



C O N F E R E N C E P R O G R A M M E

DAY 1

| FRIDAY 11 SEPTEMBER 2009 | |
|--------------------------|-------------------------------------------------------------------------|
| 15:00 - 19:00 | Registration |
| 19:30 - 20:00 | Welcome from <i>Dr. Konstantinos Andriotis & Dr. Damianos Sakas</i> |
| 20:00 - 21:30 | Welcome Reception |

SATURDAY 12 SEPTEMBER 2009

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|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:45 - 9:30 | Keynote Lecture by Prof. Erik Cohen, Professor Emeritus, Hebrew University of Jerusalem, Israel <i>"Tourism Crises - A Comparative Perspective"</i> | | | |
| 9:30 - 11:00 | Parallel Session A (organised by Renata Tomljenovic) | Parallel Session B (organised by Noga Collins-Kreiner) | Parallel Session C | Parallel Session D |
| Theme | <i>Wine Tourism in the Mediterranean Region</i> | <i>The 'World Heritage' Program - Impacts & Effectiveness</i> | <i>Greek Cases in Tourism & Hospitality</i> | <i>Innovative Approaches of Studying Special Interest Tourism</i> |
| Chair | Renata Tomljenovic | Noga Collins-Kreiner | Theodoros Benetatos | Nurit Kliot |
| 1. | Tomljenovic, R. Wine Tourism in Mediterranean - Setting the Scene | Collins-Kreiner, N. Becoming a World Heritage Site: The Case of Haifa's Baha'i Gardens, Israel | Benetatos, T.S., Zaferatos, N.C. & Stergiou, D.P. Sustainable Tourism as a Tool for Reversing Rural Abandonment: The Case of Kefalonia | Charou, E., Stefouli, M., Martinis, A. and Kabassi, K. - Multimedia GIS for Geotourism |
| 2. | Alonso, A.D. & O'Neill, M.A. Wine Tourism in Spain: The Case of Three Wine Regions | Coetzee, W.J.L., Sime, L. Geldenhuys, S. & Potgieter, M. Tourism Opportunities for Women in the Vredefort Dome Area | Stavrinoudis, T & Livadioti, G. The Implementation of Motivation Practices in Human Resources in Hotels - The Case of Sani Resort S.A. | Wolf, P. ECOPROFIT - A Step by Step Strategy Towards Sustainable Tourism |
| 3. | Bojnec, S. & Jurinčić I. Wine Tourism Development in Slovenia Vaughan, R.D. & Edwards, J. Wine Tourism in England and Wales | Israeli, Y. Tourism as an Economic Lever for Conservation, Rehabilitation and Relieving Locals' Distress The Case of the Old City of Nazareth | Tsartas, P., Stavrinoudis, T. & Lympriti, F. Distribution and Promotion Techniques of Hotels in Developing Tourism Destinations: The Case of Chios Island | Halvatzaras, D., Kabassi, K., Martinis, A. & Skotti, E. Web-Based Platform for Promoting Eco-Tourism |
