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Vicky Katsoni
George Cassar *Editors*

Recent Advancements in Tourism Business, Technology and Social Sciences

10th International Conference, IACuDiT,
Crete, Greece, 2023—Vol. 1

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Editorial

Recent Advancements in Tourism Business, Technology and Social Sciences

Even without directed actions, the process of globalization continues, and the direction in which it is heading strengthens the belief that methods and tools should be adapted to the new realities (Stiglitz, 2017). Tourism, trade, and technology can amplify the prospects of economic growth, job creation, and increased productivity. Economic welfare and social development are in a mutual relationship (DaSilva et al., 2019; Zhang & Zhang, 2004). Therefore, new ways of using traditional factors of production emerge, along with new rules for organizing activities to address the emerging realities in the various social sciences (Şerban, A.C., Jianu, I., Katsoni, V., 2023).

Tourism is a multifaceted reality in today's world and offers scope for global development and diversification while its resilience is now a proven quality. Indeed, it has become one of the principal pillars of the world's economy with 10% of global GDP directly or indirectly derived from the presence and exigencies of the tourism industry (Cassar, 2020). The thousands of destinations that exist and the many more that emerge from time to time, look at advancements in the tourism business, technology and the social sciences for direction, guidance, and support. Academia is one of the most powerful and enlightening sources that these destinations bank upon for their future. The professionals in the tourism sector, of course, also offer their expertise through years of hands-on activity and a strong dose of experience and good practice. Yet, many of the tourism operators look to researchers, academics, and associate professionals to propose novel and tested remedies for a changing world scenario challenged by environmental catastrophes, health and safety challenges, technological inventions, economic pressures, social exigencies, and myriad other difficulties and permutations. Tourism, as it has now been shown, is as fragile as it can be strong. Its strength is tested every day. Its fragility is experienced each time a crisis—global or local—crops up. Policies are introduced by world bodies, regulations and laws are enacted by national governments, while further rules are

sometimes forced upon operators, sectorial stakeholders, tourism operators, destination management entities, and dependent sectors. At times (most times) this creates tension and confusion as to how one should proceed.

IACuDIT's mission is to contribute to the paradigm changes needed, which closely relates to the 2023 conference theme: *Recent Advancements in Tourism Business, Technology and Social Sciences*. The aim of this conference is to promote constructive, critical, and interdisciplinary conversations on the challenges emerging in the various sectors of the tourism industry by bringing together researchers, communities, industry, and government stakeholders. This is hereby fully achieved.

A list comprising of 36 interdisciplinary conference topics was included in the call for papers. The numerous papers submitted through virtual and poster presentations were considered for publication. All those accepted for the conference were double-blind peer reviewed in two phases. Thus, all the abstracts submitted were in the first stage peer-reviewed by two experts in the field to ascertain their relevance to the conference theme and for their contribution to the academic debate. A total of 182 abstracts were reviewed of which 124 were found relevant. All accepted proposals were offered the opportunity to submit full papers for the conference proceeding, utilizing the comments from the first phase of double-blind peer review. This resulted in 105 papers being submitted for inclusion in the Springer proceedings in Business and Economics. These full paper submissions were once again double-blind peer-reviewed by two experts in the field, as well as by the editorial team. During this second cycle each submission was reviewed for: (a) relevance to the conference theme, (b) quality of the paper in terms of theoretical relevance and significance of the topic, and, (c) contribution to the academic debate. The contributions were thematically selected and are arranged in the present proceedings according to the order of their presentation. The subthemes covered by the conference were further categorized into five distinctive parts, which were distributed in two volumes.

Volume 1 consists of 3 parts:

Part One *Tourism and Technology: Current Approaches and Applications in Marketing, Destination Management and Planning*—24 chapters

Part Two *Tourism Development and Sustainability*—23 chapters

Part Three *Cultural and Heritage Tourism*—17 chapters

Volume 2 consists of 2 parts:

Part Four *Tourism Perspectives in a Social and Business Environment—Current Developments and Experiences*—31 chapters

Part Five *Sports and Wellness Tourism*—10 chapters

Volume 1

Part One—Tourism and Technology: Current Approaches and Applications in Marketing, Destination Management and Planning

The first part of the book consists of 24 chapters and aims at presenting recent trends in tourism technology and elaborating on different aspects of digital transformation for attractions, destinations, and tourism planning. More specifically:

