



CONFERENCE PROGRAMME

PROGRAMME AT A GLANCE • KEYNOTES • PANELS • PARALLEL SESSIONS • WORKSHOPS • SOCIAL EVENTS

21–24 September 2026 | Heraklion, Crete, Greece

VERSION 4.0

Support



Sponsors

Program Overview

MONDAY, 21 SEPTEMBER 2026

TIME	SESSION
09:00–10:30	Conference Registration & Welcome Coffee
10:30–11:00	Opening Remarks & Welcome Address
11:00–11:30	Keynote Speech - Seasonal Island Geographies: The Future of Mediterranean Small Islands
11:30–13:00	Academia & Industry Panel: Sustainable Resources Management in Island and Coastal Destinations
13:00–13:45	Lunch Break
13:45–15:00	PARALLEL SESSION 1 (Sessions 1A, 1B, 1C)
15:00–15:30	Coffee Break
15:30–17:00	PARALLEL SESSION 2 (Sessions 2A, 2B) & WORKSHOP 1
17:45–19:15	Discovering the City of Heraklion (included)
19:30–22:00	Welcome Cocktail Reception (included)

TUESDAY, 22 SEPTEMBER 2026

TIME	SESSION
09:00–09:30	Keynote Speech - Islands on Edge: Tourism Futures Between Fragility and Fantasy
9:30–10:45	Academia & Industry Panel: Taste of Place: Gastronomy as a Driver of Tourist Experience and Island Competitiveness
10:45–11:15	Coffee Break
11:15–13:00	PARALLEL SESSION 3 (Sessions 3A, 3B) & WORKSHOP 2
13:00–14:00	Lunch Break
14:00–15:15	PARALLEL SESSION 4 (Sessions 4A, 4B, 4C)
15:45–17:15	Heraklion Archaeological Museum (included)
17:30–19:00	Visit to Knossos Palace (included)

WEDNESDAY, SEPTEMBER 23

TIME	SESSION
09:00–09:30	Keynote Speech - Slow Tourism and Wellness
9:30–11:15	PARALLEL SESSION 5 (Sessions 5A, 5B, 5C)
11:15–11:45	Coffee Break
11:45–13:00	WORKSHOP 3 - Meet the Editors / PARALLEL SESSION 6 (6A)
13:00–13:45	Light Lunch
13:45–15:15	PARALLEL SESSION 7 (Sessions 7A, 7B, 7C)
15:15–16:00	Closing Ceremony & Awards
17:00–18:00 & 18:00–19:00	Visit to CretAquarium (two groups – included)
19:30	Gala Dinner (included)

THURSDAY, SEPTEMBER 24

TIME	SESSION
08:00–17:30	Day Cruise & Guided Tour to the Island of Santorini

MONDAY, SEPTEMBER 21

Venue: HMU School of Health Sciences

MAIN PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
09:00–10:30	Conference Registration & Welcome Coffee	Networking	HMU – School of Health Sciences, Main Lobby
10:30–11:00	Opening Remarks & Welcome Address	Prof. Nektarios Papadogiannis - HMU Rector Prof. Alexandros Apostolakis, Dean School of Management and Economic Sciences Dr. Alexandros Garefalakis, Head of the Dept of Business Administration and Tourism	HMU – School of Health Sciences, Amphitheater
11:00–11:30	Keynote Speech Seasonal Island Geographies: The Future of Mediterranean Small Islands	Prof. Stefano Malatesta, University of Milano-Bicocca, Italy Dr. Arturo Gallia, Roma Tre University, Italy	HMU – School of Health Sciences, Amphitheater
11:30–13:00	Academia & Industry Panel: Sustainable Resources Management in Island and Coastal Destinations	Mr Manos Borboudakis - Metaxa Hospitality Group Prof. Jaruwan (Nikki) Daengbuppha, Naresuan University, Thailand Prof. Dimitrios Kalderis, HMU Dr. Yolanda Koulouri - Hellenic Centre for Marine Research Mr. Minas Papadakis - Heraklion Port Authority	HMU – School of Health Sciences, Amphitheater
13:00–13:45	Lunch Break		HMU – School of Health Sciences, Main Lobby