| 4. | Mavrodontis, T. Wine Tourism in Greece: The Case of the Wine Roads of Northern Greece | Revier, J.M. & Petersen, F.H.M. Putting the Wadden Sea on the List: Effects on Tourism of The World Heritage Nomination | Mamalis, S., Kamenidou, I. & Priporas, C. Tourist Satisfaction from Nauplio as a Tourist Destination | Kleidis, K. Global Coffee Tourism: Attractions and Opportunities |
| 11:00 - 11:30 | Coffee Break | | | |
| 11:30 - 13:00 | Parallel Session A (organised by Renata Tomljenovic) | Parallel Session B (organised by Noga Collins-Kreiner) | Parallel Session C (organised by Rodoula Tsiotsou & Konstantinos Alexandris) | Parallel Session D |
| Theme | <i>Wine Tourism in the Mediterranean Region</i> | <i>The 'World Heritage' Program - Impacts & Effectiveness</i> | <i>Sport Tourism: Current Trends & Future Developments</i> | <i>Marketing of Tourism</i> |
| Chair | Steve Charters | Noga Collins-Kreiner | Rodoula Tsiotsou | Antonis Theocharous |
| 1. | Razovic, M. & Tomljenovic, R. Wine and Sun and Sea Tourism Product - Fruitful Relationship or Impossible Dream? | Sofield, T. World Heritage Site Listing and Tourism - Whose Values? | Gibson, H.J., Chang, S. & Kang, S.J. Re-conceptualizing Active Sport Tourism Participation: Contextualizing Tourism Behavior within Active Lifestyles | Prountzou, E. & Koutoulas, D. Tour Operator Catalogue Analysis as a Marketing Planning Tool for City Breaks Destinations: The Case of Athens |
| 2. | Sevil, G. & Yuncu, H.R. Wine Producers' Perceptions of Wine Tourism | Kaminski, J., McLoughlin, J. G. & Sodagar, B. The Socio-Economic Impact and Value of World Heritage Sites: A Non-Market Overview | Kartakoullis N. & Loizou, C. Sports Tourism in Cyprus: An Alternative Destination | Berne, C., Garcia, M. & Mugica, J. Information Technologies and Power Shifts in the Tourism Distribution Channels |
| 3. | Romano, M.F. & Natilli, M. Wine Tourism in Italy. New Profiles, Styles of Consumption, Ways of Touring | Lee, C.B. An Investigation into the Interrelationship Between Tourism and Cultural Policy in the Discourse of Urban Regeneration: Case Studies in Birmingham and Liverpool | Kouthouris, C., Alexandris, K., Tsiotsou, R. & Priba, H. Predicting Behavioral Intentions from Motivation: A Case Study among Visitors of a Theme Park in Greece | de Oliveira Barros, F.M., Nogueira, A.R.R. & Mazzon, J.A. The Influence of the Customer Relationship Management Strategy on Brazilian Travel and Tourism Agencies' Internet Initiatives |
| 4. | Charters, C. New World and Mediterranean Wine Tourism: A Comparative Analysis | Boukas, B. New Segments in Cultural Heritage Destinations: Young Visitors in the Archaeological Site of Delphi, Greece | | Marques, j., Galhanone, R. & Mazzon, J.A. Luxury Travel Services: The Use of IT Tools |
| 13:00 - 14:30 | Time for Lunch | | | |

