

TOURISM AND CULTURAL HERITAGE

Resilience, Sustainability and Transformation

CONFERENCE PROGRAM

8th and 9th of March 2024



Crowne Plaza
Athens City Centre

CONFERENCE
**IN
TO
CUS**

Organized by:



ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
HAROKOPIO UNIVERSITY



UNIVERSITÉ PARIS 1
PANTHÉON SORBONNE



ΠΑΝΕΠΙΣΤΗΜΙΟ
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ΤΟΥΡΙΣΤΙΚΩΝ ΠΡΟΟΡΙΣΜΩΝ
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HELLENIC REPUBLIC
MINISTRY OF TOURISM

Program Overview

DAY 1: FRIDAY 8TH MARCH	3
09.00 – 09.30 Registration	3
09.30 – 10.00 Opening Session	3
10.00 – 11.00 Keynote Speakers	3
11.00-11.30 Coffee Break	3
11.30 – 13.15 SESSION A	3
Room 1:	3
13.15-14.15 Lunch Break	4
14.15 – 16.00 SESSION B	5
Room 1: Cultural Tourism	5
Room 2: Tourism Destinations-Case Studies	5
16.00 – 16.30 - Coffee Break	6
16.30 – 18.15 SESSION C	6
Room 1: Landscape and Cultural Tourism	6
Room 2: Heritage Tourism and Festivals	6
18.15 – 18.30 - Break	7
18.30 – 19.45 SESSION D	7
Room 1: Sustainable Tourism	7
Room 2: Hospitality and Management	7
21.00 - Conference DINNER	8
Athenaeum SMART Hotel (127, Syggrou Avenue)	8
DAY 2: SATURDAY 9TH MARCH	9
09.30 – 11.00 Keynote Speakers	9
11.00 – 11.30 - Coffee Break	9
11.30 – 13.15 SESSION E	9
Room 1: Education and New Technologies in Tourism Industry	9
Room 2: Sustainable Practices in Hospitality Industry	10
13.15– 14.00 - Lunch Break	10
14.00 – 15.45 SESSION F	10
Room 1: Heritage and Sustainability –Case Studies	10
Room 2: Special forms of Tourism I	11
15.45 – 16.00 - Break	11
16.00 – 17.15 SESSION G	11
Room 1: Tourism Destination Planning	11
Room 2: Special Forms of Tourism II	12
Coffee Break – 17.15 – 17.30	12
17.30 – 19.30 Workshop	12
19.30 -20.00 Closing Session	12
DAY 3: SUNDAY 10TH MARCH	13



