

Contents

Part I Cultural Tourism and Regional Development

Interdisciplinary Integration of Heritage Studies and Sustainable Development	3
Vesselin Loulanski and Tolina Loulanski	
Towards a Conceptual Model for Heritagepreneurship and Regional Development	23
Hans Lundberg, Marcela Ramírez-Pasillas, and Anders Högberg	
Cultural Product and Cultural Communication as a Dynamic Bipolar Interaction and Creative Contribution to the Structural Recompiled of the Local Cultural Units	41
Labros Sdrolias, Nikolaos Kakkos, Dagmar Škodová-Parmová, Ladislav Rolinek, Eva Cudlínová, George Aspridis, Zuzana Dvořáková-Líšková, and Vasiliki Kazantzi	
Cultural Tourism Revisited: The Case of Thessaly	69
Labros Vasiliadis, Panagiotis Trivellas, Dimitrios Belias, John Meleas, Dimitrios Kyriakou, and Athanasios Koustelios	
“The Cultural Landscape of the Alentejo Pyrite”: What’s Next?	79
Marta Duarte Oliveira and Jorge Tavares Ribeiro	
Sustainable Tourism. Mdina: A Situation Analysis of a Cultural Destination	91
Nadia Theuma, George Cassar, Sarah Faith Azzopardi, and Giuseppina Cardia	
The Development of Tourism in Albania and the Importance of Cultural Tourism	109
Enkela Caca, Christos Ap. Ladias, and Antoneta Polo	

Archaeological Rock Art Landscape of Northern Patagonia	121
Mónica Beatríz Gelós	
Museums: From Cabinets of Curiosity to Cultural Shopping Experiences	131
Elizabeth Booth and Raymond Powell	
How Film Tourists Experience Destinations	145
Yuri Kork	
Citizen Perspectives on the Development of Local Cultural Resources: The Case of the Municipality of Serres	157
Ioannis Samoladas, Charalampos Zilianakis, Katerina Lazaridou, Konstantina Papadopoulou, Eleni Tsolaki, and Dafni-Maria Nerantzaki	
Residents' Perceptions Toward Cultural, Social and Economic Benefits and Costs of Tourism Industry: An Empirical Survey	171
Panagiotis Trivellas, Nikolaos Kakkos, Labros Vasiliadis, and Dimitrios Belias	
Part II Emerging Forms of Tourism	
Multilingual Online Communications in Corporate Websites: Cases of Romanian Dental Practices and Their Application to Health Tourism . . .	185
Felicia Constantin and Androniki Kavoura	
Hospitality—Medical Tourism: The Civil Responsibility of Tourist Service Providers	197
Margere Rosa de Oliveira, Izabel Cristina Schander de Almeida, Helena Charko Ribeiro, and Eurico de Oliveira Santos	
Domestic Medical Tourism: A New Look on Patients of the Public Health System and Their Companions	207
Izabel Cristina Schander de Almeida, Helena Charko Ribeiro, and Eurico de Oliveira Santos	
Festivals for Local Products in Southern Bulgaria: The Perspective of Organizers	219
Ilinka Terziyska	
The Quality Challenge in Rural Tourism's Services: The Case of Madeira's Country Homes	233
Elisabete Rodrigues	
The Effect of VFR Tourism on Expatriates' Knowledge About the Destination	253
Chris Dutt, Ivan Ninov, and Donna Haas	
Mediterranean Nutrition and Hospitality: A Must for Greek Tourism Development?—The Case of the Region of Thessaly	275
N. Blanas, I. Anyfantis, I. Grigoriou, I. Koukoubliakos, M. Nousia, and J. Meleas	

Challenges in Recreational SCUBA Diving in the Mediterranean Sea: *Posidonia oceanica* Meadows 285
 G. Skoufas, A. Tsirika, E. Kalopesa, and G. Zalidis

Part III Methodologies, Tools and Approaches for Managing Tourist Destinations

Dark Cities? Developing a Methodology for Researching Dark Tourism in European Cities 303
 R. Powell and J. Kennell

