



Tourism: Trends, Prospects and Implications for Enterprises and Destinations

Τουρισμός: Τάσεις, Προοπτικές και Επιπτώσεις
στις Επιχειρήσεις και στους Προορισμούς

19-21 October 2017, Santorini
Petros M. Nomikos Conference Center



Conference Objectives

Modern day tourism presents an ever-changing profile. Trends and practices of five years ago may be considered in some cases obsolete and as product diversity and innovation is becoming increasingly important, every tourism related business is seeking to offer unique experiences in order to create (repeat) guests. On the other hand, innovation, service and experience in the service sector flow from and are delivered through people – the 'human factor'. In addition, as the distribution of the tourism product and experience is evolving and shifting towards e-distribution, the puzzle becomes harder to solve, the boundaries between sectors become more blurry and the need for continuous training & empowerment on modern trends and skills is paramount.

This conference aims to capture the growing need for focusing on the human element in order to secure the growth of tourism and the necessary involvement. It seeks to identify the actors in online distribution and examine the relationships

between them, as well as looking into the current trend of sustainability from a different perspective. Tools, needs, strategies and approaches will be presented, analysed and debated.

The Conference Organisers, the Co-Chairmen, the members of the International Program Committee and the members of the Operational Committee invite academics, researchers and young scientists from the wider field of tourism around the world to participate actively in lectures under the conference topics, to discuss and present their leading edge research, their experience, their knowledge and enjoy an inspired and full of challenges conference in the world famous island of Santorini.

Conference Co-Chairmen

Paris Tsartas

Professor of Tourism, Department of Home Economics and Ecology, Harokopio University, Greece

Andreas Papatheodorou

Professor in Industrial and Spatial Economics with emphasis on Tourism, Dep. of Business Administration, University of Aegean, Greece

Organizers

The Conference is a joint venture by the Interdepartmental Graduate Program in 'Tourism Planning, Management and Policy' & The Laboratory for Tourism Research & Studies (ETEM) of the University of the Aegean, Greece and the IMIC series, conducted annually since 2004, an initiative of "Heliotopos Conferences".

For the **Conference Committees** & **Invited Speakers** please visit the conference web site: <http://imic2017.conferences.gr>

Topics

Human resources for the service sector: A leader vs. a manager in hospitality and the role of individual department heads. The importance of communication between peers and team members.

Empowerment: How the strengthening of one department affects/impacts on the performance of an entire hospitality related business

Tourism planning, policy and development: Where to focus and where to start – infrastructure or people? Is the human factor the most important one in hospitality?

Sustainability: Is it only environmental? Analyse other forms of sustainability and their impact on the sector.

Online Distribution for tourism related enterprises: What are the trends? Painting the picture, identifying the actors, solving the puzzle.

From property to experience: Modern selection drivers for the contemporary tourist. Past, present and future

Spreading the knowledge: The importance of scientific conventions in tourism

Airlines and destinations: A symbiotic relationship. Destination survivability without an airport.

Hiring for attitude: How modern hospitality businesses (should) hire. The evolution and importance of tourism training in shaping the modern employee's attitude

ABSTRACT SUBMISSION

Submitted extended abstracts (body text up to 500 words, up to 6 keywords) should be relevant to the overall conference objectives and, at least, to one of the conference thematic areas. They should be written in English, and submitted on time (see below, under "important dates"). All contributions must be original and follow academic norms of writing, structure and methodology.

Abstracts should only be submitted online via EasyChair conference system

Please visit the page: <https://easychair.org/conferences/?conf=imic2017>

If you have never used EasyChair before you must register a free account.

Abstract submissions will be blind-refereed by at least two anonymous reviewers.

IMPORTANT DATES

- Abstract submission deadline: 20 June 2017
- Abstract acceptance notification: 20 July 2017
- Submission of journal papers for special issues: 15 September 2017

LANGUAGE

The official language of the conference is English. All abstracts should be submitted in English.

PUBLICATION IN JOURNALS

The official conference proceedings will include all accepted abstracts (with ISBN). The proceedings will be published in electronic form; each registered conference delegate will receive a free copy of the proceedings upon registration.

Authors of abstracts that provide scientifically rigorous research with important practical and/or theoretical contributions to tourism studies will also have the opportunity to submit and potentially publish their full paper in prestigious international refereed journals. In particular, selected papers will be considered for publication in *The Service Industries Journal*; the *Journal of Hospitality and Tourism Management*; *Tourismos: An International Multidisciplinary Refereed Journal of Tourism*; and the *Journal of Air Transport Studies*.



Venue

The conference will be held at the **Petros M.Nomikos Conference Center** which is located at Firostefani on the outskirts of Fira, the capital of Santorini island. It is a neoclassical mansion, overlooking the caldera and the volcano, that has been transformed into a Conference Center providing all modern conference facilities and services.

Under the Auspices

-Municipality of Thira

With the scientific support

-Harokopio University
-Ball State University - Management Department

Secretariat

Heliotopos Conferences

Imerovigli, GR-84700 Santorini, Greece

Phone: +30 2286024758 - Fax: +30 2286023672 - E-mail: imic@heliotopos.net

Conference website: <http://imic2017.conferences.gr>