PROGRAM

DAY 1: Friday 8th March

09.00 – 09.30 Registration

09.30 – 10.00 Opening Session

María Gravari -Barbas, University of Paris 1 Panthéon-Sorbonne, IREST

María Nikolaidi, Rector of Harokopio University of Athens

Paris Tsartas, Organizing Committee, Harokopio University of Athens

10.00 – 11.00 Keynote Speakers

Chair: Theano S. Terkenli, University of The Aegean

DALLEN J. TIMOTHY

Cultural Heritage and Tourism: Protecting the Past, Sustaining the Future

11.00-11.30 Coffee Break

11.30 – 13.15 | SESSION A

Room 1: Sustainable and Smart Destinations

Chairs: Paris Tsartas, Sofoklis Skoultzos

A THEORETICAL FRAMEWORK FOR FLEXIBILITY, RESILIENCE, AND SUSTAINABILITY IN TOURISM DESTINATIONS

Varvara BAMPÁ; Georgia ZOUNI; Ioannis KATSANAKIS

UNDERSTANDING IMPORTANCE OF GAMIFICATION AND STORYTELLING FOR THE DEVELOPMENT OF SMART DESTINATIONS

Tamara FLORIČIĆ

THE DIGITAL TRANSFORMATION OF POSTCOLONIAL HERITAGE: TIANJIN WUDADAO AS WANGHONG TOURISM DESTINATION

Chensi SHEN

WALK TO PLATO'S ACADEMY: AN IMMERSIVE EXPERIENCE ON THE HISTORICAL LANDSCAPE OF ATHENS, DIPYLON SOCIETY

María KARAGIANNOPOULOU

HAPPINESS AND TOURISM/T FOR SUSTAINABLE DESTINATIONS: A BIBLIOMETRIC EXPLORATION

Aigli KOLIOTASI; Sofia KARAMPELA; Konstantinos KOSTALIS



SUSTAINABLE DESTINATION MANAGEMENT AND THE CHANGING ROLE OF TOURISM
STAKEHOLDERS

Polymnia PANAGIOTOPOULOU; Sofoklis SKOULTSOS

Room 2: Digital Transformation in Tourism Industry

Chairs: Theano S. Terkenli, Nicolas Karachalis

A THEORETICAL MODEL FOR DIGITAL TRANSFORMATION IN TOURISM: PATHWAYS TO
RESILIENCE AND SUSTAINABILITY

Ioannis KATSANAKIS; Georgia ZOUNI

NEW TECHNOLOGIES AND THEIR IMPLICATIONS FOR GREEK TOURISM

Konstantinos ELEFThERAKIS; Theano S. TERKENLI

LEVERAGING SOCIAL STREAMS AND KNOWLEDGE MINING FOR TOURISTIC DATA INSIGHTS
AT ATTICA REGION,

Konstantinos MICHALAKIS; Georgios ALEXANDRIDIS; Vasileios BALLAS; George CARIDAKIS;
Vassilis KARYOTIS; Simeon PAPA VASSILEIOU

CITY BRANDING, RECREATION, CARE VIS-À-VIS CONSTANTINOS DOXIADIS'S ENTOPIA: URBAN
SCALE DIGITAL TWINS AND PREDICTING THE IMPACT OF HEALTH, ENVIRONMENTAL AND SO-
CIAL CRISES OF TOURISM AND HERITAGE

Marianna CHARITONIDOU

DIGITAL LEGACY OF MELANES, NAXOS: INTEGRATING DAILY LIFE, CULTURAL HERITAGE, AND
TOURISM

Emmanouil ANEVLAVIS; Vasiliki ANEVLAVI; Evi CHATZOPOULOU; Maria ARGYROPOULOU

MAKE YOUR TRAVEL MEANINGFUL: AUTHENTIC TRAVEL EXPERIENCES THAT SURPASS TRAV-
ELERS' EXPECTATIONS WHILST ALSO BENEFITING THE ENVIRONMENT AND LOCAL COMMU-
NITIES VISITED

