



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

Symposium on the Current and Future State
of the Hotel and Locals Hospitality
“Philoxenia”
7 March 2020, Corinth, Greece

Edited by
Gregory T. Papanikos

2020

Abstracts

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Preface

This book includes the abstracts of all the papers presented at the *Symposium on the Current and Future State of the Hotel and Locals Hospitality "Philoxenia"* (7 March 2020), organized by the Athens Institute for Education and Research (ATINER).

In total 6 papers were submitted by 7 presenters, coming from 5 different countries (Colombia, Egypt, Italy, Portugal and UK). 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 6 divisions and 37 units. Each 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

Symposium on the Current and Future State of the Hotel and Locals Hospitality “Philoxenia”

Scientific Committee

All ATINER’s conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academic members of ATINER, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
3. Georgios Zouridakis, Lecturer, University of Essex, UK & Research Fellow, ATINER.

FINAL CONFERENCE PROGRAM
Symposium on the Current and Future State of the Hotel and Locals
Hospitality “Philoxenia”

PROGRAM

Conference Venue: Alkyon Resort Hotel & Spa, Vrachati, Corinth

13:15-14:00 Lunch

14:00-14:30 Registration

14:30-15:00 Session I: Welcome and Opening Speech

Gregory T. Papanikos, President ATINER. *The History and the Philosophy of the Philoxenia Idea.*

15:00-15:45 Session II: Local Effects

Chair: Gregory T. Papanikos

1. **Nuno Almeida**, Professor, Polytechnic of Leiria, Portugal. *Tourism Entrepreneurs and the Promotion of Local Experiences.*
2. **Hassan Refaat**, Lecturer, Luxor University, Egypt & **Sabreen G. Abd Eljalil**, Dean & Professor, Faculty of Tourism & Hotels, Luxor University, Egypt. *Boutique Hotels and Local hospitality: A New Approach to Promoting Cultural Heritage of the Hosting Community.*

15:45-16:30 Session III: Education and Value

Chair: Georgios Zouridakis, Lecturer, University of Essex, UK & Research Fellow, ATINER.

1. **Vincenzo Asero**, Assistant Professor, University of Catania, Italy. *In Search of ‘Authenticity’ in Film Tourism Experience.*
2. **Ahmed Y. G. Rashed**, Professor, The British University, Egypt. *Civilization Rights and Responsible Tourism.*

16:30-17:15 Session IV: Special Topics

Chair: Olga Gkouda, Researcher, ATINER.

1. **Daissy Moya**, Professor, Universidad Externado de Colombia, Colombia. *Importance of the Replies to Reviews for the Online Reputation of Hotels in Latin America.*
2. **Georgios Zouridakis**, Lecturer, University of Essex, UK & Research Fellow, ATINER. *The Rise of Short-Term Rentals in Greece: Some Thoughts on the Recent Judicial Response.*

17:15-18:30 Session V: Short Interventions, Questions and Discussion

Chair: Gregory T. Papanikos, President ATINER.

Contributors-Participants:

1. **George Gekos**, Business Consultant, Greece.
2. **Panagiotis Kokkalas**, GrecoPaths, Greece.
3. **Evangelos Kritikos**, Hotel Business Consultant, Greece.
4. **Christos Mantakas**, Hotel Owner, Greece.
5. **Daphne Mavrommati**, Hotel Owner, Greece.
6. **Elina Menounou**, Municipality of Xylokastro-Evrostini, Greece.
7. **Basil T. Patkos**, Patkos Law Offices, Greece.
8. **Vivian Patkos**, International Business and Maritime Lawyer, Greece.
9. **Lampros A. Pyrgiotis**, Research Fellow, ATINER, Greece.
10. **Sotiris Theodoropoulos**, Professor, University of Piraeus, Greece.
11. **Mary Tsemetzi**, Hotel Owner, Greece.
12. **Stavroula Tsirikou**, GrecoPaths, Greece.

