



13th Annual International Conference on Tourism, 29-31 May & 1 June 2017, Athens, Greece

**Organized by the Tourism Research Unit
Sponsored by the Athens Journal of Tourism**

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to Omonoia metro station)

Monday 29 May 2017

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B - 10th Floor) Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:30-11:00 Session I (Room C - 10th Floor): The Tourism Market: Demand and Supply I

Chair: Olga Gkounta, Researcher, ATINER.

1. Erik Borg, Professor, Södertörn University, Sweden & Frank-Michael Kirsch, Professor, Södertörn University, Sweden. Travel for Medical Care – The Rise of Global Medical Tourism.
2. Wei Yan, Professor, Jinling Institute of Technology, China. Empirical Study of the Integration Degree of the Tourism Industry Based on AHP-fuzzy Comprehensive Evaluation Method.
3. Viana Hassan, Associate Professor, Arts Sciences and Technology University, Lebanon. Relation between Tourism and Health: Case Study AIDS in Lebanon.
4. Shuo Wang, Professional Consultant, The Chinese University of Hong Kong, Hong Kong. The Impact of Local Tipping Norm in a Foreign Country on US Customers' Menu Price Perception and Demand.

11:00-12:30 Session II (Room C - 10th Floor): Tourism Development I

Chair: Erik Borg, Professor, Södertörn University, Sweden.

1. *Erasmus Mnguni, Head of Department, Durban University of Technology, South Africa. Towards the Development of Sustainable Education and Employment Opportunities in the Hospitality Industry through an Authentic Homestead Experience: A Case Study of Shobeni, KwaZulu-Natal.
2. Mohamed Boukherouk, Professor / Researcher, Cadi Ayyad University, Marrakesh, Morocco. Yachting-Nautical Tourism in the 2020 Moroccan Tourism Strategy, Analysis of the Models of Saïdia and Bouregreg Marinas.
3. Francois Durand, Senior Lecturer, University of Johannesburg, South Africa. Tourism Vs Mining – Lessons from South Africa.
4. Gildis Tachir, Lecturer, Trakya University, Turkey & Pinar Kisa Ovali, Assistant Professor, Trakya University, Turkey. Integration of Dadia Settlement-Soufli into "Dadia Ecological Tourism Area": Recommendations.

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

Chair: Nikolaos Sofianopoulos, Independent Researcher, University of Strathclyde, UK.

1. Paul Claval, Emeritus Professor, Université de Paris-Sorbonne, France & Colette Jourdain-Annequin, Emeritus Professor, Université de Grenoble, France. Building and Diffusing the Image of Cultural Heritage: Pausanias in Ancient Greece and the *Voyages Pittoresques et Romantiques dan l’Ancienne France* in 19th Century France.
2. *Tasleem Shakur, Senior Lecturer, Edge Hill University, UK & Sophie Kelly, Post-Graduate Researcher, Edge Hill University, UK. Contested versus Negotiated Identities of Empire and its Colonies: Re-Examining the Shifting Locations and Postcolonial Theories through Childhood Memories of Kalurghat Jute Mills and shared Understanding through Dundee’s Verdant Works Jute Museum.
3. *Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia. Constructing a Tokyo Experience-Scape via Grass Roots Cultural Tourism: The BnA Art Hotel Project and the Plan to Transform Kōenji into an Art and Culture Hub.

14:00-15:00 Lunch

15:00-16:30 Session IV (Room C - 10th Floor): Pathways to Tourism: Arts, Communication & Diversity

Chair: *Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia.

1. Carolyn Pavlik, Associate Professor, Western Michigan University, USA. Site-specific Dance and Architecture - The Role of Performing Artists in Urban Renewal and Development.
2. Filipe Patrocínio, Design and Communication, AGE- Geopark Estrela Association, Portugal, Emanuel De Castro, Executive Coordinator, AGE- Geopark Estrela Association, Portugal & Gisela Firmino, Coordination Adviserm AGE- Geopark Estrela Association, Portugal. Geodiversity and Communication in the Construction of Tourist and Leisure Territories.

