

**Friday 3 April 2009****09:00-10:00** Opening Ceremony Room Delphi**10:00-10:30** Keynote Speaker: Prof. John Tribe "Studying Tourism" Room Delphi**10:30-11:00** Keynote Speaker: Prof. Joseph Chen "Market Analysis of Health Tourism" - Room Delphi**11:00-11:30** Coffee Break**11:30-13:45** Paralel Session 1: Tourism Education - Room **Nafsika A**Chair/Moderator: **Alex Deffner**

PAP010	The international tourism internship experience: planning for the future, learning from the past	Graham D. Busby	University of Plymouth
PAP061	An investigation of Asian students' experience of critical thinking	Rong Huang	University of Plymouth
PAP063	The selection of a study program viewed as a decision process	Igor Brajdić, Tea Baldigara	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP080	The role of teaching language for specific purposes in Tourism Management studies	Ioannis Karras, Georgia Stafilidou	TEI of Patras
PAP120	Perception and attitudes of students towards a career in tourism	Nenad Brkic, Denis Berberovic, Nermina Masala	University of Sarajevo
PAP122	The effects of personality and learning climate on academic achievement	Filotheos Ntalianis, Petros Papageorgiou, Dionysios Ithakisios, Spyridon Tsoukalas	University of Piraeus
PAP129	Intercultural communicative skills and tourism education in Greece	Anastasios Kodakos, Panagiotis Stamatis, Anastasia Sakellaropoulou	University of the Aegean
PAP232	High education in state and private sector in F.Y.R.O.M	Jove Kekenovski, Gabriela Rakichevikj, Ivica Smilkovski	University "St. Kliment Ohridski"

Questions - Discussion

**11:30-13:45 Paralel Session 2: Tourism Marketing - Room Nafsika B****Chair/Moderator: Constantinos Lymeropoulos**

PAP012	Tourism motivation analysis with the use of family life cycle stages; An empirical study	Chris A. Vassiliadis, Vasiliki V. Papageorgiou	University of Macedonia
PAP037	Enhancing tourist satisfaction through contemporary ethnographic fieldwork findings	Prokopis Christou, Alexis Saveriades, Conrad Lashley	Nottingham Trend University
PAP049	The interdependence of the purchasing power of tourists and their preferences for organic food, in the case of Istria	Ana Težak, Desimir Bošković, Darko Saftić	Institute of Agriculture and Tourism, Poreč
PAP062	Segmenting the tourism market using expenditure levels: tourists' characteristics related with higher expenditures	Joaquín Alegre, Magdalena Cladera, María Sard	University of the Balearic Islands
PAP170	Representations of tourist destinations in Russian newspapers: the cases of Crete and Rhodes	Dmitry Zimin, Olga Surovikova	University of Joensuu
PAP189	Using multiple senses in tourism marketing	Annica Isacson, Leena Alakoski	Laurea University of Applied Sciences
PAP215	Branded content: A new model for driving tourism via film and branding strategies	David Horrigan	Glion Institute of Higher Education
PAP169	A qualitative approach in exploring Malaysians food brand image	Leong Quee Ling, Mohhidin Othman, Noranizan Mohd Adzahan, Sridar A/L Ramachandran, M. Shahrin Ab Karim	Universiti Putra Malaysia

Questions - Discussion

**11:30-13:45 Paralel Session 3: Human Resources Management in Tourism - Room Salon des Roses A****Chair/Moderator: Ioannis Spilanis**

PAP028	Motivational interviewing: A new approach to personal development planning	Steve Butts, Richard Parkman	University of Plymouth
PAP087	Knowledge and education of human resources in the Croatian hospitality industry	Vidoje Vujić, Helga Maškarin, Kristina Črnjar	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP097	Social and professional mobility in the field of hotel / rental apartment, business – apartments. Case study: Chios island	Georgia N. Despotaki, George E. Ekonomakis, Maria P. Doumi	University of the Aegean
PAP139	In-service training programmes of tour guiding in Turkey	Ahmet KÖROĞLU, Cevdet AVCIKURT, Özlem KÖROĞLU	University of Balikesir
PAP151	Management, leadership and gender. Representations of women managers in the hotels of Crete, about management	Manousos N. Maragkakis	University of the Aegean
PAP184	Hotel employees and tourism students' social representations on tourism development. An exploratory study	Eleni Meliou, Leonidas Maroudas	University of the Aegean
PAP193	How flexible are flexible labour strategies when dealing with staff turnover in hospitality?	Kalotina Chalkiti , Konstantinos Riavoglou	Charles Darwin University
PAP247	Improving the Quality of Ecotourism through advancing Education and Training of Greek Eco-tour Guides: The role of Training in Environmental Interpretation	Constantina Skanavis, Giannoulis, Ch.	University of the Aegean