18:30-20:30 Open Public Forum (The conclusions and summaries of the above sessions will be presented by **Dr Giorgos Zouridakis**, Lecturer, University of Essex, UK & Research Fellow, ATINER to an open forum with the participation of tourism stakeholders. Selected speakers of the symposium will be asked to present to the open public forum as well.)

20:30-22:30 Official Dinner of the Symposium

Nuno Almeida

Professor, Polytechnic of Leiria, Portugal

Tourism Entrepreneurs and the Promotion of Local Experiences

The tourism industry differs from many other industries in that – rather than products – it addresses destinations and components that affect those destinations. Thus, entrepreneurs in the tourism industry often face an equally unique scenario – compared to other industries – as tourism promotion of a destination implies competition with the rest of the world. The fact that tourism entrepreneurs are constantly working in a worldwide competition makes them particularly creative and innovative in their promotion techniques and tools. Thus, in order for a promotional campaign to be successful, it is important to coordinate communication efforts so that there is coherence in the message – which can use various media and platforms – thus reaching the recipient with a synergistic and exponential effect at the level of efficiency and effectiveness. This intangibility of the tourism product provides an added challenge to entrepreneurs who must be consistent in the aspects to be communicated, regardless of the means being used. Thus, tourism entrepreneurs must be increasingly focused on promoting local experiences – unparalleled or inimitable from other destinations – and close collaboration with local partners is essential.

Vincenzo Asero

Assistant Professor, University of Catania, Italy

In Search of 'Authenticity' in Film Tourism Experience

Images play a vital role in promoting destinations and are essential in place marketing or place selling. Today, tourist destinations are more and more competitive and try to increase their market shares using a range of promotional tools. It is increasingly the case that tourists visit destinations featured in films which have no direct relation to tourism promotion campaigns. Films influence both the perception of the places in which they are set, and the travel choices by creating a priori images of what a destination and its people may look like. Therefore, they constitute 'unofficial place-marketing tools'. The desire for 'authenticity' means that tourists are searching for a connection with something that is real and rooted within the destination. The issue of authenticity interests not just tourists, but has implications for a destination as well. However, in the film tourism experience the concept of authenticity can be used to create tourist products which modify local cultural assets to market them as consumable products that suit the tastes of tourists. This commodification process may lead to a loss of authenticity of the local culture and, paradoxically, undermine the authenticity of the tourist experience.

Daissy Moya

Professor, Universidad Externado de Colombia, Colombia

Importance of the Replies to Reviews for the Online Reputation of Hotels in Latin America

Purpose

The aim of this study is to analyze the importance of responses to comments for the online reputation of hotels located in Latin America.

Methodology

Using REVINATE, software used to measure online reputation in the hotel sector, 60 hotels of the GHL Hotel Chain located in Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua and Peru were analyzed during a year highlighting the following variables:

- Country
- Hotel
- Review reception channel
- Number of reviews
- Percentage of participation per channel in the total number of reviews
- Average mark
- Number of responses
- Percentage of responses
- Position on TripAdvisor

Conclusions

Hoteliers should pay attention to the reviews that guests register daily at OTAs and opinion sites, each response given to guests is valued by customers and potential guests, and improves the position on TripAdvisor.

Gregory T. Papanikos

President, ATINER & Honorary Professor, University of Stirling, U.K.

Philoxenia and Xenophobia in Ancient Greece

Xenophobia and **Xenophilia** are two words which describe antithetical ideas. The fear of a stranger and a foreign country is best demonstrated by the paranoiac hysteria which has been created by the spread of coronavirus (see [https://www.atiner.gr/gtp/Papanikos\(2020\)-coronavirus.pdf](https://www.atiner.gr/gtp/Papanikos(2020)-coronavirus.pdf)). The ethos that the Philoxenia idea requires is tested drastically in periods of crises. Examples abound then and now with the coronavirus as this is demonstrated by the **xenelasia** (expelling and demonizing the foreign) of ancient Spartans. People with xenolalia are barbarophone as Homer put it in his masterpiece of Iliad. Ancient Greek as many people today were **xenophobic**. They were the ones who coined the term Barbarians which is still used today by many other ethnicities. They are also xenophobic. If Greeks showed xenophile behaviour this was done either because they feared the punishment from Gods and/or they were expecting material gains. Today these material gains are obtained by foreign tourists from the money they spend when they visit the country ([https://www.atiner.gr/gtp/Papanikos\(2020\)-Philoxenia.pdf](https://www.atiner.gr/gtp/Papanikos(2020)-Philoxenia.pdf)).

