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

11:00-13:00
Session 2A: Current Issues, Timber I, Chair: Antonios Giannopoulos

11:00-11:15
Anne Schubert and Hennes Theess.
From Routes and Corridors – Strategic Development Scenarios for the “Destination Silk-Road” in the Southern Caucasus

11:15-11:30
Marie De Lurdes Calisto.
An exploratory application of the hospitality culture scale to the European context

11:30-11:45
Vasiliki Georgopoulou, Sofoklis Skoultsos and Eleoni Tempoura.
Mapping the tourism impacts of the sharing economy: The case of Chania

11:45-12:00
Ige Rimur, Ergin Deniz Eris and Sinem Kurtural.
Female entrepreneurship in hospitality industry

12:00-12:15
Omaria Gioura and Athanasios Giouras.
Greek Tourism Investments in South Eastern Europe

11:00-13:00
Session 2B: Rural Tourism, Dock Six I, Chair: Anestis Fotiadis

11:00-11:15
Farida Akiyanova, Rose Temirbayeva, Kanzhat Yegemberdiyeva, Aksholpan Atalikhova, Aliya Simbatova and Adilet Nachiboe.
The state and possibilities of ecotourism development within the National Nature Parks of Kazakhstan

11:15-11:30
Dimitrios Michail Doutas Chryss and Efthymia Sarantakou.
Local agri-food as a tourist and cultural resource: The case of Rhodes.

11:30-11:45
Laurentios Vasiliiadou and Margarita Kourmiti.
Regional tourist promotion policies in Greece: the case of the Region of Western Greece

11:45-12:00
Argawia Xo Soutrom.
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

12:00-12:15
Maria De Lurdes Calisto.
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Greek Tourism Investments in South Eastern Europe

11:00-13:00
Session 2C: Cultural Tourism, Dock Six II, Chair: Paris Tsartas

11:00-11:15
Bosse Lagerpriest and Sandor Nemethy.
The Azienda Agricola Model and the terror concept - A heritage based sustainable tourism development

11:15-11:30
Paris Tsartas, Efthimia Sarantakou, Alecoas-Patapas Kontis, Sofoklis Skoultsos and Ioannis Xanopoulos.
SPA and wellness tourism development: Cases from three Greek islands

11:30-11:45
Efimia Papaefthimiou, Aristides Katsaitis, Nikos Tsilman and Paris Tsartas.
Figuring out Tourism Experience at Thermopiple: Cultural Heritage, Education and Hospitality.

11:45-12:00
Shaul Krakover.
Thessaloniki’s Jewish heritage tourism product exposure on the Internet

12:00-12:15
Demetris Kouklou.
A Practical Guide to Effective Leadership for the Culinary Arts and Hospitality Management Programme

12:15-12:30
Jorge Umbelino, Ana Goncalves and Claudia Viegas.
PhD and MSc in tourism and hospitality: A Portuguese look

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

14:00-16:00
Session 3A: Education and Tourism, Timber I, Michail Anastasiou

14:00-14:15
Ourania Notta, Dimitris Tsikalas and Aggeliki Vlachou.
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

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Jorge Umbelino, Ana Goncalves and Claudia Viegas.
PhD and MSc in tourism and hospitality: A Portuguese look

14:45-15:00
Pedro Costa, Victor Alonso and Mário Zeha-Rela.
Tourism and safety among the millenial generation: The perceptions of Portuguese university students

15:00-15:15
Theodota Anna and Ioannis 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 Jaast, Tine Vin, Tatjana Koch and Marit Pitman.
Future scenarios for tourism education - what to consider when planning future curricula

14:00-16:00
Session 3B: Special Interest Tourism, Dock Six I, Fatih Kilicdikis

14:00-14:15
Sofia Pavlidou and Theocaris Gioukoukolisis.
Religious and Pilgrimage Tourism in Greece. A case study in the area of Kosani.