13:45–15:00 | PARALLEL SESSION 1

SESSION 1A - Transforming Traditional Tourism: Niche Markets, Destination Innovation and Modern Experiences

A model for the transformation of traditional coastal tourism: business format innovation, pathway insights, and future prospects of the Aranya Gold Coast community

Zipei JIA*

Camping as a new form of experience tourism in China: spatial clustering, service diversification, and coastal-non-coastal difference

Zifeng LI*

Rediscovering Heraklion: opportunities and challenges for city break tourism development

Eirini Eleni KAROUZAKI* Nikolaos TRIHAS

Understanding tourists' perceived value in cruise scripted tourism: empirical evidence from China

Cenhua LYU, Kaixin SHEN*, Ming ZHANG

SESSION 1B - ESG, Sustainability Reporting & Responsible Hospitality

ROOM A | Chair: TBC | 21/9/2026, 13:45-15:00

Sustainability narratives in the Greek hospitality sector: a content analysis of sustainability, CSR and ESG reports

Dionysia TZAVARA*

The significance of annual staffing tables for ESG indicators and labor relations in the Greek hospitality sector

Alexandros GAREFALAKIS, Georgios KIRAGIANNIS, Erasmia ANGELAKI*, Ioannis SAMARAS, Ioannis PASSAS

Beyond indicators: repositioning context in sustainability assessment tools for island tourism

Maria XENAKI*, Irini DIMOU

Bridging ESG standards and hotel strategy: a sector-specific reporting framework for five-star hotels in Greece

Alexandros GAREFALAKIS, Erasmia ANGELAKI, Danai Antonaki*, Ioannis SAMARAS

SESSION 1C - Tourism Economics, Labour Markets & Rural Community Resilience

ROOM B | Chair: TBC | 21/9/2026, 13:45-15:00

Tourism-dependent growth and labour market transformations: evidence from Crete (Greece)

Elina DRAKAKI*, George XANTHOS

Bridging Digital Competence Gaps for Workforce Transformation: A KSA-to-H5P Authoring Protocol for Evidence-Based Upskilling in Island Local Government

Nikolaos KOUNOUPAS*, Yiannis DIMOTIKALIS, Christos SKIADAS

A comparative analysis of the cost of living in tourist destinations: perceptions vs. economic reality

Kaoutar LAAOUINA*, Larbi SAFAA

Beyond tourism growth: community-based rural tourism, regional development, and tourism resilience in island destination

Taufiq KURNIAWAN*, Aniko KHADEMI-VIDRA

15:00–15:30 | Coffee Break

15:30–17:00 | PARALLEL SESSION 2

SESSION 2A - Community Attitudes, Residents' Perceptions & Participatory Tourism

AMPHITHEATER | Chair: TBC | 21/9/2026, 15:30-17:00

Understanding factors affecting local communities' attitudes toward tourism: the case of port tourist destinations

Sanja KOVACIC*, Ioannis KATSOUNIS, Gavalas DIMITRIS, Senka ŠEKULARAC-IVOŠEVIĆ, Natasa VAIDIANU

Beyond awareness: the moderating role of collective hope in bridging the value-action gap for coastal tourism futures

Serena LUCREZI*

Spatial differences in residents' attitudes towards technology-driven sustainable tourism

Katerina Bompolaki*, Alexandros Apostolakis, George Kritsotakis

When is a tourist stronger than a bear? Empowering local children through participation

Irena WEBER*

Ecotourism inequality in action: who really benefits in Mogador Island?