Questions - Discussion

**11:30-13:45 Paralel Session 4: Information & Communication Technologies in Tourism - Room Salon des Roses B****Chair/Moderator: Marianna Sigala**

PAP060	Exploring conversational patterns in travel blogs	Vasiliki G. Vrana, Kostas V. Zafiropoulos	TEI of Serres
PAP068	Web 2.0 and user-generated-content in the travel industry- Next step, or current reality?	Vasiliki Baka, Susan V. Scott	The London School of Economics
PAP126	The importance of third party websites: a study of small accommodation providers in Australia	Scott Bingley, Carmine Sellitto, Stephen Burgess	Victoria University
PAP102	The influence of internal factors in innovation and ICT's investment strategies in the hospitality sector: A case study about Madrid (Spain)	Antonia Sáez Cala , Juan Ignacio Pulido Fernández , Cristina Figueroa Domecq	Universidad Autónoma de Madrid
PAP288	Creating UGC areas on official destination websites: Is there a recipe for success? An insight through netnographic research	Linda Osti	Free University of Bolzano
PAP125	The use of information and communications technologies in SMTEs: the effect of varying levels of expertise	Stephen Burgess , Carmine Sellitto, David Banks, Ann Monday	Victoria University
PAP086	Analysis of susceptibility to buy tourism products online from tourist latent models with errors of measurement	Juan Ignacio Pulido Fernández, Marcelino Sánchez Rivero	Universidad de Jaén
PAP270	Consumer e-loyalty towards the five-star chain hotels-owned websites of Cairo in the Gulf co-operation council countries	Sahar Ibrahim El Kadi- Soha Mohamed Abd el Wahab	The University of Bahrain
	Questions - Discussion		

|13:45-15:00 |Light Lunch

15:00-17:15 Paralel Session 5: Tourism Planning, Development &amp; Policy - Room Nafsika A

Chair/Moderator: Chris Vassiliadis

PAP202	The potential for sustainable tourism in a less developed country: Policy recommendations from a case study in Inhambane Province, Mozambique	Thomas Eberherr , Friedrich Kaufmann, Claudia Simons-Kaufmann	International University of Applied Sciences Bad Honnef
PAP052	Stakeholders impacts management in protected areas - Creating a theoretical model and empirical testing among protected areas, managers and mayors	Tanja Lešnik Štuhec, Damijan Mumel, Aleksandra Pisnik Korda	University of Maribor
PAP212	Antecedents to success in small business in tourism through the consumer's experience	Peter Wiltshier	University of Derby
PAP227	Losing it: knowledge management in tourism development projects	Alan Clarke, Ágnes Raffay, Peter Wiltshier	University of Pannonia
PAP133	Tourism policy in the Dodecanese islands during the Italian occupation	Stavros Papadopoulos, Anastasios Kodakos, Sofos Manolis	University of the Aegean
PAP121	Tourism development of coastal and rural areas: Implications, models and specific problems	Dora Smolčić Jurdana, Dragan Magaš, Ines Milohnić	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP259	Public policy and sustainable tourism in Turkey	Fatmagül Çetinel, Medet Yolal	Anadolu University
PAP150	Social capital in participatory planning for local tourism development: A case study of Samui island in Thailand	Kannapa Pongponrat	Mahidol University

Questions - Discussion

**15:00-17:15 Paralel Session 6: Alternative Forms of Tourism - Room Nafsika B****Chair/Moderator: Vassilis Angelis**

PAP164	Naturebased Tourism in Different Biomes and Bioregion of Sri Lanka	Sunimal Jayathunga, Jürgen H. Breuste	University of Salzburg
PAP029	Sustainable Development in Tourism Destinations – Green DQN™, Case Ylläs Green DMN™ and Case Pyhä-Luosto Green DMN	Anne Lukkarila, Nina Boman, Marja Silkamo, Matti Tapaninen	Haaga Institute Foundation
PAP043	Cognitive components of rural tourism destination images: The case of Lake Plastiras, Greece	Panagiota Kokkali, Alex Koutsouris, Polymeros Chrysochou	Agricultural University of Athens
PAP055	Tourists' preferences for rural forms of Istrian tourism offer	Desimir Bošković, Ana Težak, Dragoljub Amidžić	Institute of Agriculture and Tourism, Poreč, Croatia
PAP167	Developing Alternative Forms of Tourism in the “water-lands” of Thessaloniki.	Fotis Kilipiris, Ioannis Karamanidis, Ioannis Valachis, Athanasios Dermetzopoulos, Christina Bonarou, Stylianos Karapiperis	ATEI of Thessaloniki
PAP017	The (G)Local approach: Multilateral cooperations and local heritage in Greece. The transinterpret II project in Greece.	Dorothea Papathanassiou-Zuhrt	University of the Aegean
PAP075	Volunteer tourism: The new ecotourism?	Konstantinos Tomazos, Richard Butler	University of Strathclyde
PAP143	Event tourism: Statements and questions about its impacts on rural areas	Sofoklis G. Skoultzos, Paris Tsartas	University of the Aegean

