



Conference Program

9 October 2015

- 08.30** **Registration**
- 09.15 – 10.00** **Special Topic**
Academic job searching in the United States
Hji-AVGoustis Sotiris, Chairperson and Professor, Family and Consumer Sciences, State Ball University
- 10.00 – 10.30** **Networking break**
- 10.30 – 13.00** **Opening – Officials**
- Keynote Lectures**
Tourism theory and practice: Bridging the gap
TRIBE John, Professor of Tourism, University of Surrey
- Experiencing Tourism in a multimotivational market*
TSARTAS Paris, Professor of Tourism, Department of Business Administration, University of the Aegean
- Session 1**
Chair: TSARTAS Paris, University of the Aegean
- The development of enriched mixtures of cultural tourism, for the re-promotion of Creek mature destinations. Challenges and opportunities*
SARANTAKOU Efthymia, Hellenic Open University, Open University of Cyprus, Technological Educational Institute of Athens, KONTIS Patapios- Alexios, Technological Educational Institute of Central Greece
- Experiencing urban identity through novels-inspired digital navigation*
MOIRA Maria, MAKRIS Dimitrios, Technological Educational Institute of Athens
- The emergence of Experiential Tourism activity: Reasons and rationale*
APOSTOLAKIS Alexandros, DIMOU Irini, Dept of Business Administration, School of Management and Economics, TEI of Crete
- 13.00 – 14.00** **Lunch**

14.00 – 16.15

Session 2

Chair: NAZOU Despoina, University of the Aegean

If you build it, will they come? The results of an investigation into the owners/managers understanding of the visitor experience and its relationship to the management of visitor attractions in Wales (UK)

HUW Thomas, Swansea Business School, University of Wales Trinity Saint David

Experiential tourism pilot project in the Iles de la Madeleine archipelago (Quebec, Canada): A collaborative approach to help businesses innovate

BENT Jason, Îles de la Madeleine Tourism Cluster, Canada

UNWTO observatory of Sustainable Tourism for the South Aegean region: The case of Santorini

SPILANIS Ioannis, University of the Aegean

Civic engagement in responsible tourism development: An exploratory study of a host voluntary Association in Veria, Greece

**ANDRIOTIS Konstantinos, Middlesex University Business School,
PARASKEVAIDIS Pavlos, Hellenic Ministry of Education, Research and Religious Affairs**

Towards a better understanding on how to turn into eco-innovation: an empirical analysis of the Spanish hospitality industry

SIGNES-PEIRO Angel, Management Department, Polytechnic University of Valencia, SEGARRA-ONA Marival Segarra-Oña, DE MIGUEL MOLINA, Blanca, DE MIGUEL-MOLINA Maria, Management Department, Polytechnic University of Valencia

Cultural tourism and sustainable development: Experiential tourism in post-civil war Croatia

DOMIC Dino, Department of Management and Marketing, European University of Cyprus

Deciphering the steps of Pausanias: Periegesis a new touristic product in the Peloponnese peninsula, Greece

NASIOU Paraskevi – Myrsini, MAGOULA Maria, PAPADOPOULOU Vasiliki, PELENTRIDOU Evangelia-Eirini, Peripatos Cultural Company

Upgrading accommodation to Experiential Tourism. The Tsouka Rossa case study" (case study)

ZOGRAFOS Paris, Tsouka Rossa

16.15 – 16.30

Networking break

16.30 – 19.00

Session 3

Chair: VAMIEDAKI Vicky, co-founder/vp, Concierge Concept & Communication Development - Journalist

Chinese tourism: Development and prospects for Greece

SKYVALOU Maria, FILLIPIDI Eleni, Advanced School of Tourism Education of Crete

Successful models of experiential tourism. Suggestions for application in the Greek islands. The case of Milos.

KOLIOPOULOU Maria-Anna, PAPADAMI Dimitra, Department of Rural and Survey Engineer, Architect Engineer, National Technical University of Athens

A successful example of Educational Tourism in Santorini: "Greek language and culture integrated programme"

GEORGIADOU Ifigenia, Hellenic Culture Center

Experiential Tourism and social entrepreneurship in Greece: A new thinking In Crisis Time?

