



INTERNATIONAL CONFERENCE
“Tourism as a Tool for Sustainable Growth”

AEGEAN TOURISM SUMMIT

1- 3 May 2015
Kos Island, Greece
Caravia Beach Hotel & Bungalows

Organizers:



European Tourism Unit/ European Centre of Excellence, University of Athens

South Aegean Region

Supporters:



International Federation
for IT and Travel & Tourism



European Network for
Accessible Tourism
www.accessibletourism.org



UNIVERSITY OF THE AEGEAN



PROVISIONAL CONFERENCE PROGRAMME

Thursday, 30 April 2015

17:00-19:00 **Welcome and Registration**

19.00-21.00 **Dinner**

20:30 **Welcome Addresses**

- **Professor Yannis Valinakis**, Chairman, Organising Committee, former Minister for European Affairs
- **Manos Konsolas**, MP, Spokesman for Tourism, ND Party
- **Georgios Kiritsis**, Mayor of Kos
- **Professor Dimitrios Buhalis**, Bournemouth University, Chair of Scientific Committee KTC

Friday, 1 May 2015

09:00-11:30 Agile/ Smart Tourism Marketing - Social Media - Technology Engagement

Keynote speaker and Moderator: Professor Dimitrios Buhalis, Director of the eTourism Lab, Bournemouth University, UK

- **Professor Alexis Papathanassis** Bremerhaven University of Applied Sciences Germany
- **Uglješa Stankov, Tanja Armenski, Vanja Dragičević, Marija Cimbalević**, (University of Novi Sad, Serbia) "Spatial Autocorrelation Analysis of Tourist Arrivals in Serbia Using GIS: Implications for Sustainable Regional Development
- **Helena Albuquerque, Carlos Costa, Filomena Martins**, (University of Aveiro, Portugal) "GIS applied to Tourism marketing: a powerful tool?",
- **Uma Mohan, (London School of Commerce) Salomeh Tabari and Smriti Gurung**, (Cardiff Metropolitan University, UK): "Use of Customer Relationship Management (CRM) Software in Hospitality Industry in United Kingdom",

11:30-12:00 Coffee Break

12:00-13:30 Responsible and Sustainable Tourism

Keynote speaker and Moderator: Professor Adele Ladkin, Bournemouth University, UK

- **Dr. Xavier Font**, Centre for Responsible Tourism, Leeds Beckett University, UK
- **Susy Karammel**, Project Manager, Jlag
- **"Filipa Brandão** (Portucalense University and GOVCOPP UA Research Unit, Portugal), **Professor Carlos Costa** (University of Aveiro, Portugal) and **Professor Dimitrios Buhalis** (Bournemouth University, UK): "A network analysis of tourism innovation: patterns of cooperation of firms and institutions"

13:30-14:30 Lunch Break

14:30-16:00 Crisis Management and Business Continuity and Growth

Keynote speaker and Moderator: Prof. Alexandros Paraskevas, West London University

- **John Ludlow**, Senior Vice President Global Risk Management, InterContinental Hotels Group
- **Dimitrios Soukeras**, Expert, Hellenic Aviation Society

16:00-16:15 Coffee Break

16:15-17:15 Accessible Tourism: Designing and Delivering the Ultimate Customer Experience

Keynote speaker and Moderator: Ivor Ambrose, Consultant, Managing Director at ENAT (European Network for Accessible Tourism)

- **Katerina Papamichail**, Architect, Accessibility Expert, ENAT (European Network for Accessible Tourism)

17:15-17:30 Coffee Break

17:30-20:00 Sustainability, Governance and Entrepreneurship

Keynote speaker and Moderator: Professor Carlos Costa, University of Aveiro, Portugal

- **Rosana Mazaro, and Ana Jaimile Cunha** (Universidade Federal do Rio Grande do norte, UFRN/Brasil): "Governance principles applied to the management of tourist destinations: a propositional analysis of the Coastal Dunes Polo"