Anastasia ZIACA; Alexios – Patapios KONTIS

13.15-14.15 Lunch Break



14.15 – 16.00 | SESSION B

Room 1: Cultural Tourism

Chairs: Nicolas Karachalis, Maria Gravari - Barbas

A BOTTOM – UP POLICY CONSULTATION PROCESS. CONTRIBUTING TO CRETE'S INNOVATION MILIEU IN THE CULTURAL TOURISM COMPLEX

Markos KOURGIANTAKIS; Irini PAPADAKI; Alexandros APOSTOLAKIS

WELLNESS TOURISM RESEARCH: CULTURAL DIMENSIONS AND SUSTAINABLE DEVELOPMENT

Vasiliki KARAGIANNI; Despina SDRALI; Petros KALANTONIS

MANAGEMENT OF CULTURAL PRODUCTS AND TOURISM MARKETING ELEMENTS. THE CASE OF THE ARCHAEOLOGICAL SITES OF ATHENS

Vasiliki ARISTOGENI; Ourania VITOULADITI

TOURISTIFICATION AND STAGED AUTHENTICITY: THE CASE OF SAFRANBOLU

Dr.Nuray TÜRKER; Tolgahan TABAK

WHEN TOURISM MEETS CULTURE: 4 FRENCH CANDIDATE CITIES FOR EUROPEAN CAPITAL OF CULTURE 2028

Marina ROTOLO

Room 2: Tourism Destinations-Case Studies

Chairs: Alexandros Apostolakis, Sofoklis Skoultzos

MUSEUMS ARCHAEOLOGICAL SITES AS SIGN-SYSTEMS FOR DESTINATION BRANDING: THE CASE STUDY OF GRRECE

Stella Maria NIKITAKI; Alexandros APOSTOLAKIS, Eirini PAPADAKI

THE DROPPING RATES OF GREEK INTERNAL TOURISM TO THE ISLANDS: A QUALITATIVE ANALYSIS

Areti PARALAIMOU; Theano S. TERKENLI

QUANTIFYING SURROUNDING TOURISM DEVELOPMENT AROUND PROMINENT URBAN ATTRACTIONS BASED ON PROXIMITY AND DENSITY

Ioannis A. NIKAS; Alkiviadis PANAGOPOULOS

THE IMPACT OF HERITAGE-LED URBAN REGENERATION ON DESTINATION IDENTITY AND DESTINATION MARKETING; THE CASE OF THE TOBACCO WAREHOUSES IN KAVALA

Vasiliki (Vicky) FRAGKOUDI; Alkmini GKRTIZALI; Panagiotis MANOLITZAS; Efthymia SARANTAKOU

THERMOPYLES: THE POSSIBILITIES OF A GLOBAL BRAND NAME PLACE IN FORMING A STRONG COMPETITIVE IDENTITY AND SUSTAINABLE DEVELOPMENT

Vasileios KALOTAS; Theodore METAXAS

TOWARDS LOCAL MOBILIZATION FOR TOURISTIC DEVELOPMENT IN LEBANON

Marie-Claire ANDRAOS; Liliane BUCCIANTI-BARAKAT

16.00 – 16.30 - Coffee Break

16.30 – 18.15 | SESSION C

Room 1: Landscape and Cultural Tourism

Chairs: Vasiliki Georgoula, Theano S. Terkenli

CONSTRUCTING TOURISM LANDSCAPES IN A WORLD HERITAGE SITE: A COMPARATIVE CASE STUDY OF THREE LANDSCAPES IN BAGAN MYANMAR

Shengxi ZENG

THE CYCLADIC LANDSCAPE AS A CULTURAL TOURISM PRODUCT, PRACTICE AND PROSPECT: AN ANALYTICAL PERSPECTIVE.

Theano S. TERKENLI; Vasiliki GEORGOULA

THE ROLE OF THE LANDSCAPE-TOURISM RELATION IN THE TRANSFORMATION OF THE RURAL SPACE OF GREECE AND SPAIN INTO TOURIST DESTINATIONS FROM THE 1950 TO DATE. A COMPARATIVE ANALYSIS

Dimitris ANGELIS-DIMAKIS; Maria DOUMI

THE DELICATE LANDSCAPE TOURISM BALANCE: THE CASE OF AOS VJOSA

Dimitris ANGELIS-DIMAKIS; Fjoralba BEGEJA; Maria DOUMI; Dimitra SPATHARIDOU; George BITHAS; Vasilis ANGELIS

LANDSCAPE ARCHETYPES AS POSSIBILITIES FOR SUSTAINABLE TOURISM IN SLOVAKIA

Regina MIŠOVIČOVÁ; Zuzana PUCHEROVÁ; Henrich GREŽO

CLAIMING THE WATERFRONT OF ATHENS AS A DESTINATION FOR TOURISM. CULTURE AND LEISURE AND AS A LIVING SPACE: CAN DESTINATION PLANNING OFFER SOLUTIONS?

Nicholas Karachalis; Efthymia SARANTAKOU

Room 2: Heritage Tourism and Festivals

Chairs: Georgia Zouni, Sofoklis Skoultzos

KALAMATA AS A FESTIVAL DESTINATION AND THE DEVELOPMENT OF THE KALAMATA INTERNATIONAL PUPPET THEATER FESTIVAL AS A KEY ATTRACTION

Valérie PETIT; Nicholas KARACHALIS

THE IMPACT OF ISLAND FESTIVALS TO THE SUSTAINABLE TOURISM DEVELOPMENT OF THE DESTINATIONS

Georgia ZOUNI; Ioannis KATSANAKIS; Dimitra Margieta LYKOUDI

Community's Support for Local Cultural Festivals: The Role of Value Orientation toward Intangible Cultural Heritage

Mohammad ALAZAIZEH; Paolo MURA; Malek JAMALIAH



DANCE TOURISM AND PARTICIPATION IN SPECIAL DANCE EVENTS AS THE MAIN PURPOSE OF TRAVELLING: A CASE STUDY OF ARGENTINE TANGO DANCERS

