Abstract Book

14th Annual International Conference on Tourism
11-14 June 2018, Athens, Greece

Edited by
Gregory T. Papanikos

2018

Abstracts

14th Annual International Conference on

Tourism

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(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the *14th Annual International Conference on Tourism (11-14 June 2018)*, organized by the Athens Institute for Education and Research (ATINER).

In total 24 papers were submitted by 30 presenters, coming from 14 different countries (Australia, Austria, China, Egypt, France, India, Norway, Portugal, Singapore, Spain, Turkey, UK, USA and Vietnam). The conference was organized into 9 sessions that included a variety of topic areas such as economic aspects, sustainability and more. A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into seven research divisions and 37 research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

14th Annual International Conference on Tourism
11-14 June 2018, Athens, Greece
Organizing and Academic Committee

ATINER's conferences are small events which serve the mission of the association under the guidance of its Academic Committee which sets the policies. In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the **academic committee** of the 14th Annual International Conference on Tourism were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. Stephen Andrew Arbury, Head, Visual and Performing Arts Unit, ATINER & Professor of Art History, Radford University, USA.
4. José Cadima Ribeiro, Professor, University of Minho, Portugal.
5. Valentini Kalargyrou, Academic Member, ATINER & Associate Professor, University of New Hampshire, USA.
6. Paula Remoaldo, Associate Professor & Head, Department of Geography, Institute of Social Sciences, University of Minho, Portugal.
7. Tasleem Shakur, Senior Lecturer and Editor-in-Chief GBER (Global Built Environment Review), Edge Hill University, UK.
8. Myriam Torres, Professor, New Mexico State University, USA.
9. Lynne Armitage, Associate Professor, Bond University, Australia.
10. Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong.
11. Fani Balaska, Researcher, ATINER.

The **organizing committee** of the conference included the following:

1. Olga Gkounta, Researcher, ATINER.
2. Hannah Howard, Research Assistant, ATINER.
3. Konstantinos Manolidis, Administrator, ATINER.
4. Kostas Spyropoulos, Administrator, ATINER.

FINAL CONFERENCE PROGRAM
14th Annual International Conference on Tourism,
11-14 June 2018, Athens, Greece
PROGRAM
Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

Monday 11 June 2018

08:00-08:45 Registration and Refreshments

08:45-09:30 Welcome and Opening Address (Room B - 10th Floor)

Gregory T. Papanikos, President, ATINER.
Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of
  History, Sam Houston University, USA.

09:30-11:00 Session I (Room C - 10th Floor): Management, Marketing and Cultural Issues of Tourism Destinations

Chair: Gregory T. Papanikos, President, ATINER & Fani Balaska, Researcher, ATINER.

1. Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong, Bao Nguyen, Vice Provost, Duy Tan University, Vietnam & Tomy Andrianto, Tutor, Hong Kong Polytechnic University, Hong Kong. Legal and Business Sustainability of Social Enterprises: A Comparative Case Study of Social-Enterprise Restaurants in Hong Kong, Indonesia and Vietnam.
2. Dalal Abd El Hady, Acting Dean of Faculty of Tourism and Hotels, Alexandria University – Matrouh Branch, Egypt & Wessam Fekry, Researcher, Alexandria University, Egypt. An Interactive Tourist Map to Promote the Mediterranean City of Matrouh as a targeted Tourist Destination.
3. Yassir Lamnadi, PhD Candidate, Universitat Rovira i Virgili, Spain. Public Policy Management: Deconstructing the Moroccan Tourism Marketing Model.
4. Paula Remoaldo, Associate Professor, University of Minho, Portugal, Olga Matos, University of Minho, Portugal, Isabel Freitas, University of Minho, Portugal, Vítor Ribeiro, University of Minho, Portugal, Ricardo Gôja, University of Minho, Portugal & Miguel Pereira, University of Minho, Portugal. The Portuguese Contribution for the Networks and Platforms in Creative Tourism.

11:00-12:30 Session II (Room C - 10th Floor): Business and Economics Aspects of Culture and Tourism Destinations

Chair: Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong.

1. José Cadima Ribeiro, Professor, University of Minho, Portugal & Paula Remoaldo, Associate Professor, University of Minho, Portugal. Variables that Affect Returning to a Cultural Destination in the Northwest of Portugal: The Study Case of Guimarães Municipality.
2. M. Akoglan Kozak, Professor, Anadolu University, Turkey, Sabah Balta, Associate Professor, Yaşar University, Turkey, Furkan Hafif, Master Student, Anadolu University, Turkey & Cansu Akbay, Master Student, Anadolu University, Turkey. Service Mapping Technique and Its Implementation on Business Process Management in Hospitality Industry.
3. Alexi Thompson, Assistant Professor, Indiana University of Pennsylvania, USA. Greek Tourism: A 2 Stage Least Squares Estimation.
4. Xiaoge Zhou, Lecturer, Shandong University at Weihai, China, Ying Liao, Associate Professor, Jiangxi University of Finance and Economics, China & Haiyan Kong, Professor, Shandong University at Weihai, China. China's Tourism Development and Climate Change under the Smog Scenario: An Empirical Study.

12:30-14:00 Session III (Room C - 10th Floor): Globalization, Sustainability and Culture

Chair: Tasleem Shakur, Senior Lecturer and Editor-in-Chief GBER (Global Built Environment Review), Edge Hill University, UK.

1. Konstantina Zerva, Associate Professor, University of Girona, Spain & Najim el Quardi Ahbouch, University of Girona, Spain. Me, Myself and I: The Globalized Coexistence of the Local, Immigrant and Tourist Profile in the Reflexive Self.
2. Kevin Burke, Lecturer, University of Bolton, UK. Globalisation, Diversity and Community: Cultural Influences on Sustainability within the Co-operative City-region of Manchester.
3. Beata Labuhn, PhD Fellow, The Oslo School of Architecture and Design, Norway. Nasser Moving Ramesses.
4. Lewis Charters, Research Assistant, Edge Hill University, UK. An Investigation into the Globalisation of the Oil-Palm Industry and its Impact on the Sustainability of the Forests of Northern Selangor, Malaysia.