- *Dora Smolčić Jurdana, (University of Rijeka, Croatia)* “Sustainable Local Economy – Entrepreneurship in Rural Tourism”,
- *Ly Tuan Phong (Macau University of Science and Technology, China):* “Assessment of Ecotourism Management in a strictly protected area of a national park: Hang En Cave, Vietnam”
- *Regina Navickiene (Lithuanian Sports University, Lithuania) and Antti Haahti, (University of Lapland, Finland):* “Learning hospitality organizations employees competences and use of ISO quality standards for enterprise marketing development - insights from Lithuanian tourism”
- *Achileas Tzimas (Sports Tourism, Greece):* “Recreational Sports in Hotels”

21:00 – Interactive Dinner and Social Networking

Agean Tourism Summit

Saturday, 2 May 2015

09.00-09.30 Keynote Speaker

H.E. Elena Kountoura, Minister of Tourism, Greece

09:30-11:30 Tourism in the Aegean: problems and prospects

- *Andreas Andreadis, President, SETE (Greek Tourism Confederation)*
- *Stavros Arnaoutakis, Governor, Crete region*
- *George Hatzimarkos, Governor, South Aegean Region*
- *Christiana Kalogirou, Governor, North Aegean Region*

11:30-12:00 Coffee Break

12:00-14:00 All-inclusive Packages: Trends and Challenges

Keynote speaker and Moderator: Professor Alexis Papathanassis, Bremerhaven University of Applied Sciences

- *Joseph Beppe Bugeja, “Dine Around”, Malta*
- *Ilias Kamateros, Member of Parliament, Syriza*
- *TUI Representative**

14:00-15:00 Lunch Break

15:00-15:30 Keynote speaker: Ömer Çelik*, Minister of Tourism, Turkey

15:30-17:30 Air Transport Opportunities for Tourism Development

Keynote speaker and Moderator: Andreas Papatheodorou, Associate Professor University of the Aegean

- *Robert Deillon, CEO, Geneva Airport, President at SIAA (Swiss International Airports Association)*
- *Eftychios Vasilakis, Vice-President, Aegean*
- *Stefanos Vakirtzis**, Regional Airport Operations Director, EasyJet
- *Dimitrios Koukis, President YPA (Hellenic Civil Aviation Authority)*
- *Ryanair Representative**
- *“Viachaslau Filimonau (Bournemouth University) Public attitudes to the use of biofuels in aviation”*

20:00- Greek Night, Dinner and Live Social Networking

Sunday, 3 May 2015

09:00-11:00 Health and Wellness Tourism

Moderator: Professor Dimitris Kremastinos, MP (PASOK)

- **Professor Ioannis Tountas**, Medical School, University of Athens
- **Dr. Evangelia Chrysikou**, Achitect, Medical Planner, Synthesis Centre London-Athens
- **Angeliki Katsapi**, President, Temos Assessors Advisory Board, Temos Hellas Ltd
- **Gonçalo Santinha, Zélia Breda and Vítor Rodrigues** (University of Aveiro, Portugal) "Perspectives for medical tourism development in Portugal's central region in light of health care stakeholders' views "

11:00-11:30 Coffee Break

11:30-13:00 Tourism in the Mediterranean

Moderator: Professor Dimitrios Buhalis, Bournemouth University, Chair of Scientific Committee KTC

- **Lysandros Tsilidis**, HATTA, Greece
- **Basaran Ulusoy***, President TURSAB, Turkey
- **Mohamed Yousef**, Advisor to the Minister of Tourism, Egypt
- **Angelos Loizou**, President, Cyprus Tourism Organization

13:00-14:00 Concluding Panel : Trends and challenges for the future of Tourism and Kos Tourism Spring School introduction

Moderators: Professor Dimitrios Buhalis, Director of the eTourism Lab, Bournemouth University and **Professor Yannis Valinakis**, Chairman, Organising Committee

Best Paper Award

- **Professor Alexis Papathanassis**, Bremerhaven University of Applied Sciences
- **Professor Alexandros Paraskevas**, West London University
- **Professor Adele Ladkin**, Bournemouth University
- **Professor Carlos Costa**, University of Aveiro

14:00-15:00 Lunch

15:00-18:00 Visit to Asklepeion ancient medical centre and Kos Town Visit (optional)

20:00- Dinner and networking

*to be confirmed