Kaoutar LAAOUINA*, Larbi SAFAA

SESSION 2B - Health, Wellness & Medical Tourism in Island Destinations

ROOM A | Chair: TBC | 21/9/2026, 15:30-17:00

Medical tourism as a driver of financial development: conceptual approach and empirical analysis on the dynamics of health providers, hotel services and tourist markets in Crete

Dimitrios BATAKIS*, George KRITSOTAKIS

Investigation of patients' experiences and the economic contribution of medical tourism to the regional development of island and coastal areas in Greece: development of a quantitative questionnaire

Maria PELEFANTI*, Olga SISKOU

Innovative development of marine wellness and healing tourism: a case study of the Beijing–Tianjin–Hebei Bohai Rim area

Wei ZHANG*

How blue tourism videos impact viewers' subjective vitality: a therapeutic landscape theory perspective

Cenhua LYU, Jimin SHU*, Jiaxi LI, Yangyang JIANG

WORKSHOP 1: From Reaction to Resolution: Managing Workplace Conflict in Tourism

Number of participants: 10

Registration information will be communicated shortly.

SOCIAL PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
17:45–19:15	Discovering the City of Heraklion (included)	Guided Tour	Meeting at [to be advised]
19:30–22:00	Welcome Cocktail Reception (included) Welcome Address by the Vice Mayor of Heraklion city, Mr Georgios Agrimanakis	Dress code: smart casual	Marina Port Café @ Heraklion Port (Municipality of Heraklion)

TUESDAY, SEPTEMBER 22

Venue: HMU School of Health Sciences

MAIN PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
09:00–09:30	Keynote Speech Islands on Edge: Tourism Futures Between Fragility and Fantasy	Prof. Chin Ee ONG, Macao University of Tourism, Macao, China	HMU – School of Health Sciences, Amphitheater
9:30–10:45	Academia & Industry Panel Taste of Place: Gastronomy as a Driver of Tourist Experience and Island Competitiveness	Mr. Spyros Balantinos - Region of Crete Dr. Michail Katharakis – Mediterranean Agrofood Competence Center Mr Nikolaos Miliarakis – Minos Cretan Wines SA Dr. Yeujiao Wang - Ningbo University - University of Angers Joint Institute	HMU – School of Health Sciences, Amphitheater

10:45–11:15 | Coffee Break

11:15–13:00 | PARALLEL SESSION 3

SESSION 3A - Sustainability, Circular Economy & Climate Resilience in Tourism

AMPHITHEATER | Chair: TBC | 22/9/2026, 11:15–13:00

Generative AI-assisted climate change vulnerability indicators for island tourism destinations

Bo ZHANG*, Honggang XU

Rethinking the future of coastal tourism: sustainability challenges in blue tourism – the case of Comporta (Portugal)

Luis SILVEIRA*, Mónica BRITO, Inês ALMEIDA

Environmental sustainability and climate resilience in Greek coastal cultural organizations

Despoina TSAVDARIDOU, Eirini PAPADAKI*

A critical appraisal of the role of benefit transfer in valuing environmental degradation within the ISEW framework

Iliana TSARA*, Angeliki MENEGAKI

Implementing a circular economy approach to prevent food waste: a comprehensive synthesis of strategies, metrics, and systemic deficiencies

Irini KONTAKI*, Alexandros GAREFALAKIS, Ioannis PASSAS, Ioannis SAMARAS

Sport tourism and the SDGs: towards a statistical framework for measuring sustainability in coastal and island destinations

Simona PERONE*

SESSION 3B - Regional Development, Governance & Investment

ROOM A | Chair: TBC | 22/9/2026, 11:15–13:00

Heraklion municipality: regional status quo and current development profile

Dimitrios BATAKIS*, Markos KOURGIANTAKIS, Eleni DRAKAKI

Geospatial assessment of inland nature-based tourism potential for coastal destination planning: evidence from Vietnam

Tran THI THU HIEN*, Hone-Jay CHU

Measuring institutional resilience capacity: an entropy-weighted composite index for Greek Nuts II regions

Evangelos DULUFAKIS*, Nektaria Kalogiannaki

Public policy, investment strategies and governance models for island sustainability: a comparative parliamentary perspective from Mediterranean EU member states

Georgia KONSTANTINOY*

The role of financing in public and private tourism investments: institutional, financial and developmental dimensions

Konstantinos DEDES*

Qualitative thematic analysis of small hotel owners in Mani: collaborations with local producers and the prospect of sustainable tourism

Dimitrios MARGETIS*, Konstantinos MARINAKOS, Elpiniki VAVARINI

WORKSHOP 2: Developing Skills for Accessibility in Tourism: From Sustainability Initiatives to Competitive Advantage

ROOM B | Chair: Dr. George Kritsotakis, Hellenic Mediterranean University, Greece | 22/9/2026, 11:15–13:00

Number of participants: 10

Registration information will be communicated shortly.