14:00-15:00 Lunch

15:00-16:30 Session IV (Room C - 10th Floor): Special Issues in Tourism and Culture I

Chair: Myriam Torres, Professor, New Mexico State University, USA.

1. Amphai Wejwithan, PhD Student, Vienna University of Technology, Austria. Responsible Tourism through Green Certification Program.
2. Johanna Esquivel, PhD, University of Texas, Rio Grande Valley at Edinburg, USA. Examining the Neoliberal Culture in Children's Disney Books.

16:30-18:30 Session V (Room B - 10th Floor): ATINER's 2018 Series of Academic Dialogues: *A Symposium on Teaching Arts & Culture in a Global World*

Chair: Stephen Andrew Arbury, Head, Visual and Performing Arts Unit, ATINER & Professor of Art History, Radford University, USA.

1. Jonathan Needham, Associate Teaching Professor of French, Italian, and Mediterranean Civilizations, Penn State University, USA. Ars est Longa Vita Brevis; Teaching Arts and Culture in 21st Century College-levelCulture and Civilization Courses in North America.
2. Lynne Armitage, Associate Professor, Bond University, Australia. The Management of Built Heritage - An Australian Perspective.
3. Peilin Liang, Assistant Professor, National University of Singapore, Singapore. Title: Theatre Arts Education on the Red Dot: An Applied Theatre Perspective.
4. Edmundo Cordeiro, Associate Professor, University of Lusofona, Portugal. Some Notes About The Masters And Bachelor Degrees In Film, Universidade Lusófona, Lisbon.
5. Neil Morris, Reader, Liverpool John Moores University, UK. Atelier Community and the Mechanics' Institute.
6. Viola Mokrosch, Professor, University of Applied Sciences Osnabrueck, Germany. Teaching Music in a Global World as an International Language with Various Cultural Backgrounds.
7. Heebon Park-Finch, Associate Professor, Chungbuk National University, South Korea. Arts and Culture Education in South Korea.
8. Jalsa Muthirakkal , Assistant Professor, University of Calicut, India. Difficulties in Teaching Performing Arts in Colleges and Universities in India in General and in Kerala in Particular.

21:00-23:00 Greek Night and Dinner

Tuesday 12 June 2018

07:45-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

Group Discussion on Ancient and Modern Athens.
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:15-13:00 Session VII (Room C - 10th Floor): Architecture, Culture and Tourism

Chair: José Cadima Ribeiro, Professor, University of Minho, Portugal.

1. Lynne Armitage, Associate Professor, Bond University, Australia & Johari Amar, Lecturer, Bond University, Australia. Priceless or Bankrupt: Problems and Prospects from a Built Heritage Conservation Perceptive.
2. Jillian Decker, Development Director, The Delaware Contemporary, USA. Architectural Spatial Theory to Design Museums as Instruments for Developing State and Society.
3. Shehata Abdelrahim, Professor, Fayoum University, Egypt. The Impact of the Environmental Conditions on the Decaying of Facades Ornamental Elements in Historic Buildings.
4. Mohamed Abdelmegeed, Lecturer, Fayoum University, Egypt. Structural Damage Aspects of Historic Renaissance Structures in Cairo-Egypt and Rehabilitation Procedures and Methods.

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room C - 10th Floor): Special Issues in Tourism and Culture II

Chair: Lynne Armitage, Associate Professor, Bond University, Australia.

1. Paul Claval, Emeritus Professor, Université Paris-Sorbonne, Paris IV, France & Colette Jourdain-Annequin, Emeritus Professor, Université Grenoble Alpes, France. Comparing the Early Cultural Standardization of the Mediterranean World and Contemporary Globalization in the Field of Food Cultures.
2. Valentini Kalargyrou, Associate Professor, University of New Hampshire, USA. A Cross-Discipline Study of Student Attitudes towards People with Disabilities.

15:30-17:00 Session IX (Room C - 10th Floor): Special Issues in Arts and Culture

Chair: Valentini Kalargyrou, Associate Professor, University of New Hampshire, USA.

1. Jalsa Muthirakkal, Assistant Professor, University of Calicut, India. Social and Cultural Transition of Classical Dance - *With Special Reference to Kerala Classical Performing Art Forms (Mohiniyattom).*
2. Peilin Liang, Assistant Professor, National University of Singapore, Singapore. Aesthetics for the Body: From Work to Work-care through Performance.
3. Neil Morris, Reader in Contemporary Printmaking, Liverpool John Moores University, UK. A Liverpool Bestiary.
4. Myriam Torres, Professor, New Mexico State University, USA. Critical Media Literacy: An Essential Competence in a Digitally Globalized and Corporate Ruled World.

20:00- 21:30 Dinner

Wednesday 13 June 2018
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 14 June 2018
Delphi Visit

Friday 15 June 2018
Ancient Corinth and Cape Sounion

Dala Abd El Hady
Acting Dean of Faculty of Tourism and Hotels, Alexandria University –
Matrouh Branch, Egypt
&
Wessam Fekry
Researcher, Alexandria University, Egypt

An Interactive Tourist Map to Promote the Mediterranean City of Matrouh as a Targeted Tourist Destination

Maps are vital tools for providing information about tourism destinations to tourists. Nowadays the use of digital maps became more essential as it provide tourists with a dynamic tool to discover the targeted destinations, so that more and more destination around the world use various forms of digital maps to help tourists orient themselves before they even reach the destination. In Matrouh Governorate, a Mediterranean city in Egypt, with its richness in both Natural & Culture unique Tourism Recourses, the existence of Interactive Digital Maps is not only compatible and complementary, but also necessary, since they meet different needs and pursue diverse and essential objectives, in addition to collecting and sharing geo-located data. In this context, this study aims to construct for the first time "*Matrouh Interactive Tourist Map*" which will give expected visitors the ability to explore the *city* in much more depth and make their visit more enjoyable.