Motivations in Battlefield Tourism: The Case of ‘1916 Easter Rising Rebellion’, Dublin 321
 Jithendran Kokkranikal, Yeon Sun Yang, Ray Powell, and Elizabeth Booth

A Strategic Policy Scenario Analysis Framework for the Sustainable Tourist Development of Peripheral Small Island Areas 331
 A. Stratigea and V. Katsoni

Tourism Strategic and Marketing Planning and Cultural Cooperation Channels Between Greece and Turkey 351
 Vicky Katsoni, Irfan Arikan, and Alev Dündar

Predicting Tourism Demand in the Western Greece Region Using Independent Component Analysis 361
 Athanasios Koutras, Alkiviadis Panagopoulos, and Ioannis A. Nikas

Evaluating the Performance of Linear and Nonlinear Models in Forecasting Tourist Occupancy in the Region of Western Greece 377
 Athanasios Koutras, Alkiviadis Panagopoulos, and Ioannis A. Nikas

HRM Specificities’ on Portugal Hotel Units 393
 Susana Silva and Dora Martins

Tourism Education in Greece: Development or Degradation? 411
 Dimitrios Belias, Dimitrios Kyriakou, Labros Vasiliadis, Athanasios Koustelios, Marina Bregkou, and Konstantinos Varsanis

The Influence of the T.E.I. of Thessaly in the Sustainable Development of the Region of Thessaly 427
 George Vairaktarakis, Nikolaos Blanas, Theodosia Leventi, George Aspridis, and Labros Sdrolias

Part IV ICT Developments and Tourism: New Perspectives

A Stakeholder Perspective on Heritage Branding and Digital Communication 447
 Adriaan De Man and Cristiana Oliveira

Top European Museums on Twitter 457
Vasiliki Vrana, Kostas Zafiropoulos, and Konstantinos Antoniadis

Social Media and Tourism: A Digital Investment for Thessaly? 471
Dimitrios Kyriakou, Dimitrios Belias, Labros Vassiliadis, Athanasios Koustelios, Marina Bregkou, and Konstantinos Varsanis

Assessing the Value of Hotel Online Reviews to Consumers 485
Sofia Reino and Maria Rita Massaro

A Cognitive Linguistic and Sentiment Analysis of Blogs: Monterosso 2011 Flooding 499
Raffaella Folgieri, Miriam Bait, and Jean Paul Medina Carrion

Attitudes of MBA Students Towards Social Networking Sites for Online Travel Related Activities 523
Dimitrios Paschaloudis, Eirini Koukidou, Apostolos Kottas, and Konstantina Saliaka

The Significance of Electronic Word-of-Mouth (e-WOM) Content in the Shaping of the Visitor’s Perception of Quality and Value 535
Simon Caruana and Claire Schembri

The Impact of New Emerging Technologies on Tourism Sector: Evidence from Lebanon 551
Andre Azouri, Ghada Salem, Ali Khreis, and Marwan Azouri

ICT Applications and Web 2.0 Components for Tourism in Protected Areas 563
Vicky Katsoni and Natali Dologlou

Cultural Tourism Destinations and the Power of Virtual Reality 577
Spiros Polimeris and Christine Calfoglou

Running on Heritage, a Conceptual Discussion on the Roles of Heritage Trails and of Augmented Reality on Amateur Runner Athletes 589
D. Gavrili-Alexandris and Ph. Vakalakis

Do TAM Constructs Predict E-tourism Adoption by Hotels in Agadir City South of Morocco? 603
Rachid Oumlil and Yazid Ouhamane

Identification of Instruments of the Development of Innovation of Tourism Enterprises 617
Leszek Koziol, Radoslaw Pyrek, and Anna Wojtowicz



<http://www.springer.com/978-3-319-27527-7>

Tourism and Culture in the Age of Innovation
Second International Conference IACuDiT, Athens 2015
Katsoni, V.; Stratigea, A. (Eds.)
2016, XXVI, 625 p. 106 illus., 30 illus. in color.,
Hardcover
ISBN: 978-3-319-27527-7