Eleni SKRIMPA

LITTLE EXCEPT WAR AND UNREST PUTS THE UNESCO WORLD HERITAGE SITE INSCRIPTION AT RISK

Martin FALK; Eva HAGSTEN

THREATS FROM TOURISM AND TRANSPORTATION INFRASTRUCTURE TO CULTURAL WORLD HERITAGE SITES OVER THE LAST 40 YEARS

Martin FALK; Eva HAGSTEN

PLANNING NEW COMPOSITE TOURIST PRODUCTS AT THE LOCAL LEVEL: THE TOURISTIC OFFER OF ELEUSIS AND ITS INDUSTRIAL HERITAGE AS A POTENTIAL TOURISM RESOURCE.

Panagiota TSOLAKAKI; Sofia AVGERINOY-KOLONIAS

18.15 – 18.30 - Break

18.30 – 19.45 | SESSION D

Room 1: Sustainable Tourism

Chairs: Francesca Cominelli, Maria Gravari - Barbos

CRAFT ACTIVITIES AND SUSTAINABLE TOURISM DYNAMICS: A CASE STUDY OF PARIS

Francesca COMINELLI; Clara VECCHIO

THE ROLE OF TOURISM AWARENESS AND LOCAL COMMUNITY INVOLVEMENT IN ACHIEVING TOURISM SUSTAINABILITY: THE CASE OF VERIA, GREECE

Ioannis VALACHIS; Nikolaos TRIHAS

CARRYING CAPACITY ASSESSMENT AND TOURISM: THE CASE OF RHODES

Dimitris PROKOPIOU

ENVISIONING A SUSTAINABLE FUTURE IN THE NEW NORMAL: A TRANSFORMATIVE, COLLABORATIVE APPROACH FOR CLIMATE CHANGE AND TOURISM

Ioanna FARSARI

Room 2: Hospitality and Management

Chairs: Christos Kakaroungkas, Paris Tsartas

TOTAL QUALITY MANAGEMENT AS AN ADDED VALUE FACTOR IN THE HOTEL PRODUCT THROUGH THE ACTIVATION OF HIGH VALUE MOTIVATIONS OF HUMAN RESOURCES

Aristeidis KATSAITIS; Konstantinos GIANOPOULOS

STUDY OF EMPLOYEE SATISFACTION AND QUALITY IMPROVEMENT IN HOSPITALITY UNITS

Vassiliki KARIOTI; Panagiota VATHI-SARAVA; Petros DIGGELOPOULOS

TOURIST'S EXPERIENCE VERSUS RESTAURANT MANAGERS' PERCEPTIONS: DIFFERENCES AND CONVERGENCES

Charilaos KALPIDIS; Fragiskos BERSIMIS; Paris TSARTAS

LUXURY JOB DESIGN AND JOB CRAFTING IN THE URBAN HOSPITALITY INDUSTRY: A LITERATURE REVIEW

Christos KAKAROUGKAS; Theodoros STAVRINOUDIS; Nikolaos TRIHAS

HERITAGE HOTELS OF GREECE: ROLE, CHARACTERISTICS AND IMPACT ON THE GREEK TOURISM PRODUCT

Agni CHRISTIDOU; George TSAMOS; Efthymia SARANTAKOU; Aimilia VLAMI

21.00 - Conference DINNER

Athenaeum SMART Hotel (127, Syggrou Avenue)



DAY 2: Saturday 9th March

09.30 – 11.00 Keynote Speakers

Chair: Maria Gravari-Barbas

BERNADETTE QUINN

Regenerative tourism and cultural heritage: nurturing place and local knowledge

ALESSIA MARIOTTI

Heritage form below, tourism from above? An endless game between governance and scale

11.00 – 11.30 - Coffee Break

11.30 – 13.15 | SESSION E

Room 1: Education and New Technologies in Tourism Industry

Chairs: Maria Vrasida, Sofoklis Skoultzos

3D PRINTING: A CULTURAL ACCELERATOR FOR EDUCATION

Theodora CHATZI RODOPOULOU; Evgenia FRONIMAKI; Patricia IKOUTA MAZZA; Athanasia KADREFI; Mania MAVRI; Dimitris PAPANDREOU