Questions - Discussion

**15:00-17:15 Paralel Session 7: Tourism Management - Room Salon des Roses A****Chair/Moderator: Andreas Papatheodorou**

PAP038	The management of uncertainty in tourism: Strategic paradoxes and communication	Arlette Bouzon, Joëlle Devillard	CERTOP/University of Toulouse
PAP091	Developing a new method for decision support in tourism: The bridging of cognitive maps and ontologies	Ioanna Farsari, Eleni Tomai, Christos Athanassopoulos	TEI of Crete
PAP242	Study on Taiwanese outbound independent travelers to three different continents	Catherine H. Lee, Joseph S. Chen, T.C. Huan	Indiana University
PAP263	D.I.Y. Tourist	Tullio Romita, Antonella Perri	University of Calabria
PAP281	An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visitors to a highly volatile destination	Galia Fuchs, Arie Reichel	College of Management Academic Studies
PAP246	The effects of films on tourism	Bayram Şahin , Seda Şahin	Balıkesir University
PAP250	Local sourcing of tourism products and services to SMEs: Linkages and leakages	Nor Azah Mustapha, Yahaya Ibrahim	University of Technology Mara
PAP048	A survey of the factors that have influence on the choosing tourism destination in Iran using discriminate analysis	Mohammad Reza Kohansal, Mohammad Ghorbani, Samaneh Hamraz	Ferdowsi University of Mashhad

Questions - Discussion

**15:00-17:15 Paralel Session 8: Culture & Heritage Tourism - Room Salon des Roses B****Chair/Moderator: Roy Panagiotopoulou**

PAP287	Convict heritage tourism: A case study of Freemantle Prison, Australia	Kapil Kumar	Indira Gandhi National Open University
PAP277	Indigenous tourism in Canada: the case of Wendake	Iankova Katia	Memorial University of Newfoundland
PAP026	Interactive strategies for cultural heritage tourism and Macau city development from the tourists' perspectives	Leong Man Wai Aliana, Li Xi	Macau University of Science and Technology
PAP042	Culture, tourism and business in Istanbul: The case of a world city	Maria D. Alvarez, Şükrü Yarcın	Boğaziçi University
PAP117	Museums, marketing and tourist development: The case of the tobacco museum of Kavala	Alex Deffner , Theodore Metaxas, Kleantis Syrakoulis, Theodora Papatheochari	University of Thessaly
PAP067	Cultural tourism in Greece: Synergy of ministries and public institutions or euphemism?	Constantinos Lympelopoulos, Eleni Mavragani	University of the Aegean
PAP118	Using history as a tool for tourism development: Could the organisation of an event ultimately be the vehicle for that event? Evidence from Greece	George Zografos, Alex Deffner	University of Thessaly
PAP177	The industrial identity of a place as prospect of developing industrial tourism. A methodology approach for the identification and recording of industrial heritage in Greece	Tsolakaki Panagiota	National Technical University of Athens

Questions - Discussion

17:15-17:45 **Coffee Break**17:45-20:00 **Paralel Session 9: Environment, Sustainability and Alternative Forms of Tourism - Room Nafsika A****Chair/Moderator: Paris Tsartas**

PAP094	Sustainability assessment: Tourism activity performance and its impacts to the destination	Ioannis Spilanis, Helen Vayanni	University of the Aegean
PAP178	Managing traditional livelihoods, conservation and recreational futures at protected natural area destinations	Anna Thompson , Brent Lovelock	University of Otago
PAP107	Tourism and environment: pressures of tourism related construction activity on the natural environment of host areas – attempting a survey in the Cyclades	Ioannis Spilanis , Olga P. Karagianni	University of the Aegean
PAP274	Landscape aesthetics and the tourist mind	Gareth C.S. Roberts	International Centre for Protected Landscapes
PAP267	Sustainable game hunting tourism: the case of Thessaloniki's hunters	Konstantinos G. Papaspyropoulos, Nikolaos D.Hasanagas, Periklis K. Birtsas	Aristotle University of Thessaloniki
PAP054	Nautical tourism in fostering the sustainable development of Croatia's coast and island	Mirjana Kovačić, Zvonko Gržetić, Desimir Bošković	Primorsko-goranska County
PAP078	Film tourism and environmental issues: Do environmental problems affect film tourists' perception of a tourism destination? The film Erin Brockovich and Oropos area toxic pollution case.	Maria Sakellari, Constantina Skanavis	University of the Aegean
PAP265	Determinants of travelling distance for game hunting tourism	Nikolaos D.Hasanagas, Konstantinos G. Papaspyropoulos, Periklis K. Birtsas	Aristotle University of Thessaloniki
PAP220	Failure Mode and Effect Analysis (FMEA) implementation in agrotourism: A useful tool in services sector	Chryssoula Chatzigeorgiou, Panagiotis Kyratsis, Apostolos Tsagkaris, Vaya Dinopoulou	TEI of Thessaloniki

