CONFERENCE PROGRAM

Thursday 1 June 2017

08:30-09:00 Registration

09:00-10:00 Welcome and Opening Remarks
- Laloumis Dimitrios. President of DR.A.T.T.E.
- Lytras Pericles, Vice President, TEI of Athens
- Kaldis Panagiotis, Vice President, TEI of Athens
- Heba Saad: Vice Dean for Graduate Studies, Faculty of Tourism, Alexandria University
- Marinakos Konstantinos, President of Tourism Organization of Peloponnese
- Evagelou Ioannis, IMI University Centre Switzerland

Keynote speakers:
- Baierl Ronny, The International Management University, Dresden, Germany
- Paris Tsartas, Harokopeion University, Greece

10,00 -12,00  Session 1 : Hospitality Management

Chair: Dina Ezz al-Din, associate professor and head of tour guiding department

Green Practices in Egyptian Hotels: Importance and Existence
- Hosamm Said Shehata, Department of Hotel Management, Alexandria University, Egypt
- Shirwet Elfeel, Department of Hotel Management, Alexandria University, Egypt

The effect of Hotel Ownership Type on Hotel Website Contents
- Islam Salem, Hotel Management Department, Faculty of Tourism and Hotels, Alexandria University, 385 Mostafa Mosharafa st., Azarita, Alexandria, Egypt

All the new technologies are good for the Hungarian Hospitality Industry?
- Judit Grotte, Budapest Metropolitan University
Complaints Management Strategies in Greek Hotel Units

Labros Sdrolias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Athanasios Mourgas, Economist, Agios Thomas, Larissa-Greece,
Alexandros Sahinidis, Department of Business Administration, Technological Educational Institute of Athens, Aegaleo, Athens-Greece,
Nikolaos Kakkos, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Dagmar Škodová-Parmová, Department of Regional Management, University of South Bohemia, Ceske Budejovice-Czech Republic
Alina Hyz, Department of Accounting and Finance, Technological Educational Institute of Piraeus, Aegaleo, Athens-Greece,
Dimitrios Belias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa-Greece,
Nikolaos Peros, General Director, Rodos Palace Hotel, Rodos-Greece
Paraskevi Perou, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa-Greece

How the practice of Emotional Intelligence enhances positively, delivering high-quality standards in Food Services at all stages

Joanna Sarantopoulou, Advanced School in Tourism Education of Crete, Ministry of Tourism

The effect of Job Resources on Employees’ Work Engagement in Five-star Hotels in Egypt

Mohammad A. Nabil, Hotel Studies Department, Alexandria University, Alexandria,
Mennatallah Elbitar, Hotel Studies Department, Alexandria University, Alexandria, Egypt

Investigating the potential use of E-HRM: the Context of Egyptian Hotels and Travel Agents

Nermine Morsy, Tourism Department, Faculty of Tourism & Hotels, Alexandria University, Egypt
Jailan M. El Demerdash, Tourism Department, Faculty of Tourism & Hotels, Alexandria University, Egypt

Sustainability in a hospitality context: Theories and Empirical findings to determine the motifs of pro-sustainable booking behaviour in germany

Julia Zimmermann, SRH Hochschule Berlin Campus Dresden, Germany, JuZi1993@web.de
Matthias Straub, SRH Hochschule Berlin Campus Dresden, Germany, Matthias.Straub@srh-hochschule-berlin.de

12:00 – 12:20 Coffee break
<table>
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<th>Session 2: Tourism Marketing</th>
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<td><strong>Chair:</strong> Judit Grotte, University of Applied Sciences, Budapest</td>
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**The use of social media as a tool for acquiring knowledge and collaborative environment in Tourism - The Case of Greece**

Dimitrios Belias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece  
Efstathios Velissariou, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece  
Dimitrios Kyriakou, Dept. of Economic Sciences, Aristotle University of Thessaloniki, Greece  
Labros Vasiliadis, Dept. of Accounting and Finance, T.E.I of Central Greece  
Labros Sdrolias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece  
George Aspridis, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece  
Athanasios Koustelios, Dept of Physical Education and Sport Science, University of Thessaly, Greece

**Managing Reputation Online: Engagement with Customer-Generated Reviews (Egyptian Travel Agencies Perspective)**

Noha Kamel, Tourism Studies, Faculty of Tourism and Hotels, Alexandria University, Egypt

**The configuration of the tourism product significance through the print advertising communication technique: then and now**

Johannis Tsoumas, Technological Educational Institute of Athens, Faculty of Fine Arts and Design, Department of Interior Architecture, Decorative Arts and Design.

