Contents

Part I ‘Smart’ Cultural Heritage Management

Serious Games at the Service of Cultural Heritage and Tourism ........... 3
Andreas Georgopoulos, Georgia Kontogianni, Christos Koutsaitis and Margarita Skamantzarì

Dissemination of Environmental Soundscape and Musical Heritage Through 3D Virtual Telepresence ........................................ 19
Georgios Heliades, Constantinos Halkiopoulos and Dimitrios Arvanitis

Digital Integration of the European Street Art: Tourism, Identity and Scientific Opportunities ................................................. 35
Virginia Santamarina-Campos, Blanca de-Miguel-Molina, María de-Miguel-Molina and Marival Segarra-Oña

A Hashtag Campaign: A Critical Tool to Transmedia Storytelling Within a Digital Strategy and Its Legal Informatics Issues. A Case Study .................................................................................. 49
Anna Paola Paiano, Giuseppina Passiante, Lara Valente and Marco Mancarella

Museums + Instagram ......................................................... 73
Katerina Lazaridou, Vasiliki Vrana and Dimitrios Paschaloudis

Evaluation of Athens as a City Break Destination: Tourist Perspective Explored via Data Mining Techniques ......................... 85
Gerasimos Panas, Georgios Heliades, Constantinos Halkiopoulos, Dimitra Tsavalia and Argyro Bougioura
Part II  Tourism Business Environment—Current Developments and Experiences

The Insight of Tourism Operators in Contemporary Business Environment ................................................ 107
Eriks Lingeberzins

Measuring the Twitter Performance of Hotel E-Mediaries ............ 121
Vasiliki Vrana, Kostas Zafiropoulos, Konstantinos Antoniadis and Anastasios-Ioannis Theocharidis

Modulation of Conditions and Infrastructure for the Integration of Change Management in Tourism Sector .................. 133
Ioannis Rossidis, Petros Katsimardos, Konstantinos Bouas, George Asp ridis and Nikolaos Blanas

The Impact of ISO 9001 Quality Management System Implementation in Tourism SMEs .............................. 145
Dimitris Drosos, Michalis Skordoulis, Miltiadis Chalikias, Petros Kalantonis and Aristeidis Papagr ioriou

The Concept of the Innovative Tourism Enterprises Assessment Capability ........................................ 159
Leszek Koziol, Anna Wojtowicz and Anna Karaś

Looking for Determinants of the Environmental Concern at the Hospitality Industry ..................................... 173
Angel Peiro-Signes and Marival Segarra-Oña

The Importance of Human Resource Management for the Development of Effective Corporate Culture in Hotel Units ........ 183
Labros Sdrolias, Ioannis Anyfantis, Ioannis Koukoubliakos, Donka Nikova and Ioannis Meleas

Human Resource Management, Strategic Leadership Development and the Greek Tourism Sector ............................ 189
Dimitrios Belias, Panagiotis Trivellas, Athanasios Koustelios, Panagiotis Serdaris, Konstantinos Varsanis and Ioanna Grigoriou

The Strategic Role of Information Technology in Tourism: The Case of Global Distribution Systems ..................... 207
Dimitris Drosos, Miltiadis Chalikias, Michalis Skordoulis, Petros Kalantonis and Aristeidis Papagr ioriou

A Theoretical Model of Weighting and Evaluating the Elements Defining the Change of Organizational Culture .................. 221
Theodoros Stavrinoudis and Christos Kakarougkas
Contents xi

Entrepreneurship and Innovation: Current Aspects ............... 239
Vasiliki Karagianni, Aristidis Papagrigoriou, Petros Kalantonis,
Miltiadis Chalikias and Dimitris Drosos

Social Media Tools and (E)Destination: An Italian Case Study .... 251
Anna Paola Paiano, Lara Valente, Valentina Ndou
and Pasquale Del Vecchio

Part III Methodological Frameworks, Tools and Approaches
for Sustainable Tourism Management

PM4SD as a Methodological Framework for Sustainable Tourism .... 275
Giusy Cardia and Andrew Jones

Project Cultour+: Building Professional Skills on Religious
and Thermal Tourism .................................................. 293
Afroditi Kamara, Martin Gómez-Ullate, Luis Ochoa-Siguencia,
Veronika Joukes and Altheo Valentini

The Model Do-Di: An Emerging Methodology for the Management
of the Relation Between Tourism, Culture and Development .... 305
Giusy Cardia and J.I. Pulido Fernández

Participatory Decision-Making for Sustainable Tourism
Development in Tunisia ................................................. 323
Salma Halioui and Michael Schmidt

In Search of Participatory Sustainable Cultural Paths
at the Local Level—The Case of Kissamos Province-Crete ........ 339
Maria Panagiotopoulou, Giorgos Somarakis, Anastasia Stratigea
and Vicky Katsoni

Digital Strategies to a Local Cultural Tourism
Development: Project e-Carnide ..................................... 365
Maria Isabel Roque and Maria João Forte

Putting Social Innovation into Action: The Case of the Ecotourism
at the Dominican Republic ............................................. 385
Marival Segarra-Oña and Angel Peiró-Signes

Landscape, Culture and Place Marketing—The International
Dance Festival in Kalamata, Greece ................................. 395
Sotiria Katsafadou and Alex Deffner

Assessment of Impact- Contribution of Cultural Festival
in the Tourism Development of Thessaloniki ........................ 411
Sofia Tsiftelidou, Dimitris Kourkouridis and Valia Xanthopoulou-Tsitsoni
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is Silver Economy a New Way of Tourism Potential for Greece?</td>
<td>425</td>
</tr>
<tr>
<td>Dimitrios Kyriakou and Dimitrios Belias</td>
<td></td>
</tr>
<tr>
<td>The Information and Promotion of Rural Tourism in the Globalised Era: The Case of Madeira Island</td>
<td>437</td>
</tr>
<tr>
<td>Elisabete Rodrigues</td>
<td></td>
</tr>
<tr>
<td>Thermal Spring Health Tourism in Albania: Challenges and Perspectives</td>
<td>455</td>
</tr>
<tr>
<td>Vusal Gambarov and Hecarta Gjinika</td>
<td></td>
</tr>
<tr>
<td>The Role of Experience in Shaping Student Perception of the Significance of Cultural Heritage</td>
<td>467</td>
</tr>
<tr>
<td>Savvas Makridis, Spyridon Alexiou and Maria Vrasida</td>
<td></td>
</tr>
<tr>
<td>Forecasting British Tourist Inflows to Portugal Using Google Trends Data</td>
<td>483</td>
</tr>
<tr>
<td>Gorete Dinis, Carlos Costa and Osvaldo Pacheco</td>
<td></td>
</tr>
</tbody>
</table>
Tourism, Culture and Heritage in a Smart Economy
Third International Conference IACuDiT, Athens 2016
Katsoni, V.; Upadhyya, A.; Stratigea, A. (Eds.)
2017, XXVI, 496 p. 137 illus., Hardcover
ISBN: 978-3-319-47731-2