Ahmed Y. G. Rashed
Professor, The British University, Egypt

Civilization Rights and Responsible Tourism

The Civilization Right to Build Civilization (CRBC), whose first phase was funded by the Academy of Scientific Research and Technology 2017-2019, is a campaign and research project aiming to raise awareness among the Egyptians and the international community regarding: (a) the moral and materials rights of exploiting antiquities, symbols, and any form of culture or heritage expression of the ancient Egyptian civilization for commercial purpose (b) exploring ways to spread awareness among scientific community, Egyptology scholars and practitioners, and admirers of ancient Egyptian history, language, literature, religion, and architecture, and engage in constructive discussion claiming these rights and (c) challenging current legal discourses that facilitate commercial exploitation of the Egyptian heritage for free.

Hassan Refaat Hassan

Lecturer, Luxor University, Egypt

&

Sabreen G. Abd Eljalil

Dean & Professor, Faculty of Tourism & Hotels, Luxor University, Egypt

Boutique Hotels and Local Hospitality: A New Approach to Promoting Cultural Heritage of the Hosting Community

Promoting the Local Cultural and Benefiting The Local Community Have Been Two Important Objectives That The Tourism Sector Is Trying To Achieve. Nowadays tourists are searching to buy an authentic memorable experience not to buy a product or a service. Many hotels have responded to that by taking some steps that would enhancing the essence of localism, Brands as respected as Ritz Carlton are experimenting with local food trucks on their premises, while New York's Roger Smith Hotel has brought local shopping directly to guests by maintaining a dedicated space for pop-up shops. Sheraton's recent 10 point plan to refresh itself by the year 2020 puts the focus on local F & B and design which is making full use of local art and décor. Another form of hospitality which is trying to showcase the local culture and benefit the local community as well I what so called Homestay which is a popular form of hospitality and lodging whereby visitors share a residence with a local of the city to which they are traveling. The local hospitality can play a great role in; promoting the real essence of the destination and benefiting the local economy as well as meet the expectations of the customers.

Georgios Zouridakis

Lecturer, University of Essex, UK & Research Fellow, ATINER

The Rise of Short-Term Rentals in Greece: Some Thoughts on the Recent Judicial Response

Short-Term Rentals have been increasing in numbers in recent years, becoming an important - yet arguably controversial- component of the Greek hospitality market (broadly defined). There are three main categories of landlords. Those who have a spare room or dwelling (quite often a summer house) that they themselves use within the year; those who own more than one property and see in Short-Term Rentals an opportunity for bigger margin for profit compared to traditional annual leases; and non-Greek residents investing in real estate property. Given that the most common type of construction in Greece is multi-storey buildings, it comes as no surprise that friction between permanent residents and short - term landlords arose, reaching eventually the courtroom. However, much confusion exists regarding the limits set by law to this activity, due to the fact that Short-Term Rentals not only are a recent phenomenon, but also (arguably) under-regulated; and that the judicial response so far looks - prima facie at least- inconsistent, if not conflicting. This paper critically considers the existing case law and illustrates its implications for the relevant markets (hospitality and real estate). It argues that any public outcry that the judiciary "banned" Short-Term Rentals is unjustified, to say the least. It is further argued that important questions related to Short-Term Rentals remain to be addressed by different courts and regulatory bodies. It is suggested that the latter two define the purpose and function of Short-Term Rentals strictly, thus setting a clear direction for future action.