

IACuDiT  
INTERNATIONAL ASSOCIATION OF CULINARY AND SOCIAL TOURISM

# 11<sup>th</sup> International Conference

“Innovation and Creativity in Tourism,  
Business and Social Sciences”

September 3<sup>rd</sup> – 5<sup>th</sup> 2024  
Naxos Island, Greece

## PHYSICAL PRESENTATIONS

08.30 – 09.00 **Registration**

09.00 – 9.15 **Opening Session**

Welcome speech from Vicky Katsoni, IACuDiT President

Welcome speech - Presentation of Naxos Island and its tourism development from the **Mayor, Dimitris Lianos**, and the **Vice Mayor, Vaggelis Katsaras**, responsible for Tourism Development

09.15 – 11:30 **SESSION 1**

**Moderator: Simon Caruana**

CAMINO DE SANTIAGO - RELIGIOUS-PILGRIMAGE TOURISM OR A SPIRITUAL EXPERIENCE?

Grażyna Furgala-Selezniow\*, Aneta Anna Omelan, Gabriela Kamińska, Małgorzata Jankun-Woźnicka  
University of Warmia and Mazury in Olsztyn, Poland

THE MUTUAL CULTURAL DEPENDENCE BETWEEN LARISSA AND THESSALY

Vasileios D. Spanos\*, Stavros Kalogiannidis  
University of Western Macedonia, Grevena, Greece

THE INTERFACE OF INTANGIBLE CULTURAL HERITAGE AND MARKETING: A SYSTEMATIC LITERATURE REVIEW (SLR)

Emmanouil Anevlavis\*, Evi Chatzopoulou, Maria Argyropoulou  
University of Patras, Patras, Greece

DATA, ARTIFICIAL INTELLIGENCE AND HEALTH TOURISM

Vesna Lukovic  
Independent Researcher, Thessaloniki, Greece

EFFECT OF INNOVATIVE SERVICES ON THE REPUTATION OF HOTELS IN GREECE

Ioannis Papathanasiou\*, Efstathios Velissariou, Dimitrios Dimitriadis  
University of Thessaly, Larissa, Greece\*, University of Peloponnese, Nafplio, Greece

## CROSS-SECTORAL DIGITAL TOURISM COOPERATIONS: THE CASE OF PELOPONNESE, GREECE

Dimitrios Margetis\*, Konstantinos Marinakos  
University of West Attica, Athens, Greece

## E-TOURISM AND MUSEUMS: CHALLENGES OF RESILIENT LOCAL DEVELOPMENT IN AEGEAN ISLANDS

Zacharoula Andreopoulou, Christiana Koliouka\*  
Aristotle University of Thessaloniki, Greece

## TOURISM AND CLIMATE CHANGE: THE ROLE OF ARTIFICIAL INTELLIGENCE (A.I.) AND ROBOTICS IN A MORE SUSTAINABLE FUTURE. A SYSTEMATIC REVIEW

Elpida Roussakou\*, Vilemini Karagianni  
University of WestAttica, Athens, Greece

## SETTING UP A BLUE CULTURE TECHNOLOGY RESEARCH HUB: OPPORTUNITIES AND CHALLENGES

Simon Caruana  
Institute of Tourism Studies (ITS), Luqa, Malta

11.30 - 12.00 **COFFEE BREAK**

12.00 – 14.00 **SESSION 2**

**Moderator: Ourania P. Vrontou**

## EXPLORING THE EXPERIENCE ECONOMY: MEASURING THE DESTINATION IMAGE AND VISITOR SATISFACTION IN AVEIRO

Joana Vieira, Filipa Brandão\*, Rui Costa  
University of Aveiro, Aveiro, Portugal

## WINE TOURISM AND VIENNA'S HEURIGEN. REGULATORY FRAMEWORK AND PROBLEMS

Polyxeni Moira, Anastasia Rentifi\*, Dimitrios Mylonopoulos  
University of West Attica, Athens, Greece

## MEGA EVENTS AS 'CATALYSTS' FOR CITY BRANDING: PERSPECTIVES AND REALITIES

Ourania P. Vrontou  
University of Peloponnese, Ancient Sparta, Greece

## EXPECTATIONS' IMPACT ON SATISFACTION FROM SOCIAL MEDIA AND WEBSITES PURCHASES FOR ONLINE TRAVEL AGENCIES

Nerantzaki Alexandra, Tsourela Maria\*, Paschaloudis Dimitris  
International Hellenic University, Serres, Greece