**The Incentives and the Degree of Satisfaction of the Spectators of the Athens Classic Marathon 2015 and 2016**

Aristidis Papagrigoriou, Piraeus University of Applied Sciences, Department of Business Management  
Polyxeni Moira, Piraeus University of Applied Sciences, Department of Business Management  
Vasiliki Karagianni, Piraeus University of Applied Sciences, Department of Business Management  
Dimitrios Mylonopoulos, Piraeus University of Applied Sciences, Department of Business Management

**Factors and motivations influencing the formation of marketing strategic alliance: evidence from independent hotels in Egypt**

Mohamed Nassar, Hotel Studies Department, Faculty of Tourism and Hotels, University of Alexandria, Egypt
Tipping Motives in Egyptian Restaurants: Customers’ View
Osman Ahmed El-Said, Department of Hotel Management, Alexandria University, Egypt
Hossam Said Shehata, Department of Hotel Management, Alexandria University, Egypt

Tourism Marketing and Projection Mapping
Ioannis Panagiotopoulos, University of Aegean, Michalon 8, Chios, GR-82100, Greece
Panagiotis Panos, Technological Educational Institute of Athens, Greece

The Role of Semiotics in Tourism Destination Branding through Social Media: The Case of Switzerland
Antoine Golinvaux, Project Assistant, MCI Group
Ioannis Evagelou, Lecturer in Tourism & Postgraduate Programmes Leader, IMI International Management Institute Switzerland

Impact of Tourists’ Perceived Value on Behavioral Intention for Mega Events-Comparison between Inbound and Domestic Tourists at Hangzhou G20 Summit (POSTER PRESENTATION)
Na Cui, Business Department, Ningbo Polytechnic, Beilun District, Ningbo, China
Hongan Dong, Business Department, Ningbo Polytechnic, Beilun District, Ningbo, China
Yue He, Business Department, Ningbo Polytechnic, Beilun District, Ningbo, China

Familiarisation Trip - Fam Trip”; An Effective Tool for Touristic Promotion and Development. The Case of the Fam Trips organized by TIF-HELEXPO in the context of the International Tourism Exhibition “Philoxenia 2016” & “Philoxenia 2017” (POSTER PRESENTATION)
Dimitris Kourkouridis, Researcher at the Exhibition Research Institute and Phd Candidate, School of Spatial Planning and Development AUTH, Thessaloniki, Greece
Vicky Dalkrani, Director of the Exhibition Research Institute, R&D Manager TIF- HELEXPO SA, Thessaloniki, Greece
Kyriakos Pozrikidis, CEO of TIF-HELEXPO SA, Thessaloniki 54124, Greece
Yannis Frangkopoulos, Assistant Professor of Sociology of Space, School of Spatial Planning and Development AUTH, Thessaloniki, Greece

14:20 – 14:30 Coffee break
14:30 – 15:50 Session 3: Tourism Development

Chair: Samar Qasrawy, Associate Professor at Tourism Studies Department.

New Tourism Cultures in Reused Spaces in Cyprus: An investigation through Students’ Projects
Anna Efstathiou, Department of Architecture, University of Nicosia
Kika Ioannou Kazamia, Department of Architecture, University of Nicosia

Information and Communication Technologies Contributing to Tourists’ Satisfaction and Tourists’ Loyalty to a Destination
Eleni C. Gkika, Department of Business Administration, Athens University of Applied Sciences

The city tourist of the 21st century. Mapping cultural memory. Experiential tourism and literary representations in the example of omonoia square
Maria Moira, Interior Architecture, Decoration and design, Technological Educational Institution of Athens

Conceptualization of changes in tourism industry’s distribution channels: The case of peer-to-peer business models and sharing economy platforms.
Sofoklis Skoultsos, Scientific Collaborator at University of the Aegean, Technological Educational Institution (TEI) of Sterea Ellada
Alexios-Patapios Kontis, Scientific Collaborator at University of the Aegean University of the Aegean and at the Technological Educational Institute of Athens
Efthymia Sarantakou, Scientific Collaborator at the Hellenic Open University and at the Technological Educational Institute of Athens

Shaping the Future Education in Tourism (FET): Innovative and Strategic Partnerships in South Eastern Europe.
Fotis Kilipiris, Tourism & Hospitality Management, Department of Business Administration, Alexander TEI of Thessaloniki, Greece
Athanasios Dermetzopoulos, Adjunct Faculty Member, American College of Thessaloniki

16:00 – 17:00 Lunch
Friday 2 June 2017

9,00 – 10,50 Session 1: General Themes and Impacts

Chair: Zoe Georgiadou, Technological Educational Institute of Athens, Greece

The viability of the Greek Tax System from the point of view of Hospitality Enterprises. A field research in Athens, Greece.  