14:15-14:30
Sandra Nemethy and Bosse Lagerpriest.
The Balaton ecomuseum - a case study on heritage tourism and stakeholder management

14:30-14:45
Jasid Lenoren and Guillaume Tibeighen.
Interpretation and Ökumension: understanding Cultural Heritage in Kazakhstan

14:45-15:00
Guillaume Tibeighen and Justin Lenoren.
Managing Authenticity, Performance and Ideology in Kazakhstani Gulag Tourism practices

15:00-15:15
Chryssoula Chatzipanagiotou and Evangelia Stalika.
Thessaloniki Branding as a Medical Tourism Destination (MTD)
Session 3C: Social Media and Tourism, Dock Six II, Kostas Assimakopoulos

14:00-14:15
Evangelos Christou, Chryssoula Chatzigeorgiou and Ioanna Simeli.
Investigating hotel brand confusion through social media advertising

14:15-14:30
Anastasios-Ioannis Theochridis, Vasiliki Vrana, George Karavasilis, Evangelos Kehris and Alberto Azara.
Factors Affecting Consumers' Intention to Book a Hotel through Social Media

14:30-14:45
Dimotris Amanatidis, Ilgenia Mylona, Spyridon Malialis and Innote Kameridou.
Cultural communication through social media: Exploring Instagram Practices among Greek museums

14:45-15:00
Marco Scheltz and Martha Skaiger.
A DA-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
Coffee Break

Session 4A: Virtual Tourism, Timber, Kostas Assimakopoulos

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 Zouvi and Anthi Roumpogliou.
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
Session 4B: Tourism Policy, Dock Six I, Chryssoula Chatzigeorgiou

16:30-16:45
Theodoros Chartomatsidis. Cultural Diplomacy and Local Government: Cities Diplomacy, study case of Municipality of Thessaloniki

16:45-17:00
Xenandri Pereiro.
Communication and tourism: The tourist information offices of Douro Region (Portugal)

17:00-17:15
Ioanna Simeli, Chryssoula Chatzigeorgiou, Evangelos Christou and Nikolas 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
Valeria Tempore, Lucia Pizzichini, Silvia Gallegati and Gian Luca Gregori.
Green marketing adoption in hotels industry: a literature review

16:30-18:00
Session 4C: Cultural Tourism, Dock Six II, Evangelos Christou

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 Panagiotis Drionysopoulos.
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 Kaliga, Antonios Giannopoulos and Sofoklis Skoultsos.
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 Session 5A: Sharing Economy and Hospitality, Timber, Chair: Bechkuwo O. Ezauki

Eleftheria Evangelou, Efthymia Ilipoulos, Paraskevi Evangelou, Aspasia Vlachiei and Theodora Monousidou.
Airbnb and Greek travelers. Analyzing information extraction and choices.

Vasiliki Georgala.
Mapping the tourism impacts of the rise of Airbnb: the case of Chania.

Ruggiero Sainaghi.
Sharing economy in tourism: the state of the art

Vasiliki Giama and Katerina Goutamari.
Combining Quality Management and Innovation: A framework for hotel firms

Michael Anastasios.
Understanding the Factors that Prevent Hotel Managers’ Tacit Knowledge Utilisation in Independent Hotels: The Case of Cyprus

Koren Shay.
Can the hospitality industry solve the long-term shortage of employees by recruiting employees from Jordan?

09:00-11:00 Session 5B: Tourism Experiences, Dock Six I, Chair: Anestis Fotiadis

The Contribution of Sport Event Quality Factors on the Management of Memorable Tourism Experiences: The Case of the 2018 FIFA World Cup

Alexandri Pahalidou and Natalia Frundova.
Escape Rooms as Tourist Attractions: Can New Technologies Change Visitors’ Experience?

Michaela Crowe and Bianca Manners.
Critical Success Factors for an art exhibition festival experience in the Western Cape: an attendee’s perspective

Konstantinos Konstantinidis, Thomas Karagiorgos and Kostas Alexandris.
The role of Memorable Tourism Experience and Event Personality on Word of Mouth Communication: the case of Oeconomou, Greece

Thomas Karagiorgos, Dimitrios Stergios, 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

Maria Valfillou, Natasha Ferranti and Elie Monoyanos.
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 Coffee Break

11:30-12:30 Keynote Speech: “Implementation of best - worst scaling method to hospitality and tourism research”.
Dr Eli Cohen, Ben-Gurion University of the Negev.