## TOURISM AS A CATALYST FOR REGENERATION: IDENTIFYING ENABLERS AND OVERCOMING CHALLENGES

Marlene Amorim, Filipa Brandão\*, Antonieta Ramôa Gomes, Marta Ferreira Dias

Research Unit in Governance, Competitiveness and Public Policies (GOVCOPP), Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Aveiro, Portugal

## EXAMINING THE IMPACT OF AI ON EMPLOYEE'S PERFORMANCE AND ATTITUDE IN THE HOTEL INDUSTRY

Katerina Pericleous\*, Sotiroula Liasidou

Cyprus University of Technology, Limassol, Cyprus

## RURAL TOURISM. EVALUATING AND PROPOSING TOURISM ACTIVITIES AND EXPERIENCES IN A LOW-DENSITY REGION

Dália Liberato, Mónica Oliveira, Elisa Alén, João Torres, Teresa Pataco, Pedro Liberato

UNIAG, CITUR, CEI, ESHT-Polytechnic of Porto, Vila do Conde, Portugal\*, University of Vigo, Ourense, Spain, CEOS.PP, Vila do Conde, Portugal

## STUDY ON TRIPADVISOR REVIEWS IN PORTUGAL AND SPAIN THERMAL SPAS. ANALYSIS OF SERVICE MODEL AND USER SATISFACTION

Fernando Toro Sánchez\*, Joana A. Quintela, Dália Liberato

University of Seville, Seville, Spain\*, Portucalense University, Research on Economics, Management, and Information Technologies (REMIT), Porto, Portugal, UNIAG, CITUR, CEI, ESHT-Polytechnic of Porto, Portugal

### 14.15 LUNCH BREAK

### 19.00 Private Guided Tour – Naxos Chora



Wednesday, 4<sup>th</sup> September 2024

**PHYSICAL PRESENTATIONS**

**09:00 - 09:15 Registrations**

**09:15 - 09:45 Keynote Speech**

**Professor Carlos Costa, University of Aveiro, Portugal**

**Editor-in-Chief of Journal of Tourism and Development (SCOPUS)**

**President of the Tourism Platform of Portugal**

Speech: *"Emerging Frameworks to Manage Tourism Destinations: Planning, Sustainability and Technology"*

**09:45 - 11:30 SESSION 1**

**Moderator: Gregory Katsas**

**DIGITAL EMPLOYER ENGAGEMENT AND LEARNING FOR HOSPITALITY AND TOURISM UNDER PANDEMIC AND OTHER CRISIS SITUATION**

Sotiroula Liasidou\*, Katerina Pericleous, Raphaella Neophytou, Christina Kontogoulidou, Zoi Katsiris, Christos Mettouris, Evangelia Vanezi, George A. Papadopoulos, Gregory Makrides, Krasimira Yancheva, Selvet Niyazieva, Francisco Julio Batle Lorente, Tolo Deya

Cyprus University of Technology, Limassol, Cyprus\*, Frederick University, Nicosia, Cyprus, University of Piraeus, Piraeus, Greece, University of Cyprus, Nicosia, Cyprus, University of the National Education Commission, Krakow, Poland, University of Economics, Varna, Bulgari, University of the Balearic Islands, Mallorca, Spain

**ANALYSING CITIZENS' PARTICIPATION IN SHAPING SMART CITIES: THE CASE OF THE CITIES OF THE REGIONAL UNIT OF WESTERN SECTOR OF ATHENS**

Pagona- Xanthi Psathopoulou, Andreas Alexopoulos, Chalikias Miltiadis\*  
University of West Attica, Department of Accounting, Greece

**THE ROLE OF TECHNOLOGICAL INNOVATION IN SUPPORTING CULTURAL VIBRANCY IN EUROPEAN CITIES**

Andreea Claudia Serban\*, Alexandru Gheorghe Stativa, Maxim Cetulean  
Bucharest University of Economic Studies, Romania

**LOCAL PRIMARY SECTOR AND MASS TOURISM: CAN DAVID BECOME FRIENDS WITH GOLIATH?**

**Gregory Katsas**

**Deree-The American College of Greece, Athens, Greece**

## SUSTAINABILITY PERSPECTIVES OF RURAL AND URBAN LUXURY HOTELS

Dália Liberato, Elga Costa, Daniela Saraiva, Pedro Liberato, Cristina Rodrigues  
UNIAG, CITUR, CEI, ESHT-Polytechnic of Porto, Vila do Conde, Portugal

## A CONCEPTUAL FRAMEWORK FOR DEVELOPING AND EVALUATING PERSONALIZED TOURIST RECOMMENDATION SYSTEMS USING LARGE LANGUAGE MODELS.