13:00–14:00 | Lunch Break

14:00–15:15 | PARALLEL SESSION 4

SESSION 4A - Tourist Experience, Symbolism & Value Co-creation in Destination Development

AMPHITHEATER | Chair: TBC | 22/9/2026, 14:00-15:15

Constructing a measurement scale for tourism vitality based on tourists' perceptions and its application in tourists' behavioral intentions

Yuejiao WANG*, Jun LIU

How symbolic can coastal infrastructure be? Exploring the dual symbolism of coastal places in island tourism future

Achilleas KANELLIS*, Eirini PAPADAKI

Fostering destination resilience through collaborative cultural initiatives: exploring the role of community empowerment in European urban festivals

Eirini VLASSI, Ioanna PAGONI, Athina TSIRIMPA, Christos ADAM*

Research on value co-creation and symbolic construction of marine tourism attractions: A case study of 'Viewing Qingdao from the Sea'

Hongyu WANG*, Wenxue ZHANG, Juan NING, Liusu YI, Jia LIU

SESSION 4B - Accessibility, Inclusion & Island Connectivity

ROOM A | Chair: TBC | 22/9/2026, 14:00-15:15

Empowering differently abled tourists: a social cognitive perspective on immersive technology adoption and well-being

Fizza ASIF*, Muhammad Ishtiaq ISHAQ, Carmela DONATO, Ali RAZA

Accessibility literacy in tourism: assessing workforce knowledge gaps through the 'Crete for All' initiative

George KRITSOTAKIS*, Alexandros APOSTOLAKIS, Eirini PAPADAKI, Afroditi MARKAKI

Crete for All: evaluation of an accessibility literacy training program in the tourism workforce of an island destination

George KRITSOTAKIS*, Eirini PAPADAKI, Alexandros APOSTOLAKIS, Afroditi MARKAKI

When the crossing disappears: ferry replacement, dual accessibility, and the cultural sustainability of island tourism

Sitan SU*, Yongjun SU

SESSION 4C - AI & Digital Innovation in Tourism: Generative AI, Blockchain and Smart Technologies

ROOM B | Chair: TBC | 22/9/2026, 14:00-15:15

AI-driven island tourism experience: realistic dilemmas and optimization strategies

Xiao LI*

Blockchain Platform Adoption in Tourism: Perceptions, Adoption, Intentions, and Willingness to Invest among Greek Tourism Businesses

Nikolaos PAPAMATTHAIIOU*, Angeliki N. MENEGAKI, Spyridon PAPATHANASIOU, Maria (Mania) MARKAKI

Generative AI as a driver of business performance: evidence from a multinational travel enterprise

Emmanouil KOUDOUMAS*, Konstantinos VASSAKIS

Not all tourists benefit from generative AI: psychographic heterogeneity in satisfaction and behavioral responses

Min ZHUANG*, Mimi LI

SOCIAL PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
15:45–17:15	Heraklion Archaeological Museum (included)	Guided Tour – max 50 participants	Meeting at [to be advised]
17:30–19:00	Visit to Knossos Palace (included)	Guided Tour – max 50 participants	Meeting at the Archaeological Museum

WEDNESDAY, SEPTEMBER 23

Venue: HMU School of Health Sciences

MAIN PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
09:00–09:30	Keynote Speech Slow Tourism and Wellness	Prof. Aikaterini MANTHIOU, Neoma Business School, France	HMU – School of Health Sciences, Amphitheater