KYRIAKOU D., MSc, MBA, PhD Cand, BELIAS D., MSc, MEd, PhD, DALLA P., MSc, MBA Cand, VARSANIS K., BSc Cand.

Developing mental maps using sense of place and place perception survey data, social media place happiness information, and objectively measurable attributes of places

GOULIAS G. Konstantinos, DAVIS Adam, HYUN LEE Jae, University of California, Santa Barbara

Travel patterns and behavior of tourists at the island of Chios

ARVANITIS Pavlos, GLYPTOU Kyriaki, PAPTAEODOROU Andreas, University of the Aegean

How Experiential Tourism is reflected in the number of daily trips

KOUROUNIOTI Ioanna, POLYDOROPOULOU Amalia, Department of Shipping, Trade & Transport, University of the Aegean

Top Party Islands in the Mediterranean: Experiential Determinants of Destinations Popularity and Nightlife Culture Identity Profiling

KOUTSOBINAS Theodore, GIANNOUKOS Ioannis, University of Patras, Cultural Heritage Management and New Technologies Department

21.00 Cocktail in Assyrtico Wine restaurant, in Fira

10 October 2015

09.00– 11.00

Keynote Lectures

Communicating Experiential Tourism to the international market

KOUTOULAS Dimitris, Assistant Professor, Tourism Management, Department of Business Administration, University of Patras

Heritage: from materiality to experience

GRAVARI BARBAS Maria, Director, Institute for Research and High Studies on Tourism, Paris 1 – Sorbonne University

Session 4

Chair: KOUTOULAS Dimitris, University of Patras

Cruise tourism in Greece: Current situation and future prospects

KALOUDIS Antonis, Cruise Ship Owners and Shipping Agencies Association

Cruise passengers' experiences in a Mediterranean port of call: The case of Agios Nikolaos

SIMANTIRAKI Vanessa, SKIVALOU Maria, Advanced School of Tourism Education of Crete, TRIHAS Nikolaos, Technological Educational Institute of Crete

Walking out of class: Tourism and experiential learning

WEE Desmond, Karlshochschule International University, Germany

Innovative, interdisciplinary, experiential tourism educational activity: "Junior Tourist"

GRIBA Eleftheria, Ministry of Tourism

11.00 – 11.30

Networking break

11.30 – 13.30

Session 5

Chair: KONSTANTINIDIS Kostas, Heliotopos

Lighthouse as a travel destination. Alternative choice-authentic experience

BAMPA Theodora, Municipality of Thira

"Photographic tourism" as a new dimension to the existing tourism industry

SIDIROPOULOU Konstantina, K Yellow Photography, KONSTANTINIDIS Kostas, Heliotopos

The landscape of Hephaestus, Interpretation and activation of Thera mining

ARGYROU Evangelia, University of Patras, School of Architecture

Experiential Tourism: the case of the walking trails in Lesvos island

CONSTANTOGLU Mary, Hellenic Open University

Local cuisine and agricultural products as a means of enhancing tourists' gastronomic experiences in Greece

TRIHAS Nikolaos, KYRIAKAKI Anna, Technological Educational Institute of Crete, Department of Business Administration, ZAGKOTSI Smaragda, Phd in Tourism

Initiation into the taste of monastic gastronomy & diet: coupling of religious tourism and gastronomy

TOTSIU Yolanda, Innovation and technology consultant

Gay and lesbian tourism: The concept and role and gay identity

APOSTOLOPOULOU Nikolaeta – Elia, TSARTAS Paris, School of Business Studies, Dep. of Business Administration University of the Aegean

Current trends in networking

MICHAELIDIS Dimitris, Journalist

13.30 – 14.30

Lunch

14.30 – 16.45

Session 6

Chair: Hji-AVGOUSTIS Sotiris, State Ball University

Social Tourism as a breath of the crisis in Greece: Research on social tourism institutions

DESPOTAKI Georgia, TSARTAS Paris, DOUMI Maria, School of Business Studies, Dep. of Business Administration University of the Aegean

Film Tourism/The role of genre in film tourist experience

KORK Yuri, University of Exeter Business School

An approach for determining experiential services on tourism, based on market segments and destination characteristics. The case of Naxos

ORGANOS Neoptolemos, ORFANOU Maria, Orfanos Bros

Evolutionary development of social media and web2.0 technologies as a crucial factor of growth in Greek touristic destinations

PAPADOPOULOS George, MSc ISICG, Informatics Department, Technological Institute of Athens, DIONYSOPOULOU Panayiota, Hellenic Open University, Greek Ministry of Culture, Education and Religious Affairs

Cultural and religious tourism as parts of Greek tourism product

SKOULTSOS Sofoklis, VAGIONIS Nikos, Centre of Planning and Economic Research

The challenge of geotourism in Greece: Geo cultural routes in Zagori region (NW Greece).