Ioannis A. Nikas\*, Athanasios Koutras, Antonopoulou Theodora  
University of Patras, Patras, Greece\*, University of Peloponnese, Patras, Greece

## FOOD TOURISM EXPERIENCES IN SUMMER MARKETS: THE CASE OF LA SANTA MARKET (CATALONIA, SPAIN)

Montserrat Crespi-Vallbona\*, Ester Noguer-Juncà, Oscar Mascarilla-Miró  
Universitat de Barcelona\*, Universitat de Girona

11.30 - 12.00 **COFFEE BREAK**

12:00 - 13.30 **SESSION 2**

**Moderator: Angel Peiró-Signes**

## THE PERCEPTIONS OF STAKEHOLDERS ON THE NECESSITY OF CREATING A DMO IN A GREEK TOURIST DESTINATION

Evangelia Parisi\*, Agisilaos Konidaris  
Ionian University, Argostoli, Kefalonia, Greece

## PARTIAL STATE OWNERSHIP IN THE HOSPITALITY INDUSTRY

Flávio Ferreira\*, Fernanda A. Ferreira  
UNIAG, Polytechnic Institute of Porto, Portugal

## BUSINESS MODELS OF PARTICIPATORY FESTIVALS AND THEIR EFFECT ON DESTINATION IDENTITY: THE CASE OF GYALOS FESTIVAL IN SAMOS

Lia Petridou\*, Konstantinos Ktistou, Nikolaos Karachalis  
University of the Aegean, Chios, Greece

## CHARACTERIZATION OF CUSTOMER THAT DEMAND ECO-LABELS IN ACCOMMODATION SERVICES

Genoveva Ortiz-Masia, Angel Peiró-Signes\*, Oscar Trull-Domínguez, Marival Segarra-Oña  
Universitat Politècnica de València, Valencia, Spain

## PROFILING SLOW TOURISTS AND IMPLICATIONS FOR MARKETING AND PRODUCT DEVELOPMENT

Georgia Zouni\*, Ioannis Katsanakis

University of Piraeus, Piraeus, Greece

## A FRAMEWORK TO SUPPORT TOURISM INDUSTRY COMPANIES IN THEIR TRANSITION TO THE CIRCULAR ECONOMY

Blanca de-Miguel-Molina\*, Marival Segarra-Oña, María de-Miguel-Molina, Ángel Peiró-Signes

Universitat Politècnica de València, Valencia, Spain

13.30 – 15.00 **LUNCH BREAK**

15.30 - 17.30 **SESSION 3**

**Moderator: Gavrieli-Alexandris Despina**

## TOURIST ACTIVITIES OF WHEELCHAIR USERS - BETWEEN NEEDS AND REALITY

Aneta Anna Omelan\*, Olga Prewęcka

University of Warmia and Mazury in Olsztyn, Poland

## THE INTERACTIVE RELATIONSHIP BETWEEN MAN AND THE MOUNTAINOUS ENVIRONMENT: FROM URBANIZATION TO “MOUNTAIN TOURISM”. RESEARCH INTO THE OPERATING PRINCIPLES OF THE MOUNTAIN TOURISM (M.T.) PHENOMENON

Panagiotis Drivas, Polyxeni Moira\*

University of West Attica, Athens, Greece

## PHOTOGRAPHIC TOURISM: EXPLORING MOTIVATIONS AND TRAVEL BEHAVIOR OF PHOTO TOURISTS

Ioannis Valachis\*, Nikolaos Trihas, Vasileios Spanos

Hellenic Open University, Patras, Greece\*, Hellenic Mediterranean University, Heraklion, Crete, Greece, University of Western Macedonia, Grevena, Greece

## SUSTAINABLE PRACTICES IN NAUTICAL TOURISM. THE PORTUGUESE NETWORK OF NAUTICAL STATIONS

Dália Liberato, Pedro Liberato, Gisela Sousa, Filipa Brandão, Elga Costa, Teresa Mendes

UNIAG, CiTUR, CEI, ESHT-Polytechnic of Porto, Vila do Conde, Portugal\*, University of Aveiro, Aveiro, Portugal, Polytechnic Institute of Cávado and Av, Barcelos, Portugal

## APPLYING “EXPERIENCE ECONOMY” TO AN IMMERSIVE EDUCATIONAL VISIT: THE EXAMPLE OF HERITAGE GREECE

Gavrili-Alexandris Despina\*, Gregory Katsas  
Deree–The American College of Greece, Athens, Greece

