



IMIC 2017: 5th Aegean University Tourism Conference and 13th IMIC Conference

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 jointly organised 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, by "Heliotopos Conferences".

It constitutes the 5th [Aegean University Tourism Conference](#) and the 13th [IMIC Conference](#). More about the conference organisers [here](#).

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

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>

Invited Speakers



Professor Emeritus David Airey

David Airey is Emeritus Professor at the University of Surrey. He has been involved in tourism education and research for more than 40 years spending time as an academic, as a government official and as a consultant.

For much of this time he has been at the University of Surrey, which is one of the leading world centres for tourism. Here he served as Head of School and Pro Vice-Chancellor before his retirement in 2009. Since retiring he has continued his scholarly work as a researcher and teacher both at Surrey and at other universities in the UK and overseas.

His main areas of work in recent years have related to tourism education and tourism policy and organisation and he has published widely on these topics, including many papers top ranked journals. He co-edited the first book dealing with tourism education, followed by a further volume on the same topic in 2015. He also co-authored a book on tourism policy in China. In 2006 has received the United Nations World Tourism Organisation Ulysses Prize for his contribution to theory and practice in tourism. He is a fellow of the International Academy for the Study of Tourism and of the Academy of Social Sciences.



Professor Harald Pechlaner

Harald Pechlaner is Professor of Tourism at the Catholic University of Eichstätt-Ingolstadt, Germany, and Director of the Institute for Regional Development and Location Management at the European Academy of Bozen-Bolzano, Italy.

From 1993 to 1998 Prof Pechlaner was Director of the Department of Tourism of the South Tyrolean Government and Director of the South Tyrol Tourist Board in Bozen-Bolzano (Italy). In 2002 he was promoted to Professor of Business Administration. He was Visiting Professor and Research Fellow at the University of Wisconsin-Stout (1999) and the University of Colorado at Boulder (2001). In 2009 he was Visiting Fellow at the University of Surrey (School of Management) and the University of Queensland (School of Tourism), in 2010 and 2012 at Curtin University/Curtin Business School (School of Management). Prof Pechlaner is President of Aiest (Association Internationale d'Experts Scientifiques du Tourisme). From 2002-2012 he has been President of the German Association of Tourism Research (Deutsche Gesellschaft für Tourismuswissenschaft, DGT e.V.) Harald Pechlaner is Adjunct Research Professor at the School of Marketing at Curtin Business School in Perth/WA.



Professor Marianna Sigala

Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. Prior to her current position she has been an academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece).

She also has professional hospitality industry experience. Her interests include service management, Information and Communication Technologies (ICT) in tourism and hospitality, and e-learning. She has published six books and her work has also been published in several academic journals, books and international conferences.

She is currently the editor of the Journal of Hospitality & Tourism Cases, co-editor of the Journal of Service Theory & Practice and the editor-in-chief of the Journal of Hospitality & Tourism Management. She is a past President of EuroCHRIE and a past member of the executive board of CHRIE. She currently serves at the executive boards of IFITT and CAUTHE. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education.



Professor Egon Smeral

Dr. Egon Smeral is Professor of Tourism Economics at the Modul-University, Vienna, Austria.

Areas of research are applied economic theory and politics (especially in the fields of tourism economics, leisure and service sector economics), tourism forecasting and modelling, impact analysis and Tourism Satellite Accounts, designing and evaluating tourism policies programs as well as marketing strategies.

He is a consultant to the Austrian Federal Ministry of Economics and Labour, Vice-president of the International Association of Scientific Experts in Tourism (Aiest), Secretary General of the Tourist Research Centre (TRC), member of the International Academy for the Study of Tourism (IAST), of the Travel and Tourism Research Association (TTRA) and the International Institute of Forecasters (IIF).

Further, Egon Smeral is coordinating editor of the journal Annals of Tourism Research, member of the editorial review board of the Journal of Travel Research, Tourism Management, and of the editorial board of the journals Tourism Analysis, the Tourism Review, Anatolia and Tourism Economics.



Professor Theano S. Terkenli

Professor and founding member of the first Department of Geography in Greece, University of the Aegean (1994-today). Faculty and representative of the Department of Geography at the Interdepartmental Graduate Program in Tourism Planning, Administration and Policy of the University of the Aegean (1999-today). Ph. D. in Geography from the University of Minnesota—Twin Cities, USA (1986-1993), Master's (M. Sc.) in Landscape Architecture from the University of Wisconsin—Madison, USA (1983-1986) and B.Sc. in Forestry and Environmental Science from the Aristotelian University of Thessaloniki, Greece (1978-1983).

Research, publishing and teaching specialty and interests in Cultural Geography, Landscape Geography and Critical Perspectives to Tourism. Author and/ or editor of a number of books: *Connections, Mobilities, Urban Prospects and Environmental Threats: the Mediterranean in Transition*, 2015; *Human Geography: Humans, Society and Space*, 2007; *Landscapes of a New Cultural Economy of Space*, 2016; *Tourism Geography*, 2003; *The Cultural Landscape: Geographical Perspectives*, 1996, and other.

Active member, conference organizer, and/or board member of several international and Greek associations and organizations. Roy Wolfe Award 2017, for outstanding contributions to the field and discipline of recreation, tourism and sports geography, from the American Association of Geographers—Recreation, Tourism and Sport Specialty Group.

Conference 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 involvement 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: 15 September 2017 (last extension)

-Abstract acceptance notification: within 5 days from the day of the submission

-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.

Under the Auspices

- Municipality of Thira
- Greek Tourism Confederation (SETE)

With the scientific support



Greece



USA



Greece



Australia