12:30-13:30 Lunch Break, Foyer Dock Six

13:30-15:00 Session 7A: Sport Tourism, Timber, Chair: Kostas Alexandris

Konstantinos Koroneos, Paragritos Dimitropoulos, Athanasios Kriemadis, Andreas Papadopoulos and Giannoula Manoulis.
Exploring key determinants of satisfaction with all-inclusive sport tourism packages and its subsequent influence on intention to re-purchase

Sofia Gikare and Chris Vassiliades.
Recording the active service processes of a small-scale event: application on a triathlon sporting event

Martineke Kruger, Adam Herman Viljopen and Danielle Groene.
Hold your horses! A typology of endurance horse riding participants

Esmarie Myburgh and Martineke Kruger.
Finding their way: An event attribute typology of trail runners

13:30-15:00 Session 7B: Tourism and Hospitality Strategies, Dock Six I, Chair: Antonios Giannopoulos

Costas Assimakopoulos, Christos Sarmaniotis, Ioannis Antoniadis and Iordanis Kotsiavazoglou.
The effect of customer - centric orientation and international strategy effectiveness on hotels

Elmifio Vlaxar.
Resort preferences: A tale of two markets

Christoula Kafetz.
The art of storytelling in tourism marketing; Evolving art stories

Zimbilah Banana.
Why do international buyers visit business events in Cape Town?

Maria De Lores Calisto and Victor Alves Alfonso.
The relationship between operations’ size and hotel performance under different market conditions

Despina Christodou.
A Sustainability Question for Tourism: Can Performing Arts Events Talk Strategy?

15:00-15:30 Coffee Break

15:30-17:00 Session 8A: Sport Tourism, Timber, Chair: Kostas Alexandris

Risto Rechkoski.
Legislation for mountain trails and paths as a factor for development of mountaineering tourism in the FYR Macedonia

Wendy Magangampa, Bianca Manners and Evi Vemke.
Critical success factors for a cycling event in Cape Town: road cyclists versus mountain bikers.

Panagiotis Balaiko, Theodros Benetatos, Apostolos Vangalis, Panagiotis Karagouris 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

Engelina Du Plessis, Melville Saayman and Chiree Jacobs.
Assessing and conceptualising management practices of safari tourism in South Africa

15:30-17:00 Session 8B: Transportations and Tourism Development, Dock Six I, Chair: Spyros Avdimotis

Maria Alchandou and Irina Simel.
Air Transport performance requirements in an innovative competitive environment: A case study of the Hellenic air transport area.

Spyros Avdimotis and Ioanna Poulaki.
Aviation infrastructure as the main pillar for tourism and regional development: Evidence from Kavala airport

Evanstios Kilipiris.
The Viability of Long-Haul Low-Cost Carriers: A Brief Overview of an Emerging Airline Business Model

Panagiotis Tsirir and Ioanna Poulaki.
Accessibility and Tourism Development in the Regional Unit of Ioannina: Ionian Road and King Pyrrhos Airport

Karel De Ridder, Nathalie Iroon, Marc Rubben and Vicky Stjepanets.
Making Travel Agencies Futureproof: A Flanders’ Case Study