Questions - Discussion

**17:45-20:00 Paralel Session 10: Hospitality Management - Room Nafsika B****Chair/Moderator: Efstathios Velissariou**

PAP104	Organizational learning: Digital word-of-mouth and its impact on hotel management	Mar Alonso Almeida, Cristina Figueroa Domecq, Jose M. Rodriguez Antón, Pilar Talón Ballesteros	Universidad Autónoma de Madrid
PAP039	Customer satisfaction measurement in hotel industry: Content analysis study	Ivanka Avelini Holjevac, Suzana Marković, Sanja Raspor	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP161	Postmodern Hospitality in contemporary China	Glyn Atwal, Alistair J. Williams	ESC Rennes School of Business
PAP093	Understanding customer service attributes of small rural hotels in Taiwan	I-Ting Chen, Kevin Nield	Sheffield Hallam University
PAP128	Guest relationship management principles as a reference point for building your brand: The case of a Dutch hospitality group's brand building process	Olaf Hermans, Hugo Mutsaerts, Luc Olyslager	NHTV Breda University of Applied Sciences
PAP051	The role of image and quality in hotel guest satisfaction creation	Borut Milfelner, Damijan Mumel, Aleksandra Pisnik Korda	University of Maribor
PAP194	Considerations about quality and safety assessment methods in hospitality and tourism	Anders Steene	Södertörn University
PAP182	The key factors encouraging the growth and expansion of Multinational Hotel Companies (MHCs) into new countries- A case study of Libya	Mukhtar Abusa, Les Ruddock	The University of Salford

Questions - Discussion

**17:45-20:00 Paralel Session 11: Tourism Management - Room Salon des Roses A****Chair/Moderator: Alex Koutsouris**

PAP105	Investigate corporate performance, internationalisation and location's competitiveness: Evidence from South Mediterranean European countries	Ioanna Giannoukou, George Anastassopoulos, Fragkiskos Filippaios	University of Patras
PAP168	A study of tourist travel behaviour in the event of a terrorist attack	Mary Rose Stafford, Noëlle O'Connor, Gerry Gallagher	Institute of Technology, Tralee
PAP096	The contribution of tourist guides for service quality: Intercultural competences development	Luís Miguel Brito	Escola Superior de Hotelaria e Turismo do Estoril (ESHTE)
PAP148	Exploring itinerancy services: Itinerant user goal analysis	Slim Turki, Marija Bjekovic-Obradovic	CRP Henri Tudor
PAP286	Cruise visitors' experience in a Mediterranean Port of Call	George Agiomirgianakis, Konstantinos Andriotis	Hellenic Open University
PAP166	The standards– characteristics matrix. A methodological tool for the codification and evaluation of the international operational implementation of timeshare	Gerasimos Zacharatos, Theodoros Stavrinoudis	University of Patras
PAP031	Greece and Turkey competing in UK, German, Italian, French and Dutch travel markets for 1980-2007. Deductions and future prospects	Andreas Kotsanidis, Gerasimos Zacharatos	University of Patras
PAP206	A research aimed at professional problems and find solutions of professional tourist guides in Aegean region of Turkey	Vesile Ruya Ehtiyar, Onur Akbulut	Akdeniz University
PAP040	Non-entertaining excursion in the perspective of the systemic-holistic anthropology of tourism	Wojciech J. Cynarski , Kazimierz Obodyński	University of Rzeszów

Questions - Discussion

**17:45-20:00 Paralel Session 12: Tourism Marketing - Room Salon des Roses B****Chair/Moderator: Alexandros Apostolakis**

