikos beach area, Thessaloniki, Greece
10:00-10:15	Adam Herman Viljoen and Martinette Kruger. Destination vs event loyalty: Going the distance
10:15-10:30	Angela Besana and Annamaria Esposito. Music and tourism: Hitting high notes in economics and marketing of opera houses and destinations
10:30-11:00	<i>Coffee Break</i>
11:00-12:30	<b>Session 10A: Current Issues in Tourism and Hospitality, Timber, Chair: Ikechukwu O. Ezeuduji</b>
11:00-11:15	Emmanouil Papavasileiou, Dimitrios Stergiou and Theodore Benetatos. The School-to-Work Transition in Tourism: A Values-Based Study in Greece
11:15-11:30	Hanan Kattara, Sarah Awad and Mohamed A. Nassar. Event planners' loyalty and future return intention in Egyptian hotels and their correlation with event success
11:30-11:45	Ioannis Vardopoulos and Eleni Theodoropoulou. Theoretical considerations and pilot findings on the adaptive reuse potential for tourism and sustainable urban development
11:45-12:00	Nguyen Van Truong, Tetsuo Shimizu, Takeshi Kurihara and Sunkjung Choi. Bootstrapped regression model for overdispersed long - tailed data: Application to tourism statistics
12:00-12:15	Sonia Dias and Vitor Afonso. Travel Mobile Applications: the future of the tourism industry?
12:15-12:30	Anestis Fotiadis and Themis D. Pantos. Smart Hotelling
11:00-12:30	<b>Session 10B: Destination Management, Dock Six I, Spiros Avdimiotis</b>
11:00-11:15	Vasileios Argynakis, Anastasia Tasiou and Spyros Avdimiotis. Tourist safety as a pull factor: The case of Thessaloniki
11:15-11:30	Georgia Yfantidou, Antonios Dalakis and George Tzetzis. Tourism through the competitiveness of different destinations
11:30-11:45	Tatjana Thimm. Visitor Flow Management via a Mobile Application - the Case of Lake Constance
11:45-12:00	Spyridoula Dimitra Souki. Terrorism Changes the Map of Tourism: Destination Management after a Terrorist Attack - How Smart Tech Helps Cities Fight Terrorism and Crime
12:00-12:15	Iordanis Katemliadis and Andreas Papatheodorou. Destination management & marketing organizations (DMMS): How to improve their effectiveness and efficiency by taking a systemic approach towards stakeholders
12:15-12:30	Evangelos Kiriakou, Giorgos Palisidis, Angela Vasileka, Sasho Korunovski, Spyros Avdimiotis and Evangelos Christou. City Branding & Destination Sustainable Development. Small Scale Cities of Balkan States
12:30-13:00	<i>Closing Ceremony, Crystal</i>