



Athens Institute for Education and Research
11th Annual International Conference on Tourism, 8-11 June 2015, Athens, Greece
Organized by ATINER's [Tourism Research Unit](#)

Conference Venue: [Titania Hotel](#), 52 Panepistimiou Street, 106 78 Athens, Greece

Monday 8 June 2015

(all sessions include 10 minutes break)

09:00-09:30 Registration and Refreshments

09:30-09:45 (ROOM C-10TH FLOOR) Welcome & Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER.

09:45-11:30 Session I (ROOM C-10TH FLOOR): Economic and Production Aspects of Tourist Enterprises and Industries

Chair: Valia Kasimati, Head, Tourism Research Unit, ATINER.

1. Michael Donihue, Professor, Colby College, USA, Sahan Dissanayake, Assistant Professor, Colby College, USA & Lucy O'Keeffe, Student, Colby College, USA. A Case Study of the Economic Impact of Seasonal Visitors to a Lake Watershed Environment.
2. Kimberly Harris, Professor, Florida State University, USA, Kevin S. Murphy, Associate Professor, University of Central Florida, USA., Robin DiPietro, Associate Professor, University of South Carolina, USA & Gretchen Rivera, Research Analyst, Institutional Effectiveness and Strategic Planning, USA. Food Safety Inspections Results: A Comparison of Ethnic-Operated Restaurants to Non-Ethnic-Operated Restaurants.
3. Juan Pedro Aznar Alarcon, Associate Professor, Universitat Ramon LLull, Spain & Josep Maria Sayeras Maspera, Associate Professor, Universitat Ramon LLull, Spain. Hotels' Financial and Economic Performance in Spanish Beach Tourist Destinations.
4. Cem Isik, Assistant Professor, Ataturk University, Turkey. Foreign Direct Investment and Tourism Development: New Evidences from G7.
5. Poonam Munjal, Senior Research Fellow, National Council of Applied Economic Research, India. Backward and Forward Linkages of Tourism in Indian Economy.

11:30-13:00 Session II (ROOM C-10TH FLOOR): Tourism Employment and Other Essays

Chair: *Kevin Mearns, Professor, University of South Africa, South Africa

1. *George Lafferty, Professor and Director, Higher Degrees by Research, University of Western Sydney, Australia. Reducing Employment Insecurity and Labour Turnover: The Strategic implementation of Flexible Working Arrangements in Australian 4- and 5-Star Hotels.
2. *Dalal Abdel Hadi, Professor and Head of Tourism Department, Alexandria University, Egypt, Heba Abdel Mohsen, Assistant Lecturer, Alexandria University, Egypt & Abeer Attia, Professor and Vice Dean for Education and Student Affairs, Alexandria University, Egypt. Employing The Heritage Display Of Egypt In Tourism From the Period 1879 to 1952.
3. Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong. A Case Study of Effectiveness of International Service-Learning as Pedagogy on the Achievement of Students' Learning Outcomes.
4. **Cynthia Rolim de Albuquerque Meneguel, Teacher and Researcher, Federal Institute of Education, Science and Technology of Sao Paulo, Brazil. Social Tourism Qualify – A New Look for the Social.
5. Wilfred S. Manuela Jr., Associate Professor, Ateneo de Manila University, Philippines & Manuel J. de Vera, Assistant Professor, Asian Institute of Management, Philippines. Natural Disasters and Tourism Resiliency in Bohol, Philippines.

13:00-14:00 Lunch

14:00-15:30 Session III (ROOM C-10TH FLOOR): Essays on Tourism Destinations

Chair: *George Lafferty, Professor and Director, Higher Degrees by Research, University of Western Sydney, Australia

1. Konstantina Zerva, Lecturer, University of Girona, Spain & Peter Nijkamp, Professor, VU University Amsterdam, the Netherlands. Tour Guides in Red Light Districts Heterotopias: Guiding the Voyeurs.
2. Susan Carson, Associate Professor, Queensland University of Technology, Australia & Joanna Egan, Ph.D. Candidate, Queensland University of Technology, Australia. Authenticating an Island: Managing Heritage Tourism in Sydney Harbour, Australia.
3. *Nikolaos Gkolfinopoulos, Graduate Researcher, Monash University, Australia & Joseph M. Cheer, Lecturer, Monash University, Australia. The Importance of Stakeholders 'Engagement in Tourism Planning at Coastal Areas: A comparative analysis of Great Ocean Road and Chalkidiki.
4. Alkmini Gkritzali, Lecturer, University of Surrey, U.K., Joseph Lampel, Professor, University of Manchester, U.K. & Caroline Wiertz, Reader, Cass Business School, U.K. From Paris with Love; The Influence of Hollywood on Destination Stereotypes.