Data will be collected through official documents and reports about the areas of study, then it will be digitized using the suitable mapping technology. The result will be presented through a main map that illustrates the natural and cultural tourism sites across the city as an initiative from the researchers to promote tourism in Matrouh within national and global scale.

Mohamed Abdelmegeed
Lecturer, Fayoum University, Egypt

Structural Damage Aspects of Historic Renaissance Structures in Cairo, Egypt and Rehabilitation Procedures and Methods

Historic renaissance structures are works of art and no matter whether they are famous or so called minor or even vernacular architectures represent an important part of our cultural heritage and deemed to be a historic document of our past. Yet with the advent of modernity in Cairo in the 19th century the state of the city changed, as the aristocracy and the elite deserted it and moved westwards into the new extension to the city. Such demographic change adversely affected the social structure, as most of the deserted buildings were re-occupied by laborers and minor traders and most buildings were transformed into industrial workshops to serve the shops and markets. All that had an adverse effect on the historic fabric and on the historic building themselves.

Historic renaissance structures in Cairo present several structural deficiencies, such as fragility of the main walls and foundations under tensile forces, in addition to the total absence of seismic design, besides its poor capacity. It is also important to point out the contribution of the almost lake of maintenance and some poor interventions that lead to reduce building structural resistance. The work that forms the subject discus the methods used to identify the structural damage cases and phenomena to historic renaissance buildings and proposed adequate intervention methods to strengthening and rehabilitation procedures to re-use it in new job.

Shehata Abdelrahim
Professor, Fayoum University, Egypt

The Impact of Environmental Conditions on the Decaying of Facades' Ornamental Elements in Historic Buildings

Historic building facades in Egypt have a lot of art works varying from sculpture, drawing, painting, and decoration works. Every ornamental element in the historic buildings was met successfully to achieve unified and harmonious elements. In fact, these elements represent historic and architectural values and reflect the cultural human life.

Environmental conditions (climate, population, and modernity) are the main factors of deterioration affecting the archaeological building in Egypt. The climatic elements (temperature, relative humidity, wind blowing and rainfall) and the absence of historic value in addition to the modernity agents are the most deterioration factors which playing the main roles on decaying of ornamental elements located in historic buildings facades

The techniques used in this study include historical documentation, analytical study (Digital Caliper, EDX, XRD, Polarized microscopy and SEM), Discus of the results obtained, study the factors of damaging mechanism and suggested of some methods of restoration and conservation.

Lynne Armitage
Associate Professor, Bond University, Australia
&
Johari Amar
Lecturer, Bond University, Australia

Priceless or Bankrupt: Problems and Prospects from a Built Heritage Conservation Perceptive

Background: Heritage conservation today is one of the oldest philosophies in the field of built environment aimed at creating a sustainable management system for historic buildings, sites and monuments. At the root of its theory, policies and practices lies the belief that cultural built heritage is a priceless asset. Unfortunately, some argue it is a bankrupt metaphor. The concept of pricelessness has failed persistently to protect places with important historical and cultural values from being demolished by way of neglect. Built assets may frequently receive appropriate listing or other statutory protection until such time as a conflict arises with what are considered the more mainstream values of capitalist societies, generating a tension relieved, often by the desecration loss of the heritage asset.

Purpose: From this perspective, this paper explores the term priceless in relation to (i) its influence on heritage conservation and changing built environment (ii) how the concept can be employed more synergistically with the behemoth of economic development to achieve a more positive outcome for the community.

Method: A critical review of the literature and an empirical analysis of data collected from focus group studies conducted in Australia and Tanzania.

Findings: The heritage sector stands to lose far more without a paradigm shift that generates a balance between justifying new development at the expense of priceless, irreplaceable built heritage. The paper suggests that heritage practitioners need to pay more attention to methods for assessing the values of cultural built heritage. The originality in this paper is its new perceptive on pricelessness in light of understanding the impacts on sustainability in built heritage conservation.

M. Akoglan Kozak
Professor, Anadolu University, Turkey
Sabah Balta
Associate Professor, Yaşar University, Turkey
Furkan Hafif
Master Student, Anadolu University, Turkey
&
Cansu Akbay
Master Student, Anadolu University, Turkey

Service Mapping Technique and Its Implementation on Business Process Management in Hospitality Industry

This study aims to practise the "Service Mapping Technique" on hospitality management. This research is significant in that it introduces "Service Mapping Technique" to the hospitality industry and it manifests the feasibility of the technique in this sector. The scope of the study is a four-star hotel in Eskisehir city in Turkey. Two research specialists observed and interviewed the hotel staff, thus collecting the required data about the organizational structure as well as the service processes of the hotel. The service mapping process has been conducted on the organizational chart of the hotel. The flaws in the service processes have been spotted and they have been displayed in a chart. Following the stages in "service mapping technique", a new service map has been designed that has made up for those deficiencies spotted before and new suggestions have been made to recover the processes. In the light of the findings revealed, that the customers had to park their cars in the car park on their own, there was no personal trainer at the gym, the long waiting time at the reception when the hotel guests' requests were many, that it was the receptionist who took care of the hotel guests' payments during their stay, there was no staff at the place where gym towels were distributed have been identified as the flaws in the service processes of that hotel. In order to recover those poor services, we have suggested offering the hotel guests valet parking service, employing a personal trainer at the gym, hiring a front desk employee to deal with the guests' requests and also a cashier to work at the front desk to process the guests' payments during their stay, and finally recruiting personnel to supply the guests with gym towels. In addition to the aforementioned service problems, it has also been observed that the hotel guests had no other alternative activities to entertain themselves other than the gym center. We believe that the hotel management must have a spa with a sauna, a Turkish Bath and massage rooms built inside the hotel so as to melt the guests' tension and stress away. This study presents essential information to hotel owners, hotel managers, hotel employees, services marketing specialists besides the academia.