KANELLOPOULOU Georgia, Dep. of Cultural Heritage Management and New Technologies, National Technical University of Athens

The habitation experience as a means of promoting the local cultural heritage
FRAGKOU Dionysia, GEORGIADOU Zoe, MARNELLOS Dimitris, Department of Interior Architecture, Decoration & Design, Technological Institute of Athens

16.45 – 17.00 **Networking break**

17.00 – 19.00

Session 7

Chair: ANDRIOTIS Konstantinos, Middlesex University

Meaningful restorations: The dynamics of experiencing monuments

DIMAS Panagiotis, Architect-Engineer

The knowledge of modern cultural heritage of Greece through the hosting of 'Xenia' hotels

KOLOVOU Niki Vassiliki, SPANOGIANNI Eleni, Architect Engineers, University of Thessaly

AirBnb, Sweet Airbnb. Hosts' perspectives on managing commercial homes and offering experiences

LEMONIS Vassilis, Umea University Sweden

Creating value for tourism SMEs through service innovation.

LEISTENSCNEIDER Katharina, Dipl. Designer

Gastronomy experiences over the internet/www.greekgastronomyguide.gr

PITTAS George, Author, Member of the Board of Hellenic Chamber of Hotels

We are moving from the information age to the relationship age. Let's do it Right!

AIVALIOTI Maria, Sales Manager, Travelotopos - work easier

How to create a region strategy that turns a traveler visit to a lifetime experience. Tools, processes and funding

STAMATOPOULOS Kostis, Summit

19.00 – 20.00 **The wines of Santorini: Presentation and wine tasting**

11 October 2015

Three experiences in a day (Optional program)

09:00 - 11:30 Guided Visit of the Akrotiri Archaeological Site

11:30 - 17:00 Winery visit, boat tour of the caldera and the volcano. Walking tour on Nea Kameni (the volcano). Homemade lunch on board.

Poster Presentations

Spatial design based on the semiotics of space and its' confluence in forming the touristic experience and defining the notion of 'topos

KRASAKI Irene, Department of Architecture, National Technical University of Athens

Experiential tourism: contributing to the understanding of the concept of sustainability and the promotion of sustainable development

TZAMBERIS Nezam, TZAMBERI A., University of the Aegean

New tools to enhance the connection between the eco-tourism and society; the living lab as a mechanism to orientate social innovation.

SEGARRA ONA Marival, PEIRO-SIGNES Angel, Management Department, Polytechnic University of Valencia, MONDEJAR-JIMENEZ Jose, Statistics and Economics Department, University of Castilla-La Mancha, Cuenca, MONDEJART-JIMENEZ Juan, Marketing Department, University of Castilla-La Mancha, Cuenca, Spain

Towards a senses-based model for experiential tourism: the youtooscany.com case

MEACCI Luca, Dipartimento di Scienze per l'Economia e l'Impresa, Università degli Studi di Firenze, Politecnico di Studi Aziendali di Lugano, LIBERATORE Giovanni, Dipartimento di Scienze per l'Economia e l'Impresa, Università degli Studi di Firenze, Centro Interuniversitario di Ricerca sul Turismo CIRT

Measurement of sense of place and comparison with social media data in a Greek island

**GOULIAS G. Konstantinos, DAVIS Adam, HYUN LEE Jae, University of California
- Santa Barbara, POLYDOROPOULOU Amalia, TSIRIMPA Athena, TSOUROS
Ioannis, University of the Aegean**

How does ferry connections affect tourists' satisfaction

**KROUSOULOU DI Nikoleta, POLYDOROPOULOU Amalia, Department of
Shipping, Trade & Transport, University of the Aegean**