15:30-17:00 Session IV (ROOM C-10TH FLOOR): Sustainability, Ecotourism and Environmental Issues I

Chair: *Dalal Abdel Hady, Professor and Head of Tourism Department, Alexandria University, Egypt

1. *Kevin Mearns, Professor, University of South Africa, South Africa. Applying Sustainable Tourism Indicators to Community-Based Ecotourism Ventures in Southern Africa.
2. Bashayer Khairy, Professor, Ain Shams University, Egypt & Maha Baher, Lecturer, Ain Shams University, Egypt. Eco-Tourism Revenues versus Sustainability Laws & Issues in Egypt.

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 9 June 2015

09:00-11:00 Session V (ROOM C-10TH FLOOR): Tourism Marketing

Chair: *Peter Murphy, Emeritus Professor, La Trobe University, Australia

1. Xiaoming Liu, Associate Professor, University of Macau, China & Jun Li, Post-doctoral Researcher, Florida State University, USA. Age Matters: Image Assessment, Satisfaction, and Behavioral Intentions.
2. Anica Hunjet, Assistant Professor, University North, Croatia, Martinia Ira Glogar, Assistant Professor, University of Zagreb, Croatia, Durdica Parac Osterman, Professor, University of Zagreb, Croatia & Goran Kozina, Assistant Professor, University North, Croatia. Colour as Marketing Tool in Tourism.
3. Alexia Franzidis, Assistant Professor, University of North Carolina Wilmington, USA & Michael Yan, University of North Carolina Wilmington, USA. "Not in my Backyard!": Exploring the Differences in a Community's Perception of Tourists.
4. Chia-Jung Chou, Associate Professor, Tajen University, Taiwan. Constructing Local Sustainable Gastronomy Tourism through Local Sustainable Food: Dimensions and Indicators.
5. Willem Selen, Professor, University of the Sunshine Coast, Australia. Strategic Alignment in a Tourism Value Ecology: A Conceptual Framework.

11:00-13:00 Session VI (ROOM C-10TH FLOOR): Special Themes on Tourism Research

Chair: Willem Selen, Professor, University of the Sunshine Coast, Australia

1. *Peter Murphy, Emeritus Professor, La Trobe University, Australia & University of Victoria, Canada. New Directions for Tourism Research: An Administration Perspective.
2. Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia. Art Museums and the Global Tourist: Experience Centres in Experience-scapes.
3. Michael Conyette, Professor, Okanagan College, Canada. 21 Century Travel using Websites, Mobile & Wearable Technology Devices.
4. *Chih-Chien Chen, Assistant Professor, University of Nevada, USA & Eyal Ert, Senior Lecturer, Hebrew University of Jerusalem, Israel. A Review of Experimental Research in Contemporary Tourism Studies: 2003–2014.
5. Viana Hassan, Lecturer, Lebanese International University, Lebanon. Medical Tourism in Lebanon.

13:00-14:00 Lunch

14:00-15:30 Session VII (ROOM C-10TH FLOOR): Sustainability, Ecotourism and Environmental Issues II

Chair: *Chih-Chien Chen, Assistant Professor, University of Nevada, USA

1. Ada Shuk Chong Fong, Instructor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong. The Influence of Korean TV Dramas on Post-90s Hongkongers' Travel Decisions and Experiences at the TV Drama Locations.
2. Alina Zajadacz, Professor, Adam Mickiewicz University in Poznan, Poland. Evolution of Models of Disability as a Basis for Further Policy Changes in Accessible Tourism.
3. Aljosa Vitasovic, Assistant Professor, Juraj Dobrila University in Pula, Croatia & Mauro Dujmovic, Assistant Professor, Juraj Dobrila University in Pula, Croatia. Experience Economy in Tourist Destination.

16:30-19:00 Urban Walk (Details during registration)

20:30- 22:00 Dinner (Details during registration)

Wednesday 10 June 2015
Cruise: (Details during registration)

Thursday 11 June 2015
Delphi Visit: (Details during registration)