Karagiannis Georgios, Department of Mathematics Track in statistics and Actuarial – Financial Mathematics, University of the Aegean- Karlowasi, Samos Greece  

Metaxas Miltiades, Department of Mathematics Track in statistics and Actuarial – Financial Mathematics, University of the Aegean- Karlowasi, Samos Greece  

Laloumis, Athanasios, Tourism and Hospitality Management, TEI of Athens, Greece

Towards an innovative classification - grouping of variables that compose organizational culture  

Theodoros Stavrinoudis, Department of Business Administration, University of the Aegean, Chios, Greece  

Christos Kakarougkas, Department of Business Administration, University of the Aegean, Athens, Greece

Work-Family/Family-Work Conflict of Back-Area-Managers: The Effect on Job and Life Satisfaction  

Jilan M. El Demerdash, Department of Hotel Studies, Alexandria University, Egypt  

Ayman Saber, Department of Hotel Studies, Alexandria University, Alexandria, Egypt


Dina Ezz El-Din, Tourist Guiding Department, Alexandria University, Alexandria, Egypt  

Samar Elkasrawy, Tourism Department, Alexandria University, Egypt
Evaluating The Performance Of Some Global Distribution Systems And Its Impact On Airlines And Travel Agencies In Egypt

Samar El-Kasrawy, Faculty of Tourism and Hotels, Tourism Studies Department, Alexandria University, Egypt

Sara El-Sebai Faculty of Tourism and Hotels, Tourism Studies Department, Alexandria University, Egypt

Web Usage Mining as a Tool To Identify User Behavioural Patterns to Design Effective E-Marketing Strategies for Tourism Businesses (The Case of an Egyptian Travel Agency)

Elrouby Iten, Tourism Department Faculty of Tourism & Hotels- Alexandria University
El Kasrawy Samar, Tourism Department Faculty of Tourism & Hotels- Alexandria University
Attia Abir, Tourism Department Faculty of Tourism & Hotels- Alexandria University

Legislative and policy efforts to control ‘sharing economy’ local accommodation as a way to prevent cultural identity loss in Portugal

Paula Almeida, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Célio Gonçalo Marques, Information and Communication Technologies Department, Polytechnic Institute of Tomar, Portugal
Eunice Ramos Lopes, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Jorge Simões, Business Sciences Department, Polytechnic Institute of Tomar, Portugal

10:50 – 11:50 Session 2: Tourism Education

Knowledge Management in Greek tourism

Dimitrios Belias. Department of Business Administration, Technological Educational Institute of Thessaly, Greece
Efstathios Velissariou. Department of Business Administration, Technological Educational Institute of Thessaly, Greece
Dimitrios Kyriakou. Dept. of Economic Sciences, Aristotle University of Thessaloniki, Greece
Labros Vasiliadis. Dept. of Business Administration, T.E.I of Central Greece
Labros Sdrolias. Department of Business Administration, Technological Educational Institute of Thessaly, Greece
George Aspridis , Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Athanasios Koustelios. Dept of Physical Education and Sport Science, University of Thessaly, Greece

An assessment of the hospitality curriculums and their impact on the students' preparedness for future career

Mohamed Kamal Abdien ,Hotel Management Department, Faculty of Tourism and Hotels, Alexandria University, Egypt
The dynamization of Higher Education Institutions for the creation of Tourism Companies in Portugal

Jorge Simões, Business Sciences Department, Polytechnic Institute of Tomar, Portugal
Célio Gonçalo Marques, Information and Communication Technologies Department, Polytechnic Institute of Tomar, Portugal
Eunice Ramos Lopes, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Paula Almeida, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Fátima Pedro, Business Sciences Department, Polytechnic Institute of Tomar

Emotional Intelligence effects on academic performance. An empirical study of university students

Alexandros G Sahinidis, Department of Business Administration, Technological Educational Institute of Athens, Greece
Dimitrios Kallivokas, Department of Business Administration, Technological Educational Institute of Athens, Greece
Anthoula Markantonatou, Department of Business Administration, Technological Educational Institute of Athens, Greece
Labros Sdrolias, Department of Business Administration, Technological Educational Institute of Thessaly, Greece

11:50 – 12:10 Coffee break

12:10 – 14:40 Session 3 : Tourism Development

Chair: Heba Mahmoud Saad AbdelNaby, Guiding Department, Faculty of Tourism and Hotels, Alexandria University, Egypt

Senior tourism and cultural diversity in development of territories

Eunice Ramos Lopes, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Célio Gonçalo Marques, Information and Communication Technologies Department, Polytechnic Institute of Tomar, Portugal
Paula Almeida, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Jorge Simões, Business Sciences Department, Polytechnic Institute of Tomar, Portugal

The Exchange Rate Fluctuations and its Effect on International Tourism Demand. Case study: Egypt, the period (2000-2016)