The chapter titled “[New Technologies in Health and Safety in Hotel Restaurants During Covid-19: A Systematic Review](#)”, is written by Carayanni Vilemine and Elpida Roussakou. The authors conduct a systematic review regarding the effectiveness of current technological means and practices that are applied to limit COVID-19 infections, and to protect customers from other factors aggravating their health, such as allergens, mould spores, volatile organic compounds (VOCs), accidents, etc. Future possibilities about new technologies are also studied through existing literature. A PRISMA-S method was used, Databases research (ABI/INFORM, ProQuest, Scopus and EBSCO Business Source Premier, and CBCA Business, Medline, Embase) was undertaken between June 2020 and June 2023. The authors concluded that a large amount of literature using different methodologies focuses on the effectiveness of different health and safety measures in hotels’ restaurants. The utilization of new technological tools for the overall improvement of health and safety conditions in the tourism industry requires ensuring a balance between effectiveness and cost.

In chapter “[Big Data Analytics and Its Influence on Revenue Growth in the European Tourism Industry](#)”, Marian Pompiliu Cristescu, Dumitru Alexandru Mara, and Lia Cornelia Culda seek to uncover the extent of the adoption of big data analytics within the tourism industry of European Union states and to identify a potential correlation between the deployment of big data analytics and higher turnover rates in these businesses. Through comprehensive evaluation of datasets accumulated from 2016 to 2020, the research unveils interesting patterns and trends related to the use of big data analysis and revenue generation in the tourism sector.

In chapter “[Social Media Analysis of Tourist Perceptions on Physicochemical Water Quality in Laguna de Tres Palos](#)”, Ramón Aguilar Torreblanca, Hilda Janet Arellano Wences, and Justiniano González González propose a novel approach to understand tourist perceptions of water quality in Laguna de Tres Palos, using social media analysis. Utilizing methodologies such as keyword frequency, word cloud generation, semantic analysis, semantic networks, topic analysis, opinion mining, influence analysis, spam detection, trend analysis, and emotion analysis, the paper examines public discussions and sentiments regarding the physicochemical quality of the lagoon’s water. Preliminary findings reveal diverse perceptions, which may influence tourism and local ecosystem management strategies. This analysis is part of a broader study, which involves the implementation of a real-time, remote water

quality monitoring network at the lagoon, highlighting the intersection of social media data, environmental monitoring, and tourism management.

The chapter titled “[How the Role of Language and the Country of Origin Affects Online Hotel Ratings? Which One Prevails?](#)” is written by Beatriz Gaspar, Rui Augusto da Costa, and Adriana Fumi Chim-Miki. As the country of origin and language today play a major role, and particularly so in the hospitality sector, it is of paramount importance to investigate how the country of origin and the use of a different language can affect online hotel rankings. The authors conclude that not only is there a smaller number of positive reviews in comments written in English, but also, that the use of domestic language in comments affects positively online ratings. Understanding the relationships between country of origin and the role of language in online hotel rankings is a key strategic resource for both strategic management and marketing for hotel managers, and for tourism destination management organizations.

The chapter titled “[Virtual Reality \(VR\) and Augmented Reality \(AR\) in Tourism and Hospitality. A Systematic Evaluation](#)”, is written by Anastasios Tsimakis, Ioanna Sotiropoulou, Ioannis Anagnostou, Georgios Telonis, Constantinos Halkiopoulos, and Basilis Boutsinas. This paper examines the principal research developments related to virtual reality (VR) and augmented reality (AR) in the hospitality and tourism industries. It also seeks to identify valuable tourism and hospitality research directions on VR and AR applications. A selective literature review of full-length publications published between 2018 and 2023 was conducted with a total of 113 journal articles being retrieved and examined in context. A theoretical framework is developed based on synthesizing the stimuli, dimensions, and consequences of VR/AR user behaviour experience. In addition, the present study provides an in-depth analysis of the development of the theories and research methodologies, revealing useful context for what remains to be accomplished, and concludes with constructive recommendations for advancing the current comprehension of VR/AR and its management. In this project, various positive outcomes are presented, resulting from the use of VR/AR technologies. It encourages industry practitioners, such as destination marketing organizations and marketing firms, to incorporate technological improvements within their strategic plans.

