



**Athens Institute for Education and Research**  
*A World Association of Academics & Researchers*



**14<sup>th</sup> Annual International Conference on Tourism, 11-14 June 2018, Athens, Greece**  
**Organized by the [Tourism, Leisure & Recreation Unit](#)**  
**Sponsored by the [Athens Journal of Tourism](#)**

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

**Monday 11 June 2018**

**08:00-08:45 Registration and Refreshments**

**08:45-09:30 Welcome and Opening Address (Room B - 10<sup>th</sup> 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 - 10<sup>th</sup> 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 - 10<sup>th</sup> 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. Sabah Balta, Associate Professor, Yaşar University, Turkey & Meryem Akoğlan Kozak, Professor, Yaşar 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 - 10<sup>th</sup> 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 - 10<sup>th</sup> 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 - 10<sup>th</sup> 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 21<sup>st</sup> Century College-level Culture 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 - 10<sup>th</sup> 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 Perspective.
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 - 10<sup>th</sup> 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 - 10<sup>th</sup> 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**

All ATINER's conferences are small events which serve the mission of the association (<https://www.atiner.gr/mission>) under the guidance of its Academic Committee (<https://www.atiner.gr/academic-committee>) which sets the policies (<http://www.atiner.gr/acceptance>). 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 14<sup>th</sup> Annual International Conference on Tourism, 11-14 June 2018, Athens, Greece, 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 was:

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