PAP219	Customer satisfaction in agrotourism services: How do we turn a satisfied customer into a repeated one?	Chryssoula Chatzigeorgiou, Evangelos Christou, Panagiotis Kassianidis, Mariana Sigala	TEI of Thessaloniki
PAP208	Influencers of customers' satisfaction and the moderating role of the selection process. Evidence from the hotel industry	Angelos Pantouvakis, Athanasios Dimas	University of Ioannina
PAP053	Spanish tourist behaviour. A specific objective based segmentation	Pablo Rodríguez González, Oscar Molina Molina	Instituto de Estudios Sociales Avanzados
PAP225	Measuring destination image and consumer choice criteria, The case of Mykonos Island	Kamenidou Irene, Spyridon Mamalis, Priporas Contantinos Vasilios	TEI of Kavala
PAP173	Analyzing rural tourism service quality in Greece: the case of Pieria County	Anestis Fotiadis, Ming-Ju Lee, Ching-Tang Wang	University of Pecs
PAP172	Applying the life-cycle model in Halkidiki: A case study	Ioannis A. Karamanidis, Fotis Killipiris, Ioannis Valachis, Eleftheria Prinianaki	ATEI of Thessaloniki
PAP101	Measuring tourist satisfaction: The case of Crete and Rhodes	Monioukas A. Fotios, Kalogeraki P. Kalliopi-Maria	University of the Aegean
PAP021	Military service, destination image and repeat visitation on the Greek border island of Samothrace: "Come as a Soldier, Return as a Tourist"	Athanasios Dermetzopoulos, Christina Bonarou, Evangelos Christou	University of the Aegean

Questions - Discussion

### Saturday 4 April 2009

09:00-10:45 Paralel Session 13: Tourism Planning, Development & Policy - Room Nafsika A

Chair/Moderator: **Arie Reichel**

PAP180	The influence of innovation, new infrastructures and knowledge management on the shaping of contemporary tourism	Georgios Gkiouras, Spyros Avdimiotis	ATEI of Thessaloniki
PAP224	The role of cultural particularities as the potential instruments for the future economic and social development of the Vlora district	Ludmilla Shkurti	University of Vlora
PAP100	The impact of globalisation factors on future tourism development and tourism marketing activities	Ana Vizjak, Romina Alkier Radnić, Lorena Bašan	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP278	Strategies proposed for developing Convention Travel in The Kingdom of Saudi Arabia	Saleh Soliman Alrasheed	King Faisal University
PAP171	The role of City Breaks as short break vacation destinations and the Greek reality	Douvas Loukas, Marantou Asteria	TEI of Athens
PAP006	Strategy tourism development planning in F.Y.R.O.M.: Today and in the future	Risto Reckoski, Elena Petrovska	University 'Sv.Kliment Ohridski'
PAP081	Planning for the future - learning from the past: The case of tourism complex Bijambare in Bosnia & Herzegovina	Jasminko Mulaomerović, Jasmina Osmanković	Center for karstology, ANUBiH
PAP262	The potential of Piraeus as a major Mediterranean cruise home-port: A selection criteria analysis	Maria B. Lekakou, Athanasios A. Pallis, George K. Vaggelas	University of the Aegean

Questions - Discussion

**09:00-10:45 Paralel Session 14: Wellness, Spa & Cultural Tourism - Room Nafsika B****Chair/Moderator: Constantina Skanavi**

PAP015	The project Herodot: Tourism uses of the historic environment - know-how transfer and quality management practices at regional level. A collaborative network to promote regional identities and cultural heritage.	Dorothea Papathanassiou-Zuhrt , Antonino Failla	University of the Aegean
PAP106	Loutraki in Korinthia as a thermal resort of international significance	Pighi Boleti	Municipality of Loutraki- Perachora
PAP176	Alternative forms of tourism and "new" tourist areas: the case of thermal tourism	Toufegopoulou Anastasia	National Technical University of Athens
PAP045	Potentials for tourism development in Serbia's spas	Dobrica Jovicic, Eva H. Hrabovski Tomic	University of Belgrade
PAP183	Wellness tourism: evaluating destination attributes for tourism planning in a competitive segment market	Efi A. Didascalou, Dimitris Lagos, P.Th. Nastos	University of Piraeus
PAP283	The wellness tourism market in Greece: An interdisciplinary methodology approach	Magda Vasileiou, Paris Tsartas	University of the Aegean

Questions - Discussion

**09:00-10:45 Paralel Session 15: Tourism Marketing - Room Salon des Roses A****Chair/Moderator: Ioannis Karamanidis**

PAP162	Instruments of marketing activities in tourism (promotion-propaganda). Communication management within tourism industry	Tamara Gajić, Mirjana Penić, Sandra Caviezel	Faculty of Science, Novi Sad
PAP095	Factors that affect the choice of tourist destination for Greeks	Dimitriadis Efstathios, Kaltsidou Despoina	T.E.I of Kavala
PAP084	Examining the experience and behavioral intentions of domestic tourists: Case study of the region of Vojvodina (Serbia)	Vanja Dragičević, Tamara Kovačević, Uglješa Stankov	University in Novi Sad
PAP238	Media coverage of athletic championship events as a means to promote a tourism destination and its sports tourism product	Christos Petreas, Achilleas Tzimas	Petreas Associates
PAP271	Benchmarking destination marketing organisations for the purpose of optimising their operation: The case of convention bureaux	Maria Doussa, Dimitris Koutoulas	Greek Ministry of tourism
PAP009	Marketing Island Destinations and their Hotels: The Case of Crete, Greece	Nikolaos Pappas, Magdalini – Violetta Zerva	Technological Educational Institute of Crete