Kevin Burke
Lecturer, University of Bolton, UK

Globalisation, Diversity and Community: Cultural Influences on Sustainability within the Co-operative City-region of Manchester

On 3rd November 2014 the Chancellor of the Exchequer, George Osborne, made the first of three significant announcements on changes to the way services are run across Greater Manchester. The devolution package agreed represents an important shift in the political authority of the city-region to exercise greater control over its services in an attempt to create a more politically, socially and economically independent and sustainable place for its residents to live and work. Within this there are also attempts to make the city-region of Manchester a global city rather than just a globally connected city.

This paper is focused on the context to these changes and how community led collaborative working, particularly in the Community and Voluntary Sector, can help influence social change in periods of uncertainty. The management of urban renewal policy, subsequent cultural practises and impacts upon local communities in the five-year period leading up to and including the announcements from Osborne are examined here. This research has been set within a backdrop of recession, austerity and a Conservative led Coalition government, and by using the 2010-2015 period, it has been possible to contextualise and examine these cultural practices within a particular paradigm. This paper draws upon Susan Fainstein's notion of the 'Just City' (2010) and particularly one of her evaluative criteria, diversity, which is used as part of the framework to investigate cultural influences upon socio-economic sustainability in the city region of Manchester.

Two localities are examined that are geographically adjacent to each other, although in the different council districts of Manchester and Salford, both are currently subject to programmes of urban renewal. The initial findings suggest that whilst Salford and Manchester each focus heavily upon economically driven development there also appears to be differing attitudes between and within the two places in terms of a shared understanding of leadership, cross-sector relationships and co-operative working. This has allowed the paper to reflect upon the impact that community led initiatives have had in these two wards and upon the differing attitudes towards attaining a more sustainable approach to developing our communities. The paper concludes by reflecting on the implications of these in a dynamic context of the phased introduction of new models of governance for the city region, globalisation and it

attempts to speculate on the sustainability of these changes for decision makers and stakeholders involved in these processes.

Lewis Charters
Research Assistant, Edge Hill University, UK

An Investigation into the Globalisation of the Oil-Palm Industry and its Impact on the Sustainability of the Forests of Northern Selangor, Malaysia

In recent decades, global deforestation has come to the fore of political debate, over the uncontrollable rate at which the world's tropical forests are being cut down and converted for agricultural use. The most rapidly expanding, yet most controversial, of equatorial crops is commonly known as oil-palm or *elaeis guineensis.* Coincidentally, the two biggest oil-palm producing nations, Indonesia and Malaysia, produce more than 80% of the world's palm oil (Austin et al., 2017; Koh and Wilcove, 2007) and are home to more than 80% of Southeast Asia's remaining primary forests (Sodhi et al., 2004). With oil-palm production predicted to rise by 9% per year, due largely to the expanding biofuel markets in Europe (Fitzherbert et al., 2008) and rising demand of human consumption in Indonesia, India and China, many endemic species are threatened by extinction due to intensified land clearance efforts. For instance, 21,000km² of Malaysia's 46,000km² of available land has already been converted to oil-palm plantations, exceeding its sustainable area (FAO, 2016).

Ombrotrophic tropical peat swamp forests (TPSF) are uniquely biodiverse ecosystems covering 247,778 km² in Southeast Asia and 441,025 km² globally (Page et al., 2011; Tonks et al., 2016). Below ground, the sequestration of atmospheric carbon is interwoven into the fabric of the ecosystem (Jauhiainen et al., 2008). For example, an estimated 42,000 megatons of ancient carbon are believed to be stored in 12% of the total land area of Southeast Asia alone, making this one of the largest stores of terrestrial carbon on Earth (Wetlands International, 2014). For centuries, the North Selangor Peat Swamp Forest (NSPSF) in Malaysia, has been subjected to unprecedented human encroachment since the dawn of British colonisation in the region. Moreover, recent estimates have suggested that a potential 2 million tonnes of CO_2 are emitted every year from the NSPSF due to drainage, logging and fires (GEC, 2014) and until recently, few attempts have been made to assess the scale and distribution of human interference within this unique ecosystem.

Therefore, this study attempts to identify the land cover changes occurring within the NSPSF, between 1989, 2001 and 2016, through the application of remote sensing techniques and local field investigations. By conducting land cover classifications and comparing decadal satellite imagery, this research has been able to observe a series of dramatic land cover changes; the results indicate that significant land-use change has occurred within the NSPSF and the surrounding area; with the 'legal'

conversion of tropical peat swamp and rain forests to oil-palm plantations, serving as the biggest threat to the area's biodiversity and sustainable future.

Paul Claval
Emeritus Professor, Université Paris-Sorbonne, Paris IV, France
&
Colette Jourdain-Annequin
Emeritus Professor, Université Grenoble Alpes, France

Comparing the Early Cultural Standardization of the Mediterranean World and Contemporary Globalization in the Field of Food Cultures

The diffusion of food cultures is a fascinating cultural problem since it involves a plurality of mechanisms: (i) the geographical diffusion of plants or animals; (ii) the geographical diffusion of the way to cultivate, process and cook them; (iii) the short and long term migrations of populations, tourists or professional cooks; (iv) the upward or downward diffusion of cooking habits and food tastes; (v) the role of religions, ideologies and fashion in the change of habits. We shall rely on this conceptual framework to compare the processes of standardization at two periods in the Mediterranean World.