| 14:30 - 16:00 | Parallel Session A (organised by Dimitris Stergiou) | Parallel Session B (organised by Noga Collins-Kreiner) | Parallel Session C (organised by Rodoula Tsiotsou) | Parallel Session D |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Theme | <i>Tourism Education: Supporting Tourism Development</i> | <i>The 'World Heritage' Program - Impacts & Effectiveness</i> | <i>Marketing Tourism Services - Responding to Current Challenges</i> | <i>Yoel Mansfeld</i> |
| Chair | Dimitris Stergiou | Noga Collins-Kreiner | Rodoula Tsiotsou | Sustainable Tourism Initiatives |
| 1. | Sofield, T. Tourism Education for Tourism Development in Third World Countries | King, L. & Prideaux, B. The World Heritage Brand: Does it Influence Visitors in Queensland, Australia? | Tsiotsou, R., Papathanasiou, J., Moschidis, O. Tracing Customer Orientation through Hotels' Websites | Lang, T. Climate Change - Challenge or Chance for Tourism in Austria |
| 2. | Oktay, K. & Özek, S. International Internship Programs for Hospitality Students: Advantages and Disadvantages | Besermenji, S. & Stamos, A.P. Minoan Culture and Tourism | Halpern, N. Decomposition of Seasonal Demand for Tourism in Norway | Weigl, S. Connecting Industry and Tourism as a Chance for Regional Development |
| 3. | Mancino, A. & Maffia, A. Tourism Promotion? A Game for Students | Rojas, A. Shaping the Tourist Offer: The Role of Fairs and Street Markets in Disseminating Cultural Heritage | Mazzon, J.A, Hugo F.M.N. & Vera, L.N. Impact of Destination Image on Business Tourists Loyalty | Jacobsen, J.Kr.S., Lohmann, M. & Denstadli, J.M. Weather Sensitivity of Domestic and International Leisure Travellers in Coastal Areas in Northern Norway |
| 4. | Papazisi, E. & Papazisi, C. The Interactive Relationship Between Human and its Environment Within Sustainable Tourism Environmental Education | Bruimsa, F., Kourtit, K. & Nijkamp, P. Tourism, Culture and E-Services: Evaluation of E-Services Packages | Emeksiz, M. & Pesämaa, O. Trust and Loyalty Relations among Small Tourism Enterprises in the Seaside Villages | Seixas, S. R.C, Suarez, C.F. S., Silva, G.D., Fadini, A.A.B. & Hoeffel, J.L. Tourism in Conservation Areas: A Case Study in Vargem - São Paulo - Brazil |
| 16:00 - 16:30 | Coffee Break | | | |
| 16:30 - 18:30 | Parallel Session A (organised by Dimitris Stergiou) | Parallel Session B | Parallel Session C | Parallel Session D |
| Theme | <i>Tourism Education: Supporting Tourism Development</i> | <i>Destination Marketing</i> | <i>Changes & Responses in the Hospitality & Tourism Industry</i> | <i>Innovative Approaches to Tourism Research</i> |
| Chair | Dimitris Stergiou | Dimitris Koutoulas | Craig Webster | Trevor Sofield |
| 1. | Stergiou, D.P. & Agiomirgianakis, G.M. Perceptions of Course Quality Among Tourism Management Students in Greek Distance Education | Christina Kalogera & Koutoulas, D. Creating Specialist Destination Marketing Organisations for the Promotion of Special-Interest Tourism | Webster, C., Ivanov, S. & Illum, S. NTOs and State Policy: The Paradigms of Political Economy and Institutional Responses to Tourism in Times of Economic Crisis | Martinis, A., Kabassi, K., Skotti, E., Karris, G. & Charou, E. Environmental Routes Setting Methodology: The Case of Corfu and Paxi Islands |
| 2. | Bagiati, I. The National Thematic Network for Environmental Education 'Tourism and the Environment' | Bampakou, A. & Koutoulas, D. Benchmarking the Destination Marketing Effort for Attracting Cruises | Nicolaidis, C. & Katsaros, K. Emotional Attitudes towards Change and Readiness to Change: A Case of Greek Hotel Managers | Paris, C. & Tyrell, T. Quantifying the Triple Bottom Line: A Basic Investigation into the Dimensions of the Triple Bottom Line |
| 3. | Tamoutseli, K. Educating about Sustainable Travel in Primary Schools | Djeri, L. Creating a Strong Brand: Example of an Action - "Best From Serbia" | Korres, G.M., Tsombanoglou, G. & Kokkinou, A. The Role of Innovation and Tourism Activities in E.U | Tyrinopoulos, Y. & Kortsari, A. Managing Traffic Peaks in Touristic Areas During High Season - The Delta Project" |
| 4. | Melis, G., Modica, P. & Fara, A. Aspects and Determinants in the Demand for Educational Tourism: The Case of a Mediterranean Island | Guido, G., Peluso, A.M., Prete, M.I. Amatulli, C. & Pace, S <i>Destination Personality as a Strategic Construct for the Development of District's Image</i> | Slocum, S.L. Improving Government Knowledge in Tourism Development: A Case Study of Tanzanian Policy Makers | Figueroa, E. Tourism Common-Pool Resources: The Need for Eliciting Peoples Preferences to Make Nature and Cultural Tourism Sustainable |
| 5. | Matthews, J., Kelliher, F. & Holden, M.T. An Investigation into the Uptake and Benefit of Virtual Learning Network Opportunities in the Small Business Tourism Sector | Park, S-S. Roh, K-G. & Jeon, H-J. A Study on the Tour Package Choice Attribute by Life Style - Based on Jeju-Bound Japanese Tourists | Faldetta, G. & Fasone, V, Defining a Fair and Transparent Overbooking Approach in an Uncertain Context: The Case of Hospitality Industry | Hernández, A.B. Strategy, Climate Change and the Tourism Industry: A Review and Research Agenda |