Sara Wahba, Tourism Studies Department, Faculty of Tourism and Hotels, Beni Suef University, Egypt
Radwan Elanani, Economic Expert, Economic Affairs and International Trade Department, United Nations Development Programme (UNDP), Cairo
The Impact of Mass Tourism to Traditional Settlements

Dionysia Fragkou, Department of Interior Architecture, Decorative Arts & Design, Technological Educational Institution (TEI) of Athens

Examining the Athens 2004 Olympic Games Contribution to National Branding, concerning Tourism Promotion: A Holistic Approach

Dimitrios Belias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Maria Charouli, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Dimitrios Kyriakou, Dept. of Economic Sciences, Aristotle University of Thessaloniki, Greece
Labros Sdrolias, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Efstathios Velissariou, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Nikolaos Kakkos, Department of Business Administration, Technological Educational Institute of Thessaly, Larissa, Greece
Ladislav Rolinek, Department of Management, University of South Bohemia, Czech Republic
Zuzana Dvořáková - Lišková, Department of Regional Management, University of South Bohemia, Czech Republic
Georgios Mourgas, Dept. of Business Administration, T.E.I of Thessaly, Greece

Impacts of Economic Recession on Greek Domestic Tourism

Stelios Varvaressos, Tourism and Hospitality Management, TEI of Athens, Greece
Dimitris Papayiannis, Tourism and Hospitality Management, TEI of Athens, Greece
Pericles Lytras, Tourism and Hospitality Management, TEI of Athens, Greece
Sgouro Melissidou, Tourism and Hospitality Management, TEI of Athens, Greece

The contribution of tourism to local development: the case of the island of Santorini

Vasiliki Delitheou, Panteion University of Athens
Stavroula Georgakopoulou, Postgraduate Student of Panteion University of Athens

Factors affecting locals’ attitudes towards cruise tourism in the early stage of TALC

Gorazd Sedmak, Faculty of Tourism Studies – Turistica, University of Primorska, Slovenia
Žana Čivre, Faculty of Tourism Studies – Turistica, University of Primorska, Slovenia
Intangible Heritage of Alexandria: Potentials for Tourism Attraction
Heba Mahmoud Saad AbdelNaby, Guiding Department, Faculty of Tourism and Hotels, Alexandria University, Egypt

Potentials of Underwater Cultural Heritage in Tourism from the Perspective of Tour Guiding in Alexandria, Egypt
Marwa El-Kady, Department of Tour Guiding, Faculty of Tourism and Hotels, Alexandria University, Egypt

Promotion of Accessible Tourism through Digital Content. A case study in the Municipality of Tomar.
Célio Gonçalo Marques, Information and Communication Technologies Department, Polytechnic Institute of Tomar, Portugal
Eunice Ramos Lopes, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Paula Almeida, Social Sciences Department, Polytechnic Institute of Tomar, Portugal
Jorge Simões, Business Sciences Department, Polytechnic Institute of Tomar, Portugal

14:40 – 15:00 Coffee break

15:00 – 16:10 Session 4: Hotel’s Architecture and Design
Chair: Dionysia Fragkou, Technological Educational Institution (TEI) of Athens

Architectural Lighting, a way to transform Space, a new way to satisfy the Visitor.
Aristeidis M. Klonizakis, Architect AUTh | MSc: Light and Lighting UCL, Department of Interior Architecture, Decorative Arts and Design, Technological Educational Institute of Athens

Interior design and furniture in hotel complexes of Greek Modernity (1950-1970) and its influence on contemporary architectural proposals. The case of the architectural competition Room 18.
Dimitris Marnellos, Department of Interior Architecture, Decorative Arts and Design, Technological Educational Institute of Athens

Constructing Tourism in Greece in 50s and 60s: The Xenia Hotels Project
Myrianthe Moussa, School of Architecture, NTUA, Greece
Redesigning the visual identity of the objects displayed in a museum’s gift shop

Eleni Romoudi, Department of Interior Architecture, Decorative Arts & Design, Technological Educational Institute [TEI] of Athens

Theodosia Fokidou, Department of Interior Architecture, Decorative Arts & Design, Technological Educational Institute [TEI] of Athens

Georgia Touliatou, Department of Interior Architecture, Decorative Arts & Design, Technological Educational Institute [TEI] of Athens

The notion of Greek picturesque of interior spaces in tourism facilities: stereotype or authentic image?

Zoe Georgiadou, Department of Interior Architecture, Decoration and Design, Technological Educational Institute of Athens, Greece

16:10 – 17:00 Lunch

15:00-18:30 Athens City Tour with Acropolis

20:00- 21:00 Sea food Dinner

Cruise in the Aegean Islands