



Next-Generation Tourism: Innovation, Sustainability and Traveler Diversity

W E D N E S D A Y 2 4 J U N E 2 0 2 6	
17:00-18:00	Registration Experimental Lyceum of Mytilene / (also called 1st High School of Mytilene) (address; Ermou 1, Mytilene, 81131)
18:00 - 20:00	Mytilene Walking Sightseeing Tour (meeting point: Experimental Lyceum of Mytilene, leading to the Welcome Reception at the Municipal Gallery, Adramytiou 46, 81 100 Mytilene)
20:00 - 20:30	Welcome Speeches Moderator: Maria Alebaki, Agricultural Economics Research Institute, Greece • Panagiotis Christofas, Mayor of the Municipality of Mytilene • Konstantinos Andriotis, Hellenic Open University - Conference Chair
20:30 - 23:00	Welcome Reception

THURSDAY 25 JUNE 2026		
9.00 - 10:00	Keynote Speech by Prof. Martin Falk, University of South-East Norway (USN), Norway Title: Threats to world heritage sites on islands and measures to mitigate them Moderator: Michalis Kavaratzis, <i>Manchester Metropolitan University, United Kingdom</i>	
10:00 - 11:30	Parallel Session I (Room A)	Parallel Session I: (Room B) ONLINE
Theme	<i>Reimagining cultural tourism</i>	<i>Tourism horizons: Technology, culture, and stakeholder dynamics</i>
Chair	<i>Sofia Karampela</i>	<i>Ahmed Hammad</i>
1.	<i>Karampela, S. & Pavlis, E.</i> Cinematic landscapes, film tourism and the cultural production of space: The case of Greece	<i>Vlachou, C., Mimikou, Z. & Garifalopoulos, A.</i> Greek street food as a tool for gastronomic tourism development: A stakeholder-based SWOT analysis
2.	<i>Badulescu, D., Hodisan, D., Herte, R. & Breban, M.</i> Involving private capital in cultural tourism: Sustainability challenges and digitalization opportunities	<i>Romão, J.</i> Tourism and creative industries: Spatial conditions for place-based revitalization
3.	<i>Girish, V. G., Lee C-K. & Chang, D-Y.</i> Investigating tourists' behavior regarding plastic avoidance	<i>Sahin, M.A. & Kahraman, O.C.</i> A research model proposal for examining the impact of perceived educational benefits of genAI on learning performance in tourism education
4.	<i>Bozzato, S. & Manni, J.</i> From the monumental city to the territorial metropolis: Overtourism, tourism polycentrism and regenerative spatial strategies in "Greater Rome"	<i>Papadionysiou, E. & Mylonas, N.</i> Examining the relationship between intercultural consciousness and hotel performance: The mediating roles of international experience and innovation capacity
11:30 - 12:00	C o f f e e B r e a k	