DAY 3

SUNDAY 13 SEPTEMBER 2009

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| 9.15 - 10:00 | <u>Keynote Lecture</u> by Prof. Roger D. Vaughan, Bournemouth University, UK <i>"The influences on the performance of tourism businesses in selected rural areas of 4 Western European countries"</i> |
| 10.00 - 10.15 | DVD Projection about the Dodecanese islands <i>"12 islands - The Pearls of Mediterranean"</i> |
| 10:15 - 11:30 | Coffee Break & Poster Presentations |
| 11:30 - 13:00 | Time for Lunch |
| 13.00 - 20.00 | <i>Voluntary half day guided tour of the city of Kos and its monuments</i> |
| 20:00 - 23:00 | Conference Dinner |

DAY 4

MONDAY 14 SEPTEMBER 2009

| 9:30 - 11:00 | | | |
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| | Parallel Session A (organised by Yoel Mansfeld) | Parallel Session B | Parallel Session C |
| Theme | <i>Tourism, Safety & Security - Crisis Implications & Management</i> | <i>Tourists & Hosts</i> | <i>Aspects of Culture</i> |
| Chair | Yoel Mansfeld | Craig Webster | Shi FangFang |
| 1. | Mansfeld, Y. Travel Warnings and Travel Advisories: Biased Travel Deterrents or Proper Risk-Management Tools? | Bakos, T. Current Issues of Sustainable Tourism Development - The Czech and Spanish Tourism Market | Fangfang, S. What Makes Religious Souvenirs Authentic? |
| 2. | Avraham, E. Media strategies for restoring images of tourist destinations after terror attacks | Garau-Vadell, J.B., Díaz-Armas, R., Gutierrez-Taño, D. & Campo, S. Comparing Residents' Attitudes toward Tourism in Two Major Traditional Resort Destinations. Tenerife vs Majorca | Yurtseven, H.R. & Donmez, D. Sustainable Gastronomic Tourism in Gokceada: Local and Authentic Perspectives |
| 3. | Theocharous, A.L. The Contact Hypothesis in a Non-Contact society: Daily cross-border visits by Greek and Turkish Cypriots | Pechlaner, H. & Lange, S. The Spatial Dimension in Cultural Tourism: Empirical Findings on the Spatial Behavior of Event Visitors | Yurtseven, H.R. & Kaya, O. Local Food in Local Menus: The Case of Gokceada |
| 4. | Lamp, M-L & Ahas, R. The Impact of Political Instability and Riots on Tourism in Estonia - The Case of the Bronze Night in April 2007 | Villares, M. & Roca, E. The Local Perception of Sun and Beach Tourism - The Case of Costa Brava | Aslan, D. & Andriotis, K. Clustering Visitors to a Religious Island - The Case of Tinos |
| 11:00 - 11:30 | | | |
| Coffee Break | | | |
| 11:30 - 13:00 | | | |
| | Parallel Session A (organised by Antonia Correia) | Parallel Session B | Parallel Session C |
| Theme | <i>Tourism Risks - Different Perspectives</i> | <i>Visitors' Perspective</i> | <i>Information Technology in Tourism</i> |
| Chair | Paulo M.M. Rodrigues | Shi FangFang | Antonis Theocharous |
| 1. | Andraz, J. M.L.G. & Rodrigues, P.M.M. An analysis of the Impact of Positive or Negative Events on Golf Demand in Algarve | Petreas, C. & Tzimas, A. Attractiveness of the Sports Tourism Product to Traditional Sea and Beach Holiday Tourists | Gonçalves, L., Raminhos, R., Seabra, P., Agostinho, S. Arranhado, G. & Arriaga, L. Ergonomics for Tourism Display and Interaction |
| 2. | Erfurt-Cooper, P. Volcano Tourism: How Great is the Risk Factor? | Rosa, A., Arnone, M., Delmastro, T., Dematteis, C. & Levi Sacerdotti, S. Transport, Accessibility and Visitor Management: The Orta Lake Case Study in Italy | Miranda, N., Raminhos, R., Seabra, P., Quaresma, P., Saias, J. & Gonçalves, T. Automatic Knowledge Extraction from Tourism Textual Descriptions Applied to E-Marketing and Product Promotion |
| 3. | Silva, O., Reis, H. & Correia, A. The Moderator Effect of Risk on Travel Decision-Making | Wen, P-C. P. & Wang, S-M. Benefit from Chinese Outbound Tourist: Learning from Experiences of Hong Kong, Macau and Taiwan | Antonaki, M., Trihas, N. & Zouganeli, S. Evaluation of Tourism Destination Websites: The Case of the Greek Prefectures |
| 4. | Bental, B. & Teitler, S.R. Risks and their Impact on Tourism | Paris, C.M. & Teye, V. Segmenting the Cruise Market: An Application of Multiple Correspondence Analysis | Marques, J., Galhanone, R. & Mazzon, J.A. Luxury Travel Services: The Use of IT Tools |
| 13:00 - 14:30 | | | |
| Time for Lunch | | | |