Jillian Decker
Development Director, The Delaware Contemporary, USA

Architectural Spatial Theory to Design Museums as Instruments for Developing State and Society

Born from the strain between exhibition designers, educators, and curators, the challenge faced by the museum rests in the balance of conveying the overarching message of an exhibition and the consistent, observed behaviors of the visitors. Approaching the exhibition space as an architectural entity and applying spatial theory and planning to exhibitions can establish this balance. Beverly Serrell's study, Paying Attention: Visitors and Museum Exhibitions (1998), on the relationship between the amount of time that visitors spend in exhibits, what aspects of the exhibit they pay attention to, and the impact of these exhibits opened the door for formal evaluation of exhibition spaces in the United States. Serrell's study introduced measurable means for determining the success of existing exhibitions. Exhibit developers can create elements that are similar, complementary, and reinforcing, and they can encourage visitors to use exhibitions more thoroughly. People will naturally continue to behave as they have already determined they should act in a given space. This natural programming can, however, be manipulated; if the space is changed to manipulate people to act as the exhibition director desires, it is likely to naturally improve thorough use of a space and the interactions with the exhibition itself.

Johanna Esquivel

PhD Candidate & Instructor, University of Texas Rio Grande Valley, USA

Examining the Neoliberal Culture in Children's Disney Books

The objective of this paper is twofold: first, to critically analyze the neoliberal cultural values in children's Disney books, including the power of color symbolism; and second, to provide strategies teachers can use in their classroom to help their elementary English-Spanish students become critically aware of the habitus and predispositions (Bourdieu, 1993) of the neoliberal practices projected in media (Zipes, 2009). This presentation will explain how teachers can employ critical media literacy activities such as reading and writing tasks in their classroom to help students understand media texts, and to empower them as young and transformative thinkers (Apple, 2012; Giroux, 2014).

Media corporations such as Walt Disney Pictures, Warner Brothers Animation, Columbia Pictures, DreamWorks Animation, Metro-Goldwyn Mayer Animation, and Paramount Pictures tend to create a dreamlike world for children in which their lives, emotions, and identities are stereotyped, generalized, and implicitly ingrained in concepts of power, domination, racism, and consumerism. The neoliberal Disney discourse of the animated films such as *The Little Mermaid, Cinderella, Snow White, Beauty and the Beast, Sleeping Beauty, The Lion King, Aladdin*, and more recently, *Tangled* and *Frozen,* promote stereotypical representations of minority groups based on race, class, gender, beauty, and linguistic stereotypes; thus, generating a "brand identity" (Hurley, 2005, p. 49). The neoliberal power of media may represent or underrepresent ethnic groups and people of color in children's books and in other forms of media sources as a way of "enterprising identities and subjectivities," (Down, 2009, p. 53; also see, Gobby, 2013).The transformation of children's identities into consumers is what reinforces and feeds today's neoliberal and capitalist practices in media and in education.

This study can be of interest to teachers, linguists, and sociolinguists because it shows how the students' situated language (s), cultural backgrounds, multiple discourses, and a culturally meaningful books can enhance their reading, writing, reading comprehension, and critical media literacy skills. This presentation will share strategies and activities teachers can use in their classrooms to help their student become critical about media.

Valentini Kalargyrou
Associate Professor, University of New Hampshire, USA

A Cross-Discipline Study of Student Attitudes towards People with Disabilities

The study aims to examine student attitudes towards people with disabilities in a study across disciplines. The study will compare students' attitudes from tourism management, general management and social work in Austria to address the level of biases towards people with disabilities. A survey will be distributed to students using the Disability Social Relationship scale that includes three contextual subscales of dating, marriage and work. The study also explores the influence of respondents' characteristics (i.e. gender, age, religion, race, disability status, relationship to a person with a disability and previous education on disability related issues).

Raymond Kwong
Instructor, The Hong Kong Polytechnic University, Hong Kong
Bao Nguyen
Vice Provost, Duy Tan University, Vietnam
&
Tomy Andrianto
Tutor, Hong Kong Polytechnic University, Hong Kong

Legal and Business Sustainability of Social Enterprises: A Comparative Case Study of Social-Enterprise Restaurants in Hong Kong, Indonesia and Vietnam

Social enterprises have been in existence for hundreds of years under various formats. Their organizational structure is between that of a charitable organization and of a profit-earning enterprise, and what makes them stand out is the social cause or purposes that they carry. Because of their emphasis on social gains and benefits, social enterprises are not an attractive format in the business world, which leads to the lack of established business models for social enterprises. In fact, even their legal status has not been well-established in many countries, especially in developing ones. As a result, owners and managers of social enterprises usually run into all kinds of problems with their profit direction and business taxation. Sustainability ends up becoming the focal point in the management and operation of any social enterprise. Using qualitative research method, this paper will carry out a comparative analysis on the legal status, business model, and sustainability of social enterprises in the restaurant and catering business in Hong Kong, Indonesia and Vietnam. Results found again confirmed the reality that shortcomings in the laws for social enterprises hinder their development to a great extent. Successful social enterprises in the restaurant business turned out to be those with unique value propositions and smart public relations schemes. In addition, some social enterprises overcome the challenges due to lack of government support by collaborating with stakeholders in the social communities or corporate world. This paper eventually raises the need for further study of a well-rounded business model for social enterprises in the restaurant and catering business.

Beata Labuhn
PhD Fellow, The Oslo School of Architecture and Design, Norway

Nasser Moving Ramesses

There is a 41 seconds long British Pathé newsreel from March 1955 entitled "6000-Year-Old Statue Moved" that goes as follows:

"A giant statue of Egypt´s pharaoh Ramses II is loaded onto a trailer at Mit Rahina near Sakkara. It stood on the same spot for almost 6000 years, but now it is being removed to a new resting place in Cairo. Angry crowds follow the trailer, that was led by the British army, protesting at the move. The statue, they claim, used to bring thousands of sight-seers to Mit Rahina and that increased their trade. Two bridges had to be strengthened to take the way for Ramses II, who will now look down at the railway travellers from the main station square in Cairo."

