



**Athens Institute for Education and Research**  
**12<sup>th</sup> Annual International Conference on Tourism**  
**30-31 May & 1-2 June 2016, Athens, Greece**

organized by the [Tourism Research Unit](#) of ATINER and sponsored by the [Athens Journal of Tourism](#)  
[Scientific and Organizing Committee](#)



Conference Venue: [Titania Hotel](#), 52 Panepistimiou Street, 10678 Athens, Greece

**Monday 30 May 2016**

(all sessions include 10 minutes break)

**08:00-08:30 Registration and Refreshments**

**08:30-09:00 Welcome & Opening Address (ROOM A-Mezzanine Floor)**

- Gregory T. Papanikos, President, ATINER.
- George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

**09:00-10:30 Session I (ROOM A-Mezzanine Floor): The Business of Tourism I**

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

1. Gary Ellis, Professor and Department Head, Texas A&M University, USA, Patti Freeman, Professor, Brigham Young University, USA & Jingxian Jiang, Visiting Scholar, Texas A&M University, USA. Measurement of Situated Tourist Experience Theory Concepts.
2. Daissy Hatblathy Moya Sanchez, Professor, Externado University of Colombia, Colombia. The Impact of Social Media on Hotel's Reputation in Colombia, Ecuador and Peru.
3. Leena Alakoski, Principal Lecturer, Laurea University of Applied Sciences, Finland. The Value Creation of a Business Customer in Nature-based Tourism Services - The Customer-Dominant Logic Perspective.

**10:30-12:00 Session II (ROOM A-Mezzanine Floor): Tourism and Development I**

**Chair:** Patti Freeman, Professor, Brigham Young University, USA

1. Garth Allen, Professor, University of KwaZulu-Natal, South Africa. Tourism and Poverty in Southern and Eastern Africa: Has Tourism Development Delivered its Poverty Reduction Promise?
2. Hsing Wen, Associate Professor, University of Hawaii at Manoa, USA, Henry Tsai, Associate Professor, The Hong Kong Polytechnic University, Hong Kong SAR, China & Peiqiu Huang, Graduate Student, University of Hawaii at Manoa, USA. Strategic Analyses for Macau as a Gaming Tourism Destination.

**12:00-13:00 Lunch**

**13:00-14:30 Session III (ROOM A-Mezzanine Floor): Tourism, Heritage and Culture I**

**Chair:** Gary Ellis, Professor and Department Head, Texas A&M University, USA.

1. \*Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico & Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico. The Festival Internacional Cervantino in Guanajuato, Mexico. Tourist Profiles, Symbolic Perceptions and Urban Presence
2. \*Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico & Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico. Cognitive Anthropology of the Urban Performance of the Historic City and Its Relationship with Tourist Marketing.
3. Kevin Meethan, Associate Professor, Plymouth University, U.K. Mayflower 2020: Heritage Past and Future in Plymouth, UK.
4. \*Ligia Terezinha Lopes Simonian, Professor and Researcher, Federal University of Para, Brazil. Tourism, Nature, History, Culture and the Question of Sustainability in the Contemporaneous Egypt.

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

**Tuesday 31 May 2016**

**09:00-11:00 Session IV (ROOM A-Mezzanine Floor): Tourism, Heritage and Culture II**

**Chairs:** Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico & \*Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico.

1. \*Rodrigo Ladeira, Professor, Federal University of Bahia, Brazil, Tiago Cardos, Researcher, Federal University of Bahia, Brazil, Maria Teresa Grimaldi Larocca, Teacher at Graduate Courses, Federal University of Bahia, Brazil & Tatiane Almeida, Professor, Federal University of Bahia, Brazil. Cultural Tourism in Northeast Brazil: The Influence of “forró pé de serra” in the Tourist Market of Salvador.
2. Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil, Elizabeth Sydow, Teacher, Federal University of Tocantins, Brazil & Luciana Correia Dietrich, Assistant Professor, Federal University of Mato Grosso do Sul, Brazil. The Influence of the Japanese Culture on the Cultural Identity from Campo Grande City – MS, through a Touristic and Geographic Point of View.
3. Yun-Ru Tsai, Ph.D. Student, National Chiayi University, Taiwan & Jo-Hui Lin, Associate Professor, National Chiayi University, Taiwan. Developing the Constructs for Tourist Cultural Literacy: Evidence from Taiwan.
4. Daniel Navas-Carrillo, Predoctoral Researcher, University of Seville, Spain. The Construction of the First Urban Periphery in Medium-Sized Cities. The Case of Andalusian Coast.