Questions - Discussion

**09:00-10:45 Paralel Session 16: e-Tourism & Information Technology - Room Salon des Roses B****Chair/Moderator: Marios Soteriades**

PAP116	Electronic commerce in tourism: A case of Akdeniz University - Turkey	Ahmet Aktas, Seden Algur, Funda Cengiz	Akdeniz University, Turkey
PAP013	Managing collaboration complexity in tourism systems: The role of information technologies	Konstadinos Kutsikos	University of the Aegean
PAP130	Development aspects of WEB-GIS and virtual reality as tools promoting local tourist destinations	Anastasia Stratigea , Thomas Hatzichristos, Konstantina Marseli	National Technical University of Athens
PAP229	Electronic word of mouth in hospitality: How are Greek chain hotels rated?	Iordanis Karachanidis, Alkiviadis Panagopoulos, Dimitris Kanellopoulos, Dimitra Arida	TEI of Patras
PAP249	Forecasting the growth of e - tourism sector. The case study of Mediterranean countries	Maria Mavri, Vassilis Angelis	University of the Aegean
PAP199	Online Ventures Promoting lodgings in Greece: Current State and Future Prospects	Persefoni Avramidou, Konstantinos Riavoglou, Kalotina Chalkiti, Ioannis Syrakis, Spyros Avdimiotis	ATEI of Thessaloniki

Questions - Discussion

**10:45-11:15** **Keynote Speaker: Prof. Matthias Fuchs "eTourism Research & Practice: An Austrian Progress Report" - Room Delphi**

**11:15-11:45** **Keynote Speaker: Prof. John Avlonitis "Nation Branding" Room Delphi**

**11:45-12:15** **Coffee Break**

**12:15-14:00** **Paralel Session 17: Wine & Gastronomy Tourism - Room Nafsika A**

**Chair/Moderator: Evangelos Christou**

PAP195	Market segmentation in wine tourism: A comparison of approaches	Maria C. Alebaki, Olga I. Iakovidou	Aristotle University of Thessaloniki
PAP050	Wine in tourism: Tourist destination Istria	Ana Težak, Zdravko Šergo, Lenko Uravić	Institute of Agriculture and Tourism, Poreč
PAP079	Wine Tourism: Planning and development of a Wine Route Network in the Region of Thessaly in Greece	Velissariou Efstathios, Galagala Anastasia, Karathanos Athanassios	Technological Educational Institute of Larissa
PAP201	Gastronomy tourism in Turkey within the context of tourism product diversification and recommendations for improving Turkish kitchen	Necdet Hacioglu, Nuray Tetik, Göksel Kemal Girgin, İbrahim Giritlioglu	Balıkesir University
PAP157	Wine Tourism and its potential development in Greece	Kyriaki Boulasidou, Andreas Papatheodorou	Greek National Tourism Organisation
PAP036	Synergies and conflict between public authorities and the private sector: The case of tourism development in the Prefecture of Arcadia, Greece	Konstantinos Marinakos, Andreas Papatheodorou	TEI of Piraeus

Questions - Discussion

**12:15-14:00** **Paralel Session 18: Tourism Economics - Room Nafsika B**

**Chair/Moderator: Anastasios Kodakos**

PAP014	The contribution of tourism to economic growth in South Tyrol	Juan Gabriel Brida, Wiston Adrián Risso	Free University of Bolzano
PAP156	A tourism satellite account assessment of the impact of cruise industry on the Greek economy	Mihail N. Diakomihalis, Dimitris G. Lagos	Epirus TEI
PAP058	The adaptation of tourism satellite accounts to regional level and the method of empirical evaluation of tourism consumption: The case study of Crete	Hatzimarinakis Stavros, Gerasimos Zacharatos	University of Patras
PAP027	The impacts of the cruise industry on local economies	Juan Gabriel Brida, Sandra Zapata Aguirre	Free University of Bolzano
PAP258	The economic impact of the cruise industry on local communities: The case of Greece	M.N. Diakomichalis, M.B. Lekakou, E. Stefanidaki, T.C. Syriopoulos	Epirus TEI
PAP289	International finance corporation investments in tourism and hospitality industry	Elvis Mujacevic	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija

Questions - Discussion

**12:15-14:00 Paralel Session 19: Hospitality Management - Room Salon des Roses A****Chair/Moderator: Eleftheria Prinianaki**

PAP256	An analysis of factors necessary in a sustainable restaurant operation: The development of a set of restaurant sustainable indicators	Philip Sloan, Willy Legrand, Claudia Simons-Kaufmann, Sarah Fleischer	International University of Applied Sciences - Bad Honnef
PAP032	The process of adapting Croatian tourism and hospitality companies to the system of new market values	Edna Mrnjavac, Nadia Pavia, Christian Stipanović	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP230	Ethical dilemmas and conflicts in hospitality industry	Dalaka Maria, Roumeliotis Michael	University of the Aegean
PAP217	Determination of effects of demographical variables of executives at accommodation enterprises and travel agencies on attitudes about all-inclusive systems: A case of Antalya	Engin Üngüren, Seden Algür	Akdeniz University
PAP158	Tourist offer management of accommodation in old traditional houses	Zdenko Cerović, Ines Milohnić	University of Rijeka, Faculty of Tourism and Hospitality Management Opatija
PAP245	Cost-based management and decision-making in Greek luxury hotels	Stella Zounta, Michail Bekiaris	University of the Aegean

Questions - Discussion

**12:15-14:00 Paralel Session 20: Transport Management & Air Travel - Room Salon des Roses B****Chair/Moderator: Kostas Iatrou**

PAP204	The perspectives of general aviation as a form of special interest tourism in Greece: The profile of the tourists	Ioulia Poulaki, Andreas Papatheodorou	University of the Aegean
PAP023	The wisdom of crowds: Using information markets for pricing airline tickets	Ilan Silber, Aviad Israeli	Ben Gurion University of the Negev Beer Sheva
PAP234	The link between airports and tourism: A competitor analysis on island airports in Mediterranean	Dimitrios Dimitriou, Konstantinos Stathopoulos	Cranfield University
PAP261	Concentration and asymmetry of airport traffic; a spatio-temporal analysis of air transport at the island of Rhodes, Greece	Pavlos Arvanitis	University of the Aegean
PAP254	Complaint management in Greek tourism travel agencies	Roy Panagiotopoulou, Leonidas Maroudas, Danos Sasson	National & Kapodistrian University of Athens
PAP146	eTourism development in Greek costal passenger shipping using ICTs. The Case of NEL Lines shipping company	Georgios Dourmas, Maria Doumi, Theodoros Stavrinoudis	University of the Aegean

Questions - Discussion

<b>14:00-15:30</b>	<b>Light Lunch</b>		
<b>15:30-16:00</b>	<b>Keynote Speaker: Johannes Kester, Short &amp; long-term trends in international tourism: the UNWTO perspective</b>	<b>Room Delphi</b>	
<b>16:00-17:45</b>	<b>Paralel Session 21: Alternative Forms of Tourism - Room Nafsika A</b>		
	<b>Chair/Moderator: Olga Iakovidou</b>		

PAP024	Clusters and Networks in Rural Tourism Business: Lessons from Experience	Marios D. Soteriades, Evangelia D. Tyrogala, Stelios I. Varvaessos	TEI of Crete
PAP056	The role of alternative tourism on local development - Lefkara, Cyprus	Maria Xenophontos, Byron Ioannou	National Technical University of Athens
PAP074	Istria's guests' interest in excursion tourism as a form of selective tourist offer in Istria	Darko Saftić, Desimir Bošković, Lenko Uravić	Institute of Agriculture and Tourism, Poreč
PAP145	The profile of tourists as consumers of the cultural, entertainment and sports offering in Istria	Marinela Dropulić, Pavlo Ružić	Institute of agriculture and tourism Poreč
PAP147	Theme Parks: An alternative tourism resource and not only	Nicholas Vagionis, Penelope Nompilaki	Centre of Planning and Economic Research
PAP008	Participants in the ecotourism activity and eco-tour planning	Elena Petrovska, Risto Reckoski, Gordana Petrovska Rečkoska	University 'Sv.Kliment Ohridski'
	Questions - Discussion		
<b>16:00-17:45</b>	<b>Paralel Session 22: Tourism Planning, Development &amp; Policy - Room Nafsika B</b>		
	<b>Chair/Moderator: Leonidas Maroudas</b>		

PAP085	Planning and safety issues in winter tourism areas, an evaluation for different cases in Turkey	Nilüfer Güner	Gazi University
PAP175	Investigation of the impact of state policies on the development of Greek tourism destinations under the existing institutional framework. The case of the island of Aegina	Efi Sarantakou	National Technical University of Athens
PAP191	Comparison of the tourist development in the areas of Rhodes and Larissa's coasts: The tourists' view	Loupa Patty, Sdrolias Labros, Kolokotronis Dimitrios, Polydoros Dimitrios	TEI of Larissa
PAP279	CSR-Reporting indicators in tourism sector and sustainability	Naci Polat	Dumlupınar University
PAP002	Explaining the residents' attitudes towards tourism development: An empirical evidence	Alfonso Vargas-Sánchez, Nuria Porrás-Bueno, M <sup>a</sup> de los Ángeles Plaza-Mejía	University of Huelva
PAP035	The application of planning model to the classification of villages with the potential of tourist attraction (A case study in Bandar Anzali City, Iran)	Pari Mosapour Miyandehi , Alireza Estelaji	Islamic Azad University
	Questions - Discussion		

**16:00-17:45 Paralel Session 23: Contemporary Issues in Tourism - Room Salon des Roses A****Chair/Moderator: Antonis Gianopoulos**

PAP001	An assessment of children's educational, hospitality and guiding experience in museums	Hanan Kattara, Rania Merzeban	Alexandria University
PAP269	The role of education and training in the quality of tourism enterprises. A case study in hotels of Rhodes island	Paraskevi E. Kostoula	Organization of Tourism Education and Training
PAP222	E-learning in Agrotourism: Is it possible?	Apostolos Tsagkaris, Ioanna Simelli	TEI of Thessaloniki
PAP041	The creation of a supply tourism typology for the Greek coastal area with the use of GIS and FcM for planning purposes	Mary Constantoglou	University of the Aegean
PAP255	Union for the Mediterranean: What to expect?	Kefala Vivi	University of the Aegean
PAP076	Education for sustainable development and/or tourism	Manolis Sofos, Anastassios Kodakos	University of the Aegean

Questions - Discussion

**16:00-17:45 Paralel Session 24: Tourism & Destination Management - Room Salon des Roses B****Chair/Moderator: Fotis Kilipiris**

PAP131	Determinant and indicators of destinations' competitiveness in modern tourism industries	Sanja Vlahovic	Mediterranean University
PAP264	From Mykonos to Thailand: The Mykonian entrepreneurs and their families in "pleasure" and "reversal" trips to Asia: An ethnographical approach	Despoina Nazou	University of the Aegean
PAP108	Some considerations about destination management in Romania	Carmen E. Chasovschi, Carmen Nastase, Angela Albu	University "Stefan cel Mare"
PAP144	Strategic management problems for Albanian tourism	Rezarta Gjonçe	University "Ismail Qemali"
PAP132	Tourism and landscape: Towards interdisciplinary analysis of tourist landscape structure	Aikaterini Gkoltsiou, Theano S. Terkenli	University of the Aegean
PAP205	Marine protected areas & diving tourism in the Hellenic seas: Practices and perspectives	Vasilis Gerovasileiou, Drosos Koutsoubas, Maria I. Sini, Katerina Paikou	University of the Aegean

Questions - Discussion

**17:45-18:15 Coffee Break**

**18:15-19:30 Paralel Session 25: Work In Progress Papers Track A - Room Nafsika A**

**Chair/Moderator: Panagiotis Kassianidis**

PAP007	Special fine baked foods – Briosi, as a healthy food in the gastronomy offer	Gordana Rečkoska, Ustijana Sikoska, Elena Petrovska	University 'Sv.Kliment Ohridski'
PAP110	Quality upgrading of tourist hospitality through school education	Marina Bourdi	Scientific Association of Secondary Education in Tourism Administration
PAP127	Marketing strategies used by tourism industry to scater the demand over the year	Xhiliola Agaraj, Merita Murati	University of Vlora
PAP290	Sustainable Hospitality in Jerusalem: The Case of Ein Kerem	Amos Ron	Kinneret College on the Sea of Galilee

Questions - Discussion

**18:15-19:30 Paralel Session 26: Work In Progress Papers Track B - Room Nafsika B**

**Chair/Moderator: Alex Saveriades**

PAP190	Diversification of the tourist landscape on Ghana's Atlantic Coast: Forts, castles and beach hotel/resort operations in the tourism industry	Edward Addo	Memorial University of Newfoundland
PAP236	The development of tourism in lakeside areas in the Region of Thessaly: The cases of Lake Plastiras (Megdova) and Lake Sykias (under construction)	Kontis Alexios	University of the Aegean
PAP069	Sustainable development in Republic of Serbia Example Homolje as an ecotourism destination	Aleksandra P. Prodanovic, Vredrana V. Babic	Faculty of Science, Novi Sad
PAP241	Destination Management	Karen Gardiner	Athlone Institute of Technology

Questions - Discussion

**19:30-20:00 Closing Ceremony - Room Delphi**

**21:00-24:00 Gala Dinner**

***Sunday 5 April 2009***

**10:00-15:30 Excursion to Lindos**