09:30–11:15 | PARALLEL SESSION 5

SESSION 5A - Youth, Gen Z & Solo Travel: Motivations, Careers & Engagement

AMPHITHEATER | Chair: TBC | 23/9/2026, 9:30-11:15

Perceived employment temporariness, burnout, and quiet quitting among Generation Z tourism employees
Sokratis TOLIADIS*, Eva-Zoi MAVRAKI

Should I stay or should I go? Generation Z and tourism careers in an island context

Dimitrios STERGIOU, Aggeliki KAZANA*, Maria ALEBAKI

Why do young solo travellers choose islands? Exploring Generation Z motivations and experiences alone on the islands

Achilleas KANELLIS*, Eirini PAPADAKI

From epistemic mapping to meaning: a two-stage systematic review of adolescent climate engagement and the missing tourism context

Andreas ORFANAKIS*, Angeliki Menegaki

Humour as intercultural practice in hotel animation teams

Ioulia LAZOURA*, Athina PAPAGEORGIOU, Aristedis PAPAGRIGORIOU

SESSION 5B - Human Capital, Leadership & Workforce Management in Tourism

ROOM A | Chair: TBC | 23/9/2026, 9:30-11:15

Understaffing in the Cretan hospitality sector: a comparative regional analysis across prefectures

George KONSTANTOPOULOS*, Grigorios GIANNARAKIS, Maria XENAKI, Alexandros GAREFALAKIS

The meaning of work. Being a seasonal worker in a seaside resort before ...and after the covid crisis

Christophe GUIBERT

Coaching in organizational performance enhancement: the nexus between the role of coaching and organizational performance in multinational companies within Sri Lanka

Vindya Madhavi GUNASEKARA*, Udaya Mohan DEVDAS, G. R. P. SILVA (online)

Seasonality, workforce instability and business resilience in island tourism: the role of sustainable HRM

Ioannis VALACHIS*, Sofoklis SKOULTSOS, Nikolaos TRIHAS

Leadership-talent management and staff turnover in island tourism destinations

Ypapanti AIVALIOTI*, Irini DIMOU

Exploring temporal discounting among executives' learning and development in a selected hotel in Sri Lanka

Lahiru NAWARATHA, Udaya DEVADAS, Dalia PERKUMIENE*

SESSION 5C - Coastal Cultural Heritage: Identity, Mobility & Community Empowerment

ROOM B | Chair: TBC | 23/9/2026, 9:30-11:15

Sustainable destination branding in sacred coastal landscapes. Towards a protective branding framework

Maria ANTONIADI*, Eirini PAPADAKI

Sustainable mobility for cultural routes in coastal areas

Maria ZOURIDAKI*, Alexandros APOSTOLAKIS, Markos KOURGIANTAKIS

Social organization involvement, cultural empowerment information, and tourist norm activation: a multi-study experimental research in the heritage tourism context

Gaifang LIU*, Chunye CHENG

Arctic Tourism across Cruise Destinations, a test to resilience? - policy responses in Arctic islands and peninsulas

Anna Karlsdottir*

Spectral Geography of Island Tourism: haunted landscapes and potentialities for subaltern heritage tourism in Gökçeada (Türkiye)

Benoit MONTABONE*

BREAKS, PANELS & WORKSHOPS

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
11:15–11:45	Coffee Break		HMU – School of Health Sciences, Main Lobby
11:45–13:00	Workshop 3 Meet the Editors	Prof. Chin Ee ONG & Dr. Stella Kladou Moderator: Dr. Angeliki Menegaki	HMU – School of Health Sciences, Amphitheater

11:45–13:00 | PARALLEL SESSION 6

SESSION 6A - Transformations in Coastal and Island Tourism: Value, Place, Well-Being, and Mobility (in Chinese)

ROOM A | Chair: Yuejiao WANG | 23/9/2026, 11:45-13:00

Two mechanisms of value production in coastal rural tourism destinations: affective infrastructure and platformed visibility

Zhaoling PANG*

Marine-terrestrial civilizational tensions, culture-tourism integration, and the making of new marine places

Jiuxia SUN*

Restorative islands, better aging: unpacking the dimensions of older adults' island tourism experience and its implications for health perception, positive emotional recovery, and quality of life

