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
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

The sense of place and the multi-sensory tourist experience
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 Crete

13.00 – 14.00  Lunch
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 Îles 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, Ministry of Culture, Education 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

Networking break
16.30 – 19.00

**Session 3**

*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 Maria, 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, PAPATHEODOROU 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 destinations for nightlife tourism among European islands. Why do Ibiza and Mykonos stand out?*

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

21.00

Cocktail in Assyrtico 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**
*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**
*Lighthouse, travel destination. The alternative choice, the 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 Theran mining*
ARGYROU Evangelia, University of Patras, School of Architecture

*Experiential Tourism: the case of the walking trails in Lesvos island*
CONSTANTOGLOU 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, ZAGKOTS1 Smaragda, Phd in Tourism

Initiation into the taste of monastic gastronomy & diet: coupling of religious tourism and gastronomy
TOTSIOU Yolanda, Innovation and technology consultant

Gay and lesbian tourism: The concept and role and gay identity
APOSTOLOPOULOLOU Nikoleta – Elia, TSARTAS Paris, School of Business Studies, Dep. of Business Administration University of the Aegean

13.30 – 14.30  Lunch

14.30 – 16.45  Session 6
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, Computer Department Aristotle University of Thessaloniki, MSc Basic and Applied Cognitive Science - National and Kapodistrian University of Athens, DIONYSOPOULOLOY Panayiotis, Hellenic Open University, Greek Ministry of Culture, Education and Religious Affairs

Cultural and religious tourism as parts of Greek tourism product
SKOULTSOS Sofoklis, VAYONIS Nikos, Centre of Planning and Economic Research

The challenge of geotourism in Greece: Geo cultural routes in Zagori region (NW Greece).
KANELLOPOULOLOU 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 Dionysis, GEORGIAZOU 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
Meaningful restorations: The dynamics of experiencing monuments
DIMAS Panagiotis, Architect-Engineer, National Technical University of Athens

The knowledge of modern cultural heritage of Greece through the hosting of ‘Xenia’ hotels
KOLOVOU Niki Vassiliki, SPANOGLIANNI Eleni, Architect Engineers, University of Thessaly

AirBnb, Sweet Airbnb. Hosts’ perspectives on managing commercial homes and offering experiences
LEMONIS Vassilis, Umea University Sweden

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 youtoooscany.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