**11:00-14:00 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)**

**14:00-15:00 Lunch**

**15:00-16:30 Session V (ROOM A-Mezzanine Floor): Tourism and Development III**

**Chair:** Rodrigo Ladeira, Professor, Federal University of Bahia, Brazil.

1. Risto Rechkoski, Professor, University “Sv. Kliment Ohridski”, FYROM. Legislation for Wine and Tourism Development in the FYROM.
2. Grazyna Chaberek-Karwacka, Assistant Professor, University of Gdansk, Poland & Julia Ziolkowska, Assistant Lecturer, Gdansk University of Physical Education and Sport, Poland. The Impact of Mega Events on the Local Economic Development through the Development of Social Capital.
3. Abdelhafid Aimar, Associate Professor, University of Jijel, Algeria. Obstacles to the Development of Algeria’s Tourism Sector: The Search for Appropriate Solutions.
4. Elisabeth Sydow, Teacher, Federal University of Tocantins, Brazil, Ursula Sydow, Teacher, Universidade Estadual do Mato Grosso do Sul & Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil. The Potential of the City of Araguaína (TO) to Touristic Receptivity Considering the Dynamics of its Urban Pattern.
5. Luciana Correia Dietrich, Assistant Professor, Federal University of Mato Grosso do Sul, Brazil, Ademir Kleber Morbeck de Oliveira, Professor, Anhanguera-Uniderp University, Brazil & Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil. The Relationship between Environmental Education and Tourist Activity in Accordance with the Brazilian Laws.

**16:30-17:30 Session VI (ROOM A-Mezzanine Floor): The Business of Tourism II**

**Chair:** Grazyna Chaberek-Karwacka, Assistant Professor, University of Gdansk, Poland

1. Khalik Salman, Professor, Mid Sweden University, Sweden. Assessing Determinants of Business Manager Expectations of the Future Profitability of Firm: Evidence from Swedish Service Sector.
2. Hanno Martens, Lecturer, Cologne Business School, Germany & Kim Feldez, Research Assistant, Cologne Business School, Germany. Crisis Management in Tourism – A Literature-based Approach on the Proactive Prediction of a Crisis and the Implementation of Prevention Measures.
3. Takalani Ramukumba, Lecturer, Nelson Mandela Metropolitan University, South Africa. Sustainable Tourism: A View from Guest Houses in the Eden District Municipality.

**17:30-18:30 Session VII (ROOM A-Mezzanine Floor): Education and Other Essays**

**Chair:** Khalik Salman, Professor, Mid Sweden University, Sweden.

1. Patti Freeman, Professor, Brigham Young University, USA, Gary Ellis, Professor and Department Head, Texas A&M University, USA & Jingxian Jiang, Visiting Scholar, Texas A&M University, USA. An Empirical Examination of Select Propositions of Situated Experience Theory among Education Tourists.
2. Laura Tarkkanen, Project Manager, Laurea University of Applied Sciences, Finland & Leena Alakoski, Principal Lecturer, Laurea University of Applied Sciences, Finland. Developed Foresight for Borders-Model Predicts the Amount of Borders Traffic.

**21:00-22:30 Dinner (Details during registration)**

**Wednesday 1 June 2016**  
**Cruise: (Details during registration)**

**Thursday 2 June 2016**  
**Delphi Visit: (Details during registration)**