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|----------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:30 – 16:00 | Parallel Session A | Parallel Session B | Parallel Session C (Organised By Antonia Colibasanu) |
| Theme | <i>Special Interest Tourism</i> | <i>Service Quality and Satisfaction</i> | <i>International Economic & Political Factors Impacting Tourism</i> |
| Chair | Shi FangFang | Yoel Mansfeld | Antonia Colibasanu |
| 1. | Paris, C.M. Backpackers' Virtual Moorings | João, I. M. & Costa, C.A.B.E. Appraising Customer Satisfaction: A Method and an Application in the Hospitality Industry | Corfu, A. Perceptual Assessment of Romania as an Emerging Tourist Destination |
| 2. | Paris, C. Backpacker Culture: An Application of the Cultural Consensus Theory | Blázquez, J.J., Esteban, A. & Molina, A. Quality Attributes of the Spanish Tourist Destinations: Differences According to the Tourist Product | Wattanakuljarus, A. How Critical is Tourism Slump for Thai Economic Growth? |
| 3. | Quintela, J.A. & Correia, A.G. Health and Wellness Tourism - The Impact of Service Quality on Clients' Satisfaction | Sahin Güzel, G. Tourism Education and Service Quality in Higher Education Institutions | Arsoy, A.P. IAS/IFRS in Hotels: A New Business Language for Tourism Industry |
| 4. | Hian Chye Koh & Lydia L Gan A Data Mining Analysis of Healthcare Tourism in Singapore | García Sánchez, M.R. & Green, C.G. Sustainability and Student-Centered Service Learning in Tourism Education | Fernandes, P. O. & Teixeira, J.P. New Approach of the ANN Methodology for Forecasting Time Series: Use of Time Index |
| 16:00 – 16:30 | Coffee Break | | |
| 16:30 – 18.00 | Parallel Session A | Parallel Session B | Parallel Session C |
| Theme | <i>Sustainable Use of Destinations & Resources</i> | <i>The Present & Future of Tourism</i> | <i>Issues of Experience in Tourism</i> |
| Chair | Nurit Kliot | Trevor Sofield | Noga Collins-Kreiner |
| 1. | Kliot, N. Tourism and Water Resources: Sustainable and Non-Sustainable Use in Islands and Island States | Ohe, Y. Current Stage and Challenges of Rural Tourism in Japan | Zurawicki, L. Collecting Experiences as Vacationers' Philosophy |
| 2. | Deniz, A., Toros, H. & Efe, B. Investigation of Tourism Climate Index (TCI) In Turkey | Cooper, M. & Erfurt-Cooper, P. Beppu: A Japanese Domestic Hot Spring Destination in Search of a 21 st Century Global Role | Samuelsen, R. Constructing Experience Spaces - Creating Experience Values - A Pragmatic Inquiry into the Materiality and Practice of Experience Creation |
| 3. | Zhang, Y. The Impacts of Tourism Oriented Redevelopment of Urban Historic District: Case Study of Yangzhou, China | Monterrubio, J.C. Short-Term Economic Impacts of Influenza A(H1n1) on the Mexican Tourism Industry | Koiranen, M. & Rautamäki, H. Burden or Joy? Experiences Of Tourism Entrepreneurship from the Viewpoint of Psychological Ownership in Finnish Family Firms |
| 4. | Mura, M., Troffa, R., Fornara, F. & Caddeo, P. Landscape, Identity and Tourism Planning | Fadini, A.A.B., Hoeffel, J.L., Suarez, C.F.E., Fermino, E.D.S. & Capodeferro, E.G. Public Policies, Sustainability and Tourism - Challenges for the Town of Vargem - São Paulo - Brazil | |
| 18.00 – 18.30 | Closing From Dr. Konstantinos Andriotis & Dr. Damianos Sakas | | |

DAY 5

TUESDAY 15 SEPTEMBER 2009

9:00 - 20:00

Day Cruise to the Volcanic Island o Nissyros