EXPLORING TOURISM AND CULTURAL EDUCATION WITHIN ERASMUS+ PROJECTS

Konstantinos KOSTALIS; Sofia KARAMPELA; Aigli KOLIOTASI

OPEN SCHOOLING ON HERITAGE AND SUSTAINABILITY: CASE STUDIES FROM THE ISLANDS OF TINOS AND CORFU, GREECE

Evangelos PAVLIS; Sofia KARAMPELA; Konstantinos KOSTALIS; Aigli KOLIOTASI

SUSTAINABILITY IMPLEMENTATION IN TOURISM HIGHER EDUCATION IN GREECE

Maria XENAKI; Irimi DIMOU

GROUNDING THE CLOUD: CO-CREATING THE CULTURAL TOURISM EXPERIENCE IN THE VIRTUAL REPRESENTATION ERA

Maria VRASIDA; George SKOURTIS

AUDIOVISUAL ARTS & CULTURAL HERITAGE: THE CASE OF SARLITZA PALACE IN LESVOS AEGEAN ISLAND

Anastasia-Zoi SOULIOTOU; Pagona KAMPANI; Kalliopi DELOGKOU



Room 2: Sustainable Practices in Hospitality Industry

Chairs: Christina Chroni, Paris Tsartas

FACTORS AFFECTING THE ADOPTION OF E-HRM IN THE HOSPITALITY INDUSTRY

Naoum MYLONAS; Lida KYRGIDOU; Kalliopi ZERVOU

SUSTAINABILITY AS A SERVICE IN TOURISM: AN ONLINE REVIEW FROM THE GREEK HOSPITALITY INDUSTRY

Alexandra ALEXANDROPOULOU; Andreas FOUSTERIS; Eleni DIDASKALOU; Dimitrios GEORGAKELLOS

SOCIAL SUSTAINABILITY AND DISABLED TOURISM. THE CONTRIBUTION OF NEW TECHNOLOGY TO THE ACCESSIBILITY OF THE CULTURAL TOURISM ECOSYSTEM

Anna KYRIAKAKI; Evgenia FRONIMAKI

A COMPREHENSIVE REVIEW AND RESEARCH AGENDA FOR CIRCULAR ECONOMY AND SUSTAINABILITY IN TOURISM

Maria KROUSANIOTAKI; Sofoklis SKOULTSOS

CUTTING EDGE SOLUTIONS: EXPLORING THE IMPACT OF AI ON FOOD WASTE IN GREEK HOTELS

Christina CHRONI; Evangelia SIGALA; Konstadinos ABELIOTIS; Katia LASARIDI

DECODING THE GREEK START-UP SCENE: AN INVESTIGATION OF GREEK START-UPS RELATED TO TOURISM, CULTURE AND LEISURE.

Konstantinos GIANNOPOULOS; Paris TSARTAS; Konstantinos ANAGNOSTELOS

13.15– 14.00 - Lunch Break

14.00 – 15.45 | SESSION F

Room 1: Heritage and Sustainability –Case Studies

Chairs: Despoina Nazou, Eirini Vlassi

A PHENOMENOLOGICAL APPROACH TO MUSEUM EXPERIENCE AT THE ACROPOLIS MUSEUM OF ATHENS

Effimia PAPAETHYMIU; Paris TSARTAS

EVALUATING GOVERNANCE MODELS FOR SUSTAINABLE CULTURAL HERITAGE IN AUSTRALIA

Keir REEVES

‘SUSTAINABILITY’ BY THEIR OWN HANDS. FEMALE CRAFTERS, HERITAGE AND TOURISM IN MYKONOS ISLAND (GREECE)

Despina NAZOU

IMPACT OF CLIMATE CHANGE ON THE CONSERVATION OF NATURAL HERITAGE IN THE NORTH EAST OF THE IVORY COAST: CASE OF SOKO PRIMATES