16:30-16:45 Gala Dinner, Grand Pietra Hall
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>09:00-11:00</td>
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<td>09:00-10:30</td>
<td><strong>Session 9A: Gastronomy and Tourism, Timber, Chair: Anestis Fotiadis</strong></td>
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<td>09:00-09:15</td>
<td>Milica Lukovic, Urban Silc, Svetlana Acic and Zora Dacic Stevanovic.</td>
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<td>Natural plant resources in ethno-gastronomy: Case study - Old recipes for new age in Biosphere reserve “Golija-Studenica” (Serbia)</td>
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<td>Gordana Petrovska-Recko.</td>
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<td>Improvement of the tourist offer in FYR Macedonia through food as it segment</td>
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<td>Alenka Suljic Petrc and Kresimir Mikina.</td>
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<td>Translation of menus in Croatian restaurant sector: A proposal for service quality and customer satisfaction</td>
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<td>Elena Petrovska, Gordana Recko and Risto Recko.</td>
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<td>Improving destinations through enhancement of the restaurant sector by implementing innovative approaches</td>
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<td>Bianca Manners and Panee Ebrahim.</td>
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<td>The critical success factors for a street food festival in Cape Town</td>
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<td><strong>Session 9B: Destination Marketing, Dock Six I, Fotis Kilipiris</strong></td>
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<td>Pamela S. Mhlongo, Ikechukwu O. Ezuejadi and Sinolwazi S. Mlimbo.</td>
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<td>Tourists’ evaluation of KwaZulu-Natal tourism destination brand essence and competitiveness</td>
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<td>Sinolwazi S. Mlimbo, Ikechukwu O. Ezuejadi and Pamela S. Mhlongo.</td>
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<td>The Rationality Perceptions of Tourism Consumers in Their Decision-Making Process</td>
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<td>Rejuvenation or rebranding? Destination strategy issues for the Thermarikos beach area, Thessaloniki, Greece</td>
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<td>Adam Herman Viljoen and Martinette Kruger.</td>
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<td>Destination vs event loyalty: Going the distance</td>
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<td>Angela Besana and Anamaria Exposito.</td>
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<td>Music and tourism: Hitting high notes in economics and marketing of opera houses and destinations</td>
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<td><strong>Session 10A: Current Issues in Tourism and Hospitality, Timber, Chair: Ikechukwu O. Ezuejadi</strong></td>
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<td>Emmanuel Papavasileiou, Dimitrios Stengiaro and Theodore Benetatos.</td>
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<td>The School-to-Work Transition in Tourism: A Values-Based Study in Greece</td>
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<td>Mansan Kittara, Sarah Awad and Mohamed A. Nassar.</td>
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<td>Event planners’ loyalty and future return intention in Egyptian hotels and their correlation with event success</td>
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<td>Ioannis Vardopoulos and Eleni Theodoropoulou.</td>
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<td>Theoretical considerations and pilot findings on the adaptive reuse potential for tourism and sustainable urban development</td>
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<td>Nguyen Van Truong, Tetsuo Shirma, Takeki Kureha and Surlpyong Cho.</td>
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<td>Bootstrapped regression model for oversampled long - tailed data: Application to tourism statistics</td>
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<td>Sonia Oses and Vitor Afonso.</td>
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<td>Travel Mobile Applications: the future of the tourism industry?</td>
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<td>Anestis Fotiadis and Themis D. Pantos.</td>
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<td>Smart Hotelling.</td>
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<td><strong>Session 10B: Destination Management, Dock Six I, Spiros Avdimiotis</strong></td>
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<td>Vasilios Argymakis, Anastasia Tsipou and Spiros Avdimiotis.</td>
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<td>Tourist safety as a pull factor: The case of Thessaloniki</td>
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<td>Georgia Yfantidou, Antonios Dalalis and George Tzetzis.</td>
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<td>Tourism through the competitiveness of different destinations</td>
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<td>Tatiana Tirim.</td>
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<td>Visitor Flow Management via a Mobile Application - the Case of Lake Constance</td>
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<td>Tourism Changes the Map of Tourism: Destination Management after a Terrorist Attack - How Smart Tech Helps Cities Fight Terrorism and Crime</td>
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<td>Iordanis Kateriadis and Andreas Papadodimas.</td>
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<td>Destination management &amp; marketing organizations (DMMOS): How to improve their effectiveness and efficiency by taking a systemic approach towards stakeholders</td>
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<td>Evangelos Kiriakos, Giorgos Palisidis, Angela Vasilekou, Saso Karanovski, Spiros Avdimiotis and Evangelos Christou.</td>
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<td>City Branding &amp; Destination Sustainable Development. Small Scale Cities of Balkan States</td>
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