12:00 - 13:30	Special Session I: (Room A)	Parallel Session II: (Room B) ONLINE
Theme	<i>The xenophile paradigm of resilience building: Adaptive supply chains and learning destinations</i>	<i>Strategic pathways for sustainable and community-driven tourism ecosystems</i>
Chair	<i>Organised by: Martin Fontanari & Anastasia Traskevich</i>	<i>V.G. Girish</i>
1.	<i>Fontanari, M. & Traskevich, A.</i> The Xenophile paradigm of resilience building: Conceptual foundations for adaptive tourism destinations	<i>Papana, A., Kouti, D., Kyriakidou, A., Gianouzakou, A. & Karampela, S.</i> Strategic pathways to sustainability: A SEM-based analysis of economic performance in Greek wine tourism
2.	<i>Traskevich, A. & Fontanari, M.</i> From everyday practices to destination resilience: A community-centred reframing of the leisure sharing economy	<i>Nardi, F. (online)</i> Literary research for slow and sustainable tourism
3.	<i>Bampa, V., Katsanakis, I. & Zouni, G.</i> Developing AI literacy and responsible innovation capabilities in tourism ecosystems: An educational framework for next-generation tourism	<i>Silva e Silva, M. & Cardoso, S.P. (online)</i> Community marketing as a tool for fostering cohesion in hybrid communities: the urban-rural context
4.	<i>Becker, T., Kaiser, S. & Gkinis, D.</i> Educational resilience and experimental learning environments: Collaborative approaches for sustainable regional development	<i>Zulfaqar, M. (online)</i> Stakeholder coordination and sustainable coastal tourism: A case study approach
13:30 - 14:30	Lunch Break	
14:30 - 16:00	Parallel Session III: (Room A)	Parallel Session III (Room B)
Theme	<i>Contemporary dynamics in tourism economics</i>	<i>Contemporary dynamics in tourist behavior and experience management</i>
Chair	<i>Eva Hagsten</i>	<i>Beata Paliś</i>
1.	<i>Parreño, J.M.R., Tur, A.A. & Azorín, J.M.N.</i> Analysis of the economic impact of music festivals in the region of Murcia	<i>Kavaratzis, M. & Jamalian, M.</i> Co-creating the place experience: Learning from dark heritage sites
2.	<i>Chotza, M., Karampela, S. & Malesios, C.</i> From bounce-back to bounce-forward: A systematic review of economic resilience in tourism	<i>Paliś, B., Liu, A.T., Niemczyk, A. & Agboola, M.T.</i> How to shape satisfaction for the shopping tourists in the face of trends in the contemporary international shopping tourism market?
3.	<i>Brida, J.G., Mogni, V. & Seijas, M.N.</i> Cruise passengers in Uruguayan ports: Spending patterns and emerging typologies (2024-2025)	<i>Hagsten, E.</i> A test of the coolcation hypothesis on European islands
4.	<i>Nagaoka, N., Chujyo, M., Matsui, R., Yoshizumi, S., Umetani, S. & Toriumi, F.</i> Gravity model analysis of domestic tourism flows considering the air transportation network in Japan	<i>Siwek, M.</i> Accessible family tourism: Travelling with a child with a visual impairment. Selected issues

16:00 - 16:30	Coffee Break	
16:30 - 18:30	Parallel Session IV: (Room A)	Parallel Session IV (Room B)
Theme	<i>Deconstructing travel culture</i>	<i>Tourism governance, sustainability, and local economic development</i>
Chair	<i>Ioana S. Stoica</i>	<i>Samantha Chaperon</i>
1.	<i>Zavettieri, G.G. & Scafa, L.</i> Decoloniality and tourism reductionism: Geography, mobility bias and neo-colonial narratives in contemporary travel discourse	<i>Chaperon, S. & Kennell, J.</i> The European migration crisis and tourism governance in the United Kingdom: A narrative policy framework approach
2.	<i>Jackson, S.M.</i> Upskilling workers for managing the future world of work in sustainable tourism	<i>Davlara, A.-M. & Karampela, S.</i> Tourism and noise pollution: A systematic study of the impacts on natural soundscapes
3.	<i>Oklevik, O., Halttunen, T., Dragin-Jensen, C., Ferreira, C. Saari, S. & Kwiatkowski, G.</i> Competence gaps in tourism and hospitality: A structured literature review to navigate future skills development	<i>Savvinopoulou, M. & Mylonas, N.</i> Entrepreneurial orientation, entrepreneurial business networks, and organizational agility in wine tourism firms
4.	<i>Calheiros, J.P.S.G.</i> Stop calling it a niche, walking tourism is infrastructure: ESG in action in rural inland territories	<i>Kau, T.</i> Governance and stakeholder cohesion: A case study for tourism stakeholders in the Western Highlands Province of Papua New Guinea
5.	<i>Ismaylis, V. & Charalambous, P.</i> Tourism education: Current trends and needs	<i>Hodisan, C. & Badulescu, A.</i> Capitalising comparative advantages for tourism in North-West region of Romania
6.	<i>Huyser, M., Slabbert, E. & van der Merwe, P.</i> Human capital and tourism: Reframing conservation capacity in South Africa's wildlife economy	<i>Mpourelaki, L. & Karampela, S.</i> "Cultivating sustainability": An empirical assessment of agritourism enterprises in rural Greece