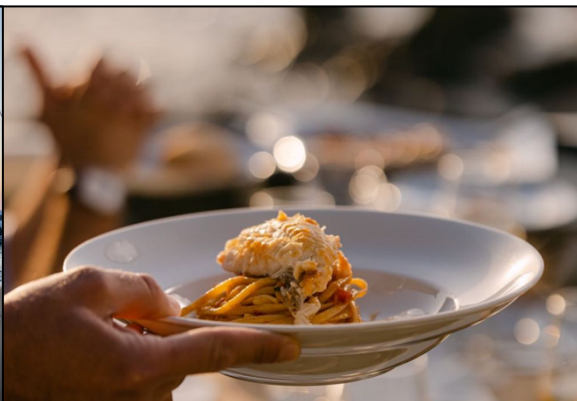
## FOSTERING SUSTAINABLE DEVELOPMENT THROUGH CULTURAL & CREATIVE TOURISM IN RURAL & REMOTE AREAS

Dionysis Asimiadis\*, Aggelos Manglis, Anastasia Fourkiotou, Stelios Krinidis,  
Dimitris Tzovaras, Polyvios Raxis  
Atlantis Research\*, Centre for Research and Technology Hellas(CERTH), Democritus University of  
Thrace (DUTH), Greece

## THE IMPACT OF STUDY-ABROAD STUDENTS ON NON-TOURISTIC DESTINATIONS: THE CASE OF AGHIA PARASKEVI, ATHENS, GREECE

Gavrili-Alexandris Despina  
Deree–The American College of Greece, Athens, Greece

### 20.15 Gala Dinner (Optional)



Dal Professore Naxos is a seaside restaurant with a picturesque view of the Aegean Sea, the port and the old town of Naxos. The chefs, source from the Naxian local providers fresh sustainable products, like local meat, fish, fresh pasta and the newly invented extraordinary pizza dough. Fresh, ingredient focused, traditional cooking secrets and methods, combined with contemporary creativity result in a dynamic, seasonally driven menu. The new blooming wine production by Greek dedicated producers, is honoring the over 4000 years importance of wine in Greek culture. A culture so strong that was embodied in the deity Dionysus, one of the most worshiped of the ancient Gods especially on this very blessed island of Naxos!

**Meeting at 20:15 at: Sea front - Naxos town Naxos Town, 843 00**

*\*Participation 50€ per person. Limited seats, reservations close on the 31<sup>st</sup> of August.*



Thursday, 5<sup>th</sup> September 2024

## Naxos: Half-Day Guided History and Culture Sightseeing Bus Tour with Free Time for Lunch

08:00 - 14:30

- Visit Demeter's Temple, a sanctuary dated back in the 6th Century BC.
- Explore Chalki, one of the most beautiful villages of Naxos
- Explore the marble-paved neighborhoods of Apiranthos
- See the gigantic statue of Kouros at the ancient marble quarries
- Walk in Flerio Valley and see the infamous Kouros Statue
- Taste samples of delicious olive products at Eggares olive press museum



The International Association of Cultural and Digital Tourism (IACuDiT) is a global network of people, projects and events that bear on a wide range of issues of concern and interest in cultural and digital tourism, in an era of major global changes. IACuDiT is a nonprofit international association which values creative, ethical and progressive action aimed at the improvement of global hospitality and tourism research on cultural and digital issues.

The International Association of Cultural and Digital Tourism brings together a wide range of academics and industry practitioners from cultural, heritage, communication and innovational tourism backgrounds and interests. It mainly promotes and sponsors discussion, knowledge-sharing and close cooperation among scholars, researchers, policy makers and tourism professionals. It is based on the notion that: "Technological changes do not influence the missions of cultural tourism actors in the areas of promotion and product development, but rather the manner of carrying them out." It provides its members with a timely, interactive and international platform to meet, discuss and debate cultural, heritage and other tourism issues that will affect the future direction of hospitality and tourism research and practice in a digital and innovational era.

Its mission is to contribute to the paradigm changes needed, in order to achieve cultural tourism development on all levels, as the digital era suggests new possibilities and creates exciting horizons for future conversations with persons from a wide variety of national and international settings. For achieving our goals, we participate in European Union funded research projects in order to be at the forefront of scientific knowledge.

If you are interested in cooperating with us, please mail at [info@iacudit.org](mailto:info@iacudit.org)