Kouassi Aimé YAO; Kouame KOFFI; Jean Marius BORIS



AN ANALYSIS OF HOW HOTEL GROUPS DESIGN AND DELIVERY OF DESTINATION PROMOTIONAL ACTIVITIES AFFECTS THE SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATIONS

Foteini Christina ANGELIDOU; Eirini VLASSI

Room 2: Special forms of Tourism I

Chairs: Eleni Mavragani, Paris Tsartas

CREATIVE INDUSTRIES, CREATIVE TOURISM & SUSTAINABILITY PERSPECTIVES: THE CASE STUDY OF TRADITIONAL POTTERY-MAKING IN CRETE

Eirini PAPADAKI; Alexandros APOSTOLAKIS; Efthymia Nefeli KONSTANTINIDOU; Paraskevi PAPAPOPOULOU; Georgios GOURNIS; Charilaos PLAKOU

STAR PATHS TO MYTHOLOGY: ASTROTOURISM, A NEW FORM OF TOURISM

Chrysoula SAMAKA; Eleni MAVRAGANI

PROFILING FOOD-NEOPHOBIC TOURISTS

Julian K. AYEYH; Nancy Grace BAAH; Alberta BONDZI-SIMPSON

INNOVATION PROCESSES AND THE ROLE OF STORYTELLING IN CULTURAL TOURISM: THE CASE OF SAN PELLEGRINO IN ALPE IN THE INCULTUM PROJECT

Adele COGNO; Andrea PEDRI; Martina PIRRONE; Enrica LEMMI

RECONSTRUCTING AND EXPERIENCING THE SPIRITUAL VALUE OF HERITAGE IN YUEYANG TOWER: A POST-SECULAR PERSPECTIVE

Shiting (Sonia) LIN; Chaozhi ZHANG

TOURIST'S EXPERIENCE VERSUS RESTAURANT MANAGERS' PERCEPTIONS: DIFFERENCES AND CONVERGENCES

Charilaos KALPIDIS; Fragiskos BERSIMIS; Paris TSARTAS

15.45 – 16.00 - Break

16.00 – 17.15 | SESSION G

Room 1: Tourism Destination Planning

Chairs: Paris Tsartas, Sofoklis Skoultzos

FOSTERING GENUINE COMMUNITY PARTICIPATION IN TOURISM PLANNING: INSIGHTS FROM THREE EUROPEAN CITIES

Stefanía NTREGKA

INCLUSIVE SPATIAL TOURISM PLANNING: A MULTI-LEVEL, PARTICIPATORY GOVERNANCE APPROACH FOR THE DODECANESE ISLANDS' COMPLEX, GREECE

Dionisia KOUTSI; Anastasia STRATIGEA

RESPONSIVENESS AS AN APPROACH TO IMPROVE RESILIENCE OF URBAN TOURISM DESTINATIONS THROUGH STRATEGIC SPATIAL PLANNING

David KLEPEJ

Room 2: Special Forms of Tourism II

Chairs: Eleni Mavragani, Sofoklis Skoultzos

PEACE TOURISM IN GREECE: EMERGING TRENDS AND SUSTAINABLE PROSPECTS, SOFIA AVRAMIDOU

Eleni Mavragani; Ioannis POULIOS

WELLNESS, WELLBEING, AND SUSTAINABLE TOURISM. A BIBLIOMETRIC ANALYSIS

Eleni ALEXIOU; Sofia KARAMPELA; Ioannis SPILANIS; Thanasis KIZOS

FROM PROJECT TO VENTURE: FACILITATING CO-OPERATION AND ENTREPRENEURSHIP IN RURAL TOURISM

Jonathan YACHIN

PRIVATE TOURISM SECTOR AND TATRA NATIONAL PARK DYNAMICS

Kinga KRZESIWO; Magdalena KUBAL-CZERWIŃSKA; Mirosław MIKA

Coffee Break – 17.15 – 17.30

17.30 – 19.30 Workshop

Dimitrios Buhalis

Publishing innovative research in top ranking journals and get recognized internationally.

19.30 -20.00 Closing Session

Room 1

Maria Gravari – Barbas, Paris Tsartas



DAY 3: Sunday 10th March

EXCURSION (Optional)

Thank you for attending the 1st INTOCUS International Conference

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