16:30-18:30 Session V (Room B - 10th Floor): A Roundtable Discussion on Teaching Arts & Culture in a Global World

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

1. **Sathya Bhama Madathil**, Director, Ananta Performing Arts & Research Center, India. Arts Teaching and Research in India.
2. **Cheung-on Tam**, Associate Professor, The Education University of Hong Kong, Hong Kong. Development of Community Based Arts Education in Hong Kong.
3. **Christine Condaris**, Professor of Music & Chairperson, Department of Fine & Performing Arts, Massachusetts College of Liberal Arts, USA. Reworking Music 101: An Extreme Hands-On Learning Approach for Non-Musicians.
4. **B. Glenn Chandler**, Professor of Music Theory and Fellow to the Effie Marie Cain Regents Chair in Fine Arts Sarah and Ernest Butler School of Music, The University of Texas at Austin, USA. The Advantages and Disadvantages Faced by a Conservatory of Music inside a University.
5. **Paul Claval**, Emeritus Professor, Université de Paris-Sorbonne, France. The Preservation of Heritage and Environment at the University of Paris-Sorbonne.
6. **Kalliopi Nikolopoulou**, Associate Professor, University at Buffalo, USA. The Challenges of Teaching Tragedy Today.

For details on the discussion please [click here](#).

21:00-23:00 The Pragmatic Symposium of the Conference as Organized in Ancient Athens with Dialogues, Food, Wine, Music and Dancing but fine tuned to Synchronous Ethics (Details during registration)

Tuesday 30 May 2017

07:30-10:30 Session VI (Room B - 10th Floor): An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory 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)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

11:30-13:00 Session VII (Room C - 10th Floor): A Panel on Communication, Diffusion and Information in Research Relating to Cultural and Environmental Heritage

Chair: Salvatore Lorusso, Professor, University of Bologna, Italy.

1. Franco Palla, Professor, University of Palermo, Italy. Biotechnology and Conservation of Cultural Heritage. (CULENV)
2. Carmen Maria Armenta Garcia, Architect, University of Granada, Spain, Maria Dolores Robador Gonzalez, Architect, University of Seville, Spain & Inmaculada Mancera Cabeza, Architect, University of Seville, Spain. Chromatic Interventions in Historical Centres of Spain. From Decharacterization to the Search for Local Identity. (CULENV)
3. Maria Dolores Robador Gonzalez, Architect, University of Seville, Spain, Inmaculada Mancera Cabeza, Architect, University of Seville, Spain & Carmen Maria Armenta Garcia, Architect, University of Granada, Spain. Renaissance Facades of the Seville Cathedral. Diagnosis of Lesions and Restoration Proposal of its Luminosity and Chromatism using Natural Coatings of Lime Micro-Mortars. (CULENV)

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room C - 10th Floor): The Tourism Market: Demand and Supply II

Chair: *Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal.

1. Konstantina Zerva, Lecturer, Universitat de Girona, Spain. "Chancy Tourism": Lucky Enough to Have Seen What You'll Never See.
2. Thorhildur Heimisdottir, MSc Student, University of Iceland, Iceland. A Phenomenological Research of Volcano Tourism in Iceland during Increased Risk of a Volcanic Eruption in Katla.

15:30-17:00 Session IX (Room C - 10th Floor): Tourism Development II

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

1. *Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal. Literature Review on Surfing Tourism Research: An Exploratory Analysis.
2. Ana Sofia Viana, Professor, Polytechnic Institute of Leiria, Portugal, Dulcineia Ramos, Professor, Polytechnic Institute of Leiria, Portugal & Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal. The Importance of Networks for Sustainable Management of Tourist Beaches.
3. Nikolaos Sofianopoulos, Independent Researcher, University of Strathclyde, UK, Girma Zawdie, Senior Lecturer, University of Strathclyde, UK & Elsa João, Senior Lecturer, University of Strathclyde, UK. Travellers' Recognition of eco-Labels and Environmental Awareness: Evidence from the Hospitality Industry in Greece.
4. Emanuel De Castro, Executive Coordinator, AGE- Geopark Estrela Association, Portugal, Filipe Patrocínio, Design and Communication, AGE- Geopark Estrela Association, Portugal & Gisela Firmino, Coordination Adviser, AGE- Geopark Estrela Association, Portugal. Tourism and Territorial Appropriation in Aspirin Geopark Estrela, Serra da Estrela, Portugal.

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

Wednesday 31 May 2017
Educational Island Tour: (Details during registration)
or
Mycenae and Epidaurus Visit: (Details during registration)

Thursday 1 June 2017
Delphi Visit: (Details during registration)