FRIDAY 26 JUNE 2026

9.00 - 10:00	Keynote Speech II by Sharon M. Jackson, The European Sustainability Academy, Greece Title: Scaling management and leadership training and education for future tourism Moderator: Dimitrios Stylidis, Democritus University of Thrace, Greece	
10:00 - 11:30	Parallel Session I (Room A)	Special Session II: (Room B) ONLINE
Theme	<i>The tech-driven evolution of tourism</i>	<i>Navigating the future: Sustainability, soft power, and resilience in tourism</i>
Chair	<i>Ioannis Katsanakis</i>	<i>Organised by: Rita Peres & Cláudia Seabra</i>
1.	<i>Katsanakis, I.</i> Safeguarding trust in digital tourism: A risk-based framework for fraud prevention and detection	<i>Vaz Serra, P. & Seabra, C.</i> Tourism and the 2030 agenda for sustainable development: From intentions to actions
2.	<i>Katsanakis, I., Bampa, V. & Zouni, G.</i> AI Governance in tourism destination ecosystems: A conceptual framework for responsible, transparent and sustainable AI adoption	<i>Simões, L. & Seabra, C.</i> Sport mega-events as strategic soft power instruments: The case of the 2030 FIFA World Cup and European tourism positioning
3.	<i>Kubińska-Jabcoń, E. & Siwek, M.</i> Digital governance vs. market-driven digitalization in urban tourism: A comparative study of Kraków and Catania	<i>Ketter, E.</i> Building resilience in heritage tourism: Adaptive strategies for climate change challenges
4.	<i>Stoica, I.S.</i> From leisure travel to work-lifestyle mobility: Reflecting on digital nomad communities and their needs	<i>Lokuliyana, C.K.</i> A review of circular practices at households with a focus on responsible leisure consumption
11:30 - 12:00	Coffee Break	

12:00 - 13:40	Special Session III (Room A)	Special Session IV: (Room B) ONLINE
Theme	<i>Rural destinations and their quest for sustainable transformation: Can wine tourism offer a brighter future?</i>	<i>Innovation meets protection: Managing risk, safety and security in tourism</i>
Chair	<i>Organized by: Maria Alebaki, Coralie Haller & Javier Martínez-Falcó</i>	<i>Organized by: Rita Peres & Cláudia Seabra</i>
1.	<i>Zisiadi, N., Alebaki, M. & Stergiou, D.</i> Small-scale wineries and wine tourism marketing strategies: Evidence from the "Artisanal Winemakers of Greece"	<i>Pereira, A. & Seabra, C.</i> Measuring tourists' situational physical risk perception: Scale development and validation approach
2.	<i>Koutsouradi, A., Koutsouradi, M. & Doumi, M.</i> Small-scale wine production, wine tourism, and institutional governance: The wine ecosystem in the North Aegean	<i>Seabra, C., Silva, C., Reis, M. & Abrantes, J.L</i> Risk perception of pandemics and beyond: A generational approach
3.	<i>Kizos, A. & Dimopoulos, E. & Manni, J.</i> From collective production to experiential value: Rethinking the role of cooperatives in Aegean Island wine tourism destinations	<i>Silva, C., Reis, M. & Seabra, C.</i> Travel in times of uncertainty: The impact of war-related worry on future travel planning
4.	<i>Spanou, D., Alebaki, M. & Stergiou, D.</i> Does wine tourism certification make a difference online? Examining the website content of Greece's open-to-the-public wineries	<i>Peres, R. & Seabra, C.</i> Participants' risk perception and behavioural responses at large-scale events
5.	<i>Koutoulas, D. & Chaidou, V.</i> Grape on skin: Wine and food-based treatments at Greek hotel spas	<i>Silva, S., Seabra, C. & Reis, M.</i> A gender-based analysis of travel safety perceptions
13:40 - 14:40	Lunch Break	

14:40 - 14:50	Awards' Ceremomy / Room B Moderator: Maria Alebaki, Agricultural Economics Research Institute, Greece
14:50 - 15:00	NEXT ICOT CONFERENCE Anastasia Traskevich, ISM Cologne, Akalem e.V., Germany Martin Fontanari, ISM Cologne, Akalem e.V., Germany
15:00 - 15:10	Closing Speeches • Nikos Giannakas, Vice Mayor of Tourism & Entrepreneurship of Municipality of Mytilene • Konstantinos Andriotis, Hellenic Open University, Greece - Conference Chair
18.00 - 23.00	Gala Dinner

SATURDAY 27 JUNE 2026	
09:00-17:00	Study Tour