Guangmei JIA*, Ji WEN, Pu ZHOU, Xin LIU

The role of new-energy vehicles in promoting the transformation of driving tourism systems from a multi-level theory perspective

Peng YANG*, Lirong KOU, Honggang XU

13:00–13:45 | Light Lunch

13:45–15:15 | PARALLEL SESSION 7

SESSION 7A - Tourism Marketing, Destination Narratives & Tourist Perceptions

AMPHITHEATER | Chair: TBC | 23/9/2026, 13:45-15:15

Promoting Portugal abroad: adapting tourism narratives across international markets

Luis SILVEIRA, Claudete MOREIRA, Inês ALMEIDA*, Norberto SANTOS

Can attractiveness and credibility characteristics of foodie travel influencers predict tourist followers' attitude and behavior? A social influence perspective

Baolin DENG*, Chenyu SHI, IpKin Anthony WONG

From taste to emotion: Exploring the culinary tourist experience through tripadvisor reviews of marrakech restaurants

Samia IDBENSSI*, Larbi SAFAA

When sustainability signals mislead: rethinking coastal tourism literacy

Panagiotis MAVRAKIS*, Chryssi GAREFALAKI, Alexandros APOSTOLAKIS, George APLADAS

SESSION 7B – Gastronomy & Wine in Island Destinations

ROOM A | Chair: TBC | 23/9/2026, 13:45-15:15

Rural food entrepreneurship and niche tourism markets: a resource-based and mega-brand approach

Nikolaos BOUNAKIS*, Stella KLADOU

Food security and everyday gastronomy on a Mediterranean island: migrants' dietary adaptation and inclusion in Crete

Ioannis SFENDOURAKIS*, George FRAGIADAKIS

Beyond the bottle: analysing the economic and operational impact of the "sober curious" trend on hotel bar revenue and guest satisfaction

George PAPADOGOULAS*, Konstantinos MARINAKOS, Konstantinos SERGOPOULOS

Islands and coastal wine tourism: towards sustainable futures

Emmanouil ANDRIANAKIS*, Stella KLADOU, Nikolaos TRIHAS

Navigating climate risk in island wine tourism: a protection motivation theory perspective

Maria ALEBAKI*, Maria PARASKEVA

SESSION 7C – Cultural Heritage, Creative Tourism & Film-Induced Tourism

ROOM B | Chair: TBC | 23/9/2026, 13:45-15:15

Unlocking the economic potential of cultural heritage tourism in South Africa: regional experiences and strategic opportunities

Siphuxolo MAZWI*

From cultural heritage to sustainable tourism futures: co-creation, governance and community engagement in peripheral European territories

Luis SILVEIRA*, Claudete MOREIRA, Rui FERREIRA, Mansour GHANIAN, Paulo CARVALHO, Tiago SANTOS, Andreia MARTINS

From the screen to the shore: film-induced tourism in Greek islands through the lens of IMDB user comments

Georgios CHATZELENIS*, Eirini PAPADAKI

Greek libraries as cultural tourism destinations: assessing tourism potential through market appeal, robusticity and islandness

Michail NIKITAKIS*

Creative tourism and public archaeology: case study from archaeological sites of Crete

Venetia Maria BOTSI*, Eirini PAPADAKI

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
15:15–16:00	Closing Ceremony & Awards		HMU – School of Health Sciences, Amphitheater

SOCIAL PROGRAMME

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
17:00–18:00 & 18:00–19:00	Visit to CretAquarium (two groups – included)	Guided Tour	Meeting at [to be advised]
19:30	Gala Dinner (included)	Taverna Ktima Krites – Dress code: smart casual	Meeting at CretAquarium

THURSDAY, SEPTEMBER 24

Optional activity – not included

OPTIONAL EXCURSION

TIME	SESSION	SPEAKERS / DETAILS	LOCATION
08:00–17:30	Day Cruise & Guided Tour to the Island of Santorini	Please dress accordingly	More information to be communicated shortly



Support



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