The chapter titled “[OPTORER PPE: A Novel Dynamic Routing and Exploration Service in Outdoor and Indoor Areas of Touristic and Cultural Interest in the Broad Area of Attica](#)”, is written by Constantinos Vassilakis, Maria Polychronaki, Dimitrios G. Kogias, and Eleni-Aikaterini Leligkou. The authors introduce OPTORER, a novel routing and exploration service in outdoor and indoor areas of touristic and cultural interest in the broad area of Attica. By leveraging cutting-edge algorithms for optimal multicriteria dynamic route planning; indoor positioning and localization; and user experience assessment; OPTORER aims to create significant opportunities for exploitation and capitalization, initiating new markets, increasing the market share of diverse groups of professionals involved, while offering to all a unique and safe experience of the touristic and cultural offerings. The main objectives of the service are: (1) the offering of a routing and tour planner service in outdoor/indoor places of tourist and cultural interest that will ensure the optimization of the user

experience and achieve specific purposes (personalized criteria and/or promoted purposes); (2) the expansion of tours indoors, requiring only a low-cost initial investment from the operators of places of interest; (3) the assessment of the user experience to drive the dynamic adjustment of routing decisions along the tour; and, (4) to provide the state with the ability to ensure in real time the safety and well-being of citizens by communicating notifications or alerts to be considered in the dynamic routing decision process.

The chapter titled “[Digital Economy and the Regulation of the Sharing Economy in Tourism](#)”, is written by Andrej Malachovský. The aim of the paper is to highlight the main possibilities of sharing economy regulation in accommodation services using the examples of selected cities. The main features include a significantly positive impact on improving the income situation of the affected population groups, as along with some negative impacts on the development of the local economy. The support of the sharing economy in tourism in Europe and the rest of the world was created as part of the support to the digital economy. This is key towards the understanding and growth of this phenomenon. In the paper, the literary method was used to identify selected principles related to the topic and analyse chosen sources relating to particular cities, which, based on positive and negative experiences, proceeded to regulate the sharing economy. The main findings primarily include the identification of the benefits of applying the sharing economy on the supply side, and critical points from the perspective of tax collection, price increases, disruption of order and others.

The chapter titled “[Digital Nomads. The International Experience and the Case of Greece](#)”, is written by Maria Doumi, Anastasia Doumi, and Dimitris Angelis-Dimakis. The paper looks, firstly, into the digital nomads phenomenon at an international level, its origins, its fast growth over the last years and its prospects. Secondly, it takes the case of Greece, and especially the islands and regions that are difficult to access. The research examines whether digital nomads and their mode of operation could become a method how to alleviate the existing problem of geographical inaccessibility by establishing a communication continuity.

The chapter titled “[The Digital Transformation of Tourism. Case Study of Greek Tourism](#)” is written by Aristeidis Bakalis, Constantinos Halkiopoulos, and Hera Antonopoulou. In this paper, Greek Tourism is analysed through the figures that characterize this sector, and the factors that contribute to its growth. There is an emphasis on the characteristics and technologies of those contributing to the sector’s digitization and progress. To accomplish the objectives, the study begins with an introduction to the concept of tourism and a review of its history. Moreover, the categories of tourism are discussed, with a focus on tourism as a product that contributes to the growth of the economy. This is followed by the identification of those technologies which contribute to the digitization and promotion of Greek tourism, as well as its challenges in the new reality. Following this, the Greek tourism industry is taken as a case study, going into its expansion over time and the new technologies that contribute to its digitization and promotion. It concludes by underlining that new technologies have helped to put Greek tourism in an excellent position to effectively meet the new challenges of the post-COVID era.

In chapter “[Transformation of Human Capital Strategies Through Digitalization in the Tourism Industry](#)”, Mirela Ionela Aceleanu, and Marta Stoian aim to look closely at the state of digitization in the tourism sector, its potential directions for development, and the influence of digitization factors on human capital. The digitization of the tourism industry makes businesses operating in this field more flexible, adaptable to modern conditions, and more competitive in a dynamic “digital world”. This research aims to provide new digital opportunities for tourism businesses.

The chapter titled, “[Social Media and E-Commerce Platforms Purchases Satisfaction](#)” by Sofia Kapali, Maria Tsourela, and Dimitris Paschaloudis investigates the influence of consumers’ expectations from social media and e-commerce platforms service quality on their satisfaction, seeking further improvement in the corporate purchasing environment. The study was conducted according to the original SERVQUAL method. The questionnaire administrated comprised four out of five original SERVQUAL dimensions, namely: Responsiveness—Reliability—Assurance—Empathy. The Tangibles dimension was replaced with Perceived Value—P.V., to more appropriately reflect the online environment. Six hypotheses were formulated and data was analysed with IBM SPSS version 19. Regression analysis for both environments was performed to test the first five hypotheses, and Laplace criterion was chosen as a Decision theory selection criterion to test the last element. It has been proven that, for customers of both social media and e-commerce platforms and purchasing environments, Perceived Value—P.V. was the most important feature, followed respectively by Assurance, Responsiveness and Reliability. It was also showed that there is actually a different level of expectations between the two purchasing environments, where consumers seem to expect more from e-commerce platforms purchasing environments than social media ones.