It is to be pondered if the public seeing this newsreel realized that the commentary in the newsreel was not as truthful as it should be. The truth is, part of it was fact, but there were at least two lies, and - as it often occurs in communication ´with the folks´ - the most crucial information was withheld. The gigantic pink granite statue of Ramesses II was being transported on a truck from Mit Rahina near Sakkara - ancient Memphis - to the main station square in Cairo and two bridges on its way had to be strengthened. These were facts. Yet, the statue was not 6000 years old, but 3200 years old. And the transport was not escorted by the British Army, but by the Egyptian Army. So far the lies. Yet, the missing crucial information was that the statue was being moved on the orders of the new leader of the new Egyptian government Gamal Abdel Nasser, who identified with pharaoh Ramesses II and who aimed at reconquering Egypt´s sovereignty. Raising the restored statue of Ramesses II in front of the central station is Cairo - a symbol of former colonialism - was a symbolic gesture of great political importance on both local/national and global level. Of course, when big Egyptians objects move, one needs to be on guard: something is at stake or is going to happen. Yet, nobody could predict back than that the moving of this statue initiated Nasser-politics that would cause such a wave of political events. For instance, the 1956 Suez Crisis and its armed conflict between Egypt on one side and Britain, France and Israel on the other side. Or the heat-up of the Cold War between America and Russia over the building of Nasser´s ´pyramid´ - the Aswan Dam. Or that the same Aswan Dam would cause a series of spectacular transfers of thirty other, even bigger, Egyptian antique monuments known to history as UNESCO´s Salvage of Abu Simbel. Or the rise of Pan-Arabism and its crisis as a result the 6-day war in 1967. When the pink granite statue of Ramesses II was moved again under Mubarak from

Cairo central station to the new Grand Egyptian Museum in Giza in 2006, the crowd gathering on the streets to see the statue preluded similar gatherings as during the Arab spring in 2011 - according to some - the end of a certain political era that started with Nasser.

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Public Policy Management: Deconstructing the Moroccan Tourism Marketing Model

Tourism has become one of the fast-growing industries in the world leading the way for world trade and prosperity. According to the UNWTO (2017), it contributes with 10% of global GDP, 7% of world exports and one in 10 jobs worldwide. Morocco, situated in the north-western Africa facing Europe on the Mediterranean and on the other side open to the Atlantic benefiting from a favourable geographical location. It has four biosphere reserves (one of them is intercontinental –RBIM and the first one of its type in the world), and 9 UNESCO inscribed world heritage sites. The performance of tourism in the country kept a steady growth rate in the last decade despite being slightly affected by the 2008 world economic crisis just to recover later by taking advantage of the unstable political situation in neighbouring/competing countries after the so-called 'Arab Spring'. This consistent performance may be due to the continuous planning of the sector started after independence in the early 1960's to be developed recently into major management programs 'Vision 2010; Vision 2020' SMIT (2001,2011). Achieving, for example, in 2016 more than 10 million tourist arrivals with a 1.5% growth rate to the previous year and a 17.9% share of the whole African continent arrivals UNWTO (2017).

These considerable positive numbers in Moroccan tourism sector performance were among the planned objectives of the two major tourism management plans in modern Morocco (Vision 2010 and Vision 2010). Evidently the second strategy came as a continuation of the first one but with wider plans and bigger ambition. However, these management plans were not all 'la vie en rose'. The objectives of both programs were not completely achieved (2020 vision is still two years away from completing its execution but various gaps can be found in the realised points). A descriptive study was conducted to evaluate the performance of the tourism marketing practices within Moroccan public policy management. The tourism marketing strategy of both management programs was critically reviewed to identify both their strengths and weaknesses.

The findings of this study show that public policy concerning tourism sector drove the country in the right development path but still, the chosen marketing strategies were not highly efficient, given the considerable various Moroccan tourism potential. Nevertheless, analysis also showed that public tourism management policy was initially designed with some inadequate approaches concerning the development of the sector. It has been suggested that the government should concentrate more on a wider marketing approach that takes into consideration the valorisation of the sustainable

touristic product of the country and more importantly empowering the human potential to be centric in parallel with the touristic product.

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Pro-Body Aesthetics:
Documenting the Aging Female Body through Dance

In the proposed paper, I aim to investigate the possibility of care in performative practices that are socially engaged with the seniors. In particular, I focus my attention on the choreographic component of a Performance as Research (PaR) project called *A Home on the Island (III): Body, Labor, and the Ecosystem*. The project is inspired by Henri Lefebvre's *Rhythmanalysis: Space, Time and Everyday Life*, James Thompson's proposal of the 'aesthetics of care,' and Michel Foucault's concepts of 'care of the self' and 'aesthetics of existence.' The goal of the project is to innovate body-centered methods of documenting, describing, and measuring through rhythm the psycho-physical and socio-cultural conditions of an aging community.

Taiwan is one of the most aged countries in Asia. This research project is to be conducted in Shigang, Taiwan with the Shigang Mamas Theatre. The group was established in 2000 after an earthquake measuring 7.5 on the Richter scale that struck Taiwan in 1999. Members of the group are earthquake survivors, Hakka female pear growers, homemakers, mothers and, now close to two decades later, grandmothers. The physical and mental deterioration of the body has subsequently become a challenging condition that the Shigang Mamas have to confront in their performative endeavor. The research project will be carried out in the form of a 4-day performance workshop (24-27 Feb, 2018) with students from National University of Singapore. Physical games, exercises, improvised dance and theatre are the range of research methods to be implemented.

A Home on the Island (III) is a pilot study of a larger three-year research project in planning called *Aesthetics for the Body*. The project is intercultural, intergeneration, and interdisciplinary. In the larger project, I seek to explore pro-body aesthetics in three directions: 1) creating performances to accommodate and document aging bodies, 2) creating performances that are therapeutic and rehabilitative interventions for aging bodies, and last but not least 3) creating performances that seek out the aesthetics of ergonomics in the aging bodies' creative labor. The project will involve choreographers, theatre practitioners, Pilates instructors, chiropractors, ergonomists, and puppet makers.

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A Liverpool Bestiary

The Liverpool Bestiary Project is being coordinated by the printmaking staff of Liverpool John Moores University where a group of esteemed printmaking practitioners and institutions have been asked to respond to the medieval tradition of the Bestiary. A Bestiary is a medieval collection of stories providing physical and allegorical descriptions of real or imaginary animals along with an interpretation of the moral significance each animal was thought to embody. Although it dealt with the natural world it was never meant to be a scientific text. Some observations may be quite accurate but they are given the same weight as totally fabulous accounts. A great deal of its charm comes from the humor and imagination of the illustrations, painted partly for pleasure but justified as a didactic tool '*to improve the minds of ordinary people, in such a way that the soul will at least perceive physically things which it has difficulty grasping mentally: that what they have difficulty comprehending with their ears, they will perceive with their eyes.*'

All participants have been asked to respond to a selection of these descriptions and produce a series of prints as part of a suite of work. We would like to table the resulting prints at ATINER in 2018 and deliver a paper discussing our findings. We are anticipating having in the region of 80-120 prints in a variety of media to a universal paper size of 58cms x 36cms.

Spanish partners confirmed so far include staff and students from: University of Barcelona, University of Granada, University of Seville, Malaga University, and University of the Basque Countries. Invited UK based Artist Printmakers include Emma Gregory (Bath Printmakers), Martin Kochany and Lucy May Schofield (Hot Bed Press, Salford), Craig Tattersall and Lizzie King (Directors, Carbon Copy Press, and Salford University) Wuon Gean Ho (Director, East London Printmakers), David Armes (Director, Red Plate Press) and the printmaking staff and faculty of Liverpool John Moores University – Neil Morris, Hannah Fray, Paul Davidson, John Hyatt and Carlos Santos-Barea.

Jalsa Muthirakkal

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Social and Cultural Transition of Classical Dance - With Special Reference to Kerala Classical Performing Art Forms (Mohiniyattom)

In India many classical dance forms prevailed from ancient days onwards. The *Natyasasthra* is the basic theoretical text for the above said dance forms. *Thamizhakam* is the prominent geographical division in South India and there existed a particular dance form and this research is undertaken for understanding the transition of such dance forms. This culture of dance started from the 1st stage of BC centuries.

There is no evidence to prove that the ladies who use to dance were following spiritual path for expressing emotions. But they were interested to invoke romance or *Sringara*. The ultimate aim is to please rulers of that age. The powerful source of *Bhakti Marga* or spiritual paths, were temples. The drama theatres connected to temples are called as *Koothambalam.* The temple culture influenced Kerala society after a long time. The dancers in *Koothambalam* were not led or influenced by luxurious life of rich people. The cultural aspects of Dravida heritage gradually spread all over especially in dance forms. This dance forms slowly developed as the origin of *Mohiniyattom.* These dancers accepted the form of *Mohini* in attire and narration and followed the peculiar culture of temple. There was no inner vision of spirituality or communication to god in this dance forms. While analyzing *Mohiniyattom in* its historical aspect, it is realized that it was not changed from the stage of social cultures of *ViraLi* or lady dancers of *Chera* age.

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The Portuguese Contribution for the Networks and Platforms in Creative Tourism

A consensus has not yet been reached worldwide regarding the concept of creative tourism. Since 2000, it has been considered as a kind of tourism that can offer tourists the opportunity to co-create and develop their creative potential. As it is important to know how networks and platforms are being developed dealing with this kind of tourism, an investigation was carried out in 2017 to identify and analyze existing practices at international scale. This investigation was done within the scope of the CREATOUR project: Creative Tourism Destination Development in Small Cities and Rural Areas, funded under the joint activities of the Portugal 2020 Programme by COMPETE2020, PORLisboa, PORAlgarve and the Portuguese Foundation for Science, Research and Technology (FCT).

In order to do this, qualitative methods were used focusing on a content analysis. Research was conducted using Google (web) and a database with 20 items was created. Afterwards, an analysis was made of the initiatives in creative tourism that are being developed worldwide. An in-depth analysis was then carried out concerning the initiatives undertaken by each institution. The main results show that not all initiatives referred to as "creative experiences" actually have something to do with co-creation and can be considered as such. Some of the institutions have more learning experiences than creative ones. Most of them can be found in southern Europe and existing ones can still be diversified in the future. In the case of southern Europe the Portuguese initiatives proved to be well suited to the characteristics of creative tourism.

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Variables that Affect Returning to a Cultural Destination in the Northwest of Portugal: The Study Case of Guimarães Municipality

This study attempts to investigate the likelihood of tourists repeating a visit to a cultural destination. For this purpose, an empirical study was conducted using tourists who had visited Guimarães during 2015 and 2016. A cluster analysis was used to separate Guimarães visitors into clusters according to their opinion towards the city´s attributes. Then a logistic regression to analyse the variables that affect the likelihood of a return visit took into account the three clusters obtained (Enthusiastic, Satisfied and Unconvinced). The empirical results showed that, for the total tourists' sample, the global quality of the destination had the biggest influence on the decision of whether to revisit the destination, while the least important reason has shown to be the amount of prior visits. However, these influential factors varied when different cluster group compositions were considered. Based on those results, several recommendations can be driven to increase tourists' satisfaction towards the destination together with the intention to return.

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Greek Tourism:
A 2 Stage Least Squares Estimation

Empirical tourism studies typically focus on the demand side. This paper attempts to fill a gap in empirical tourism literature by estimating demand and supply equations for Greek tourism. Using annual data from 1977 to 2016, this paper employs two-stage least squares estimation to account for endogeneity of tourism prices. The results indicate that demand is unit elastic with respect to prices and supply increases with foreign investment and decreases with an increase in tax rates. In general, the results support the tourism-led growth hypothesis for Greece as a means for economic recovery.

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Critical Media Literacy: An Essential Competence in a Digitally Globalized and Corporate Ruled World

Critical Media Literacy (CML) is an indispensable competence in a globalized and hence highly mediated world, especially when media organizations have become global monopolies of economic, political and cultural power. In a democratic society, corporate mainstream media should be making government and powerful individuals and entities accountable to people. To the contrary, they serve those interests by spinning and spreading misinformation, lies, and myths, manufacturing reality, while limiting discourses that are not serving their own economic and political interests. The revolution of internet, digital communication and social media has been considered as the democratization of media, as long as 'net neutrality' is protected. At the same time, the surveillance and control of the state and industries have exploded, threatening people's privacy, democracy, and security. Net neutrality is under constant threat by those same big media corporations that seek aggressively to control the internet as they do with cable customers. As mainstream corporate media totally relinquished their role of being the 'fourth estate' for democracy to function, alternative, non-profit public interest media is blooming, with an open internet as a primary condition for many of those media to exist. Understanding how corporate media work and the politics of mass communication, as well as knowing, using, supporting, and creating public interest media, constitute the bases of CML competence. The six paper presentations in this stream illustrate how corporate media work. They stress the need to critically examine what apparently seems innocent and harmless types of media such as children's books, teen magazines, social media, news and entertainment. Most importantly, these CML presentations provide conceptual frames and pedagogical strategies for using alternative, public interest, and digital social media to boost critical thinking and understanding of the real social issues. The presenters purposely target students at all academic levels, teachers, parents and people in general to become critical media literate in a corporate ruled globalized world.

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Responsible Tourism through Green Certification Program

Environmental impacts problems from tourism are the main drive to be solved, for the quality of living and business. Therefore, environmental degradation can be the cause of unimpressive of tourism destination, and the hospitality is also the main business in the tourism industry. Hotel, transport and related activities consume huge amount of energy, and other resources. Waste and pollution are problems, to be solved in the destinations.

Thai's hotel and their guests use massive quantities of resource on a daily basis. The resources that using for the hospitality business is not only expensive but it can make damages to the environment. Over the past decade, tourism authorities, environmentalists, academics and other have embraced sustainable tourism as a way to solve some of tourism's negative impacts. Solving these problems, business should be socially responsible to ecological restorations and protection at the same time. The green consumer concept will encourage business to do the good things.

The appropriate solution of these problems can be done through encourage good business and try to give a rating or rewarding under Green Certification Program. The Green Certification can be satisfied to stakeholders and could be more benefit for environmental impacts reduction. Green Certification can be applied to all significant issues in tourism, such as hotel, transport, tour operator and destination.

In this study will find out more into detail and possibility of Green Certification system that exist in Thailand, to be used as success story. Applying such program can be seen in other tourism activities e.g. green transport, green destination in the future.

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Me, Myself and I: The Globalized Coexistence of the Local, Immigrant and Tourist Profile in the Reflexive Self

In a time of high globalization and regionalization, mobility has changed the concept of distance and thus has altered the identity formation of people who choose to do tourism or migrate. Transition from migration-led-tourism (MLT) and tourism-led-migration (TLM) has been significantly studied as a cause-effect relation, while such emphasis on mobility has limited interest in the role of the local, thus static, subject. The purpose of this study was to argue the multi-centered identities that immigrants develop during their stay and the process of adaptation and acculturation in the host destination, and the factors that trigger the transformation from one to another self. For this purpose, email interviews were conducted to 33 lifestyle immigrants of different nationalities to different countries so as to find common factors of self-reflection as locals, tourists and immigrants. Through theoretical thematic analysis, the importance of place attachment and social interaction has been highlighted as the generator of micro-moments where selves are transformed, explaining the cosmopolitan profile of immigrants.

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China's Tourism Development and Climate Change under the Smog Scenario: An Empirical Study

Despite of the fact that tourism industry accounts for a considerable percentage of GDP worldwide, literature on the economic implications of climate change has been dominated by other sectors such as agriculture (Jaume Rosselló-Nadal, 2014). In the same time, tourism is one of the most climate-sensitive economic sectors, but also a contributor to climate change. Driven by a heightened sense that climate change is already happening, and will increasingly impact on tourism into the future interest is growing amongst tourism researchers and practitioners in the interactions between climate change and tourism and practitioners(Brian Weir,2017). As one of the biggest developing countries, both its national economy and tourism industry have been increasing rapidly over the past 30 years, and thus made China one of the largest emerging tourism economy in today's world. In the same time, a worsening air pollution situation, the smog issue has become an increasingly serious social concern and caused heated social debates within China. Heavy smog in some Chinese regions are considered as a result of both climate change and pollution in the general sense. An empirical investigation to address the interaction between economic and tourism growth, air pollution would be of great importance both for Chinese policymakers and a better understanding of tourism and climate change relationship under the sustainable development context.

This paper assesses the interrelationship between air pollution and Chinese tourist flow based on panel data analysis. Four parts are included in this paper. Firstly, introduction of the tourism development under the smog scenario in China is presented. Secondly, a literature review on research progress concerning interactions between climate change, air pollution and tourism development is conducted. Then a quantitative regression model is established, which incorporated climatic variables such as temperature and air quality index into the tourism demand model. Big data related to air quality index and Chinese tourist destination heat index is collected by Python from the official website of China's Ministry of Environmental Protection and the largest Chinese search engine Baidu.com. Relevant regional data are collected from China Tourism Statistics Yearbook and the National Data Center. A bilateral causal relationship between air pollution

and destination popularity is found as a Granger test result. Finally, in the discussion and conclusion session it is indicated that a potential smog-induced tourist flow pattern to the western and rural tourist destinations is observed from data analysis and a crowd-out effect can also be observed for the Chinese outbound tourist market. Study of environmental impacts of tourism industry has long been a research focus under the background of promoting a more sustainable tourism growth in the tourism academia. And also, tons of publications focus on winter tourism, coastal tourism and park visitation, golf tourism etc. to address climate change impact on tourism, and geographically speaking, research that broadly deals with developing countries is still very limited (Suanne Beckon, 2013). Here this empirical research on the interrelationship of air pollution, climate change and tourist flow in China can provide a new perspective on the globalized tourism-environment issue.