The chapter titled, “[Tourism Digital Transformation and Innovative Travel Facilitation Solutions Based on COVID-19: A Case Study of “Fit2Fly” Testing](#)”, by Angelina Giakoumi and Constantinos Halkiopoulos, presents a case study of a medical company on Zakynthos Island that swiftly developed an online platform called «Fly Test Center» for «Fit to Fly Testing». The innovative platform enabled tourists to conveniently book their tests online and subsequently visit designated medical centres at the scheduled date and time for testing. The company utilized Google Ads and Social Media Campaigns to enhance the platform’s visibility and reach, strategically incorporating relevant target keywords. This ensured that individuals seeking “PCR” or “Lateral Flow Tests” could quickly locate medical centres across Zakynthos Island and obtain the necessary certification for travel. In conclusion, innovation and the creation of new technological solutions are highly recommended for tourism enterprises that want to compete, grow, and increase productivity and management.

The chapter titled, “[Exploring the Metaverse in Tourism Literature Using NVivo](#)”, by Stelios A. K. Ioannidis, Alexios-Patapios Kontis. The primary objective of this research is to clarify the concept of the metaverse, which has been subject to ambiguity, and calls for further understanding of its nature and purpose. The term “metaverse” has been in existence for almost three decades, yet there remains uncertainty as to its precise definition, functionality, and potential impact on our daily lives.

To address these uncertainties, the current paper provides a comprehensive review of articles dealing with metaverse in the context of tourism. The research utilized a mixed content analysis approach, which involved analysing academic articles using NVivo14 and quantifying the data. To gain a holistic understanding, a diverse range of sources including business reports and web articles were also gathered, apart from academic data bases. This qualitative aspect of the study helped to provide additional insights and support for the findings. The metaverse is described as a parallel reality to the physical world, possessing distinctive features such as persistency, collectivity, interactivity, continuous evolution, interoperability, and immersiveness. Its 3D nature further enhances its potential to be the future version of the internet. However, despite the advancements, many researchers believe that a fully integrated and operational metaverse is still distant, and it is currently considered more of a fictional concept.

In chapter, “[A Tourist’s View of Digital Marketing in Finding Thermal Springs Near Thessaloniki: A Case Study of Lagkada Baths](#)”, Vesna Lukovic explores digital marketing from a traveller’s viewpoint in a case study about particular thermal springs in Central Macedonia, Northern Greece. The paper identifies and compares on one hand search results based on Google, the largest search engine in the world; and on the other, search results on Facebook, the largest social network in the world. The aim of the research is to contribute to the understanding of digital marketing from a customer point of view by considering e-commerce and social media perspectives.

The chapter titled, “[Nazaré: From Coastal Cultural Landscape to Unique Tourism Branding](#)”, is written by Teresa Mendes, Hugo Barreira, Pedro Liberato, Dália Liberato. This paper focuses on the coastal images of the small community at the fishing village of Nazaré and acknowledges the importance of the joint policies of local and regional destination management organizations (DMO) to push the selling of Nazaré as a unique destination. Based on the national DMO’s Turismo de Portugal (Portuguese Tourism) strategic products, sun and sea, and nautical tourism, the authors assessed the importance of collaborative governance policies to produce high-valued branding TDs.

The chapter titled, “[Marketing’s Impact on Sustainable Tourism: An Empirical Study of Hotel Units in the Northern Region of Portugal](#)”, is written by Dália Liberato, Fernanda Ferreira, Marta Guedes, Elga Costa, and Pedro Liberato. This study investigates the importance of Marketing in Sustainable Tourism, applied to hotel units in the northern region of Portugal. A qualitative methodology was selected consisting of an exploratory study based on semi-structured interviews. The sample consists of directors and/or managers of hotel units awarded the “Green Key” certification, in 2022, situated in the northern region of Portugal. Among the main conclusions, there were several motivations for tourists to seek certified hotels, such as community involvement, preservation of natural resources, contact with Nature, digital communication, distance to the destination, and the hospitality of the locals. From the entrepreneurs’ perspective, sustainability certifications can bring several advantages, such as consumption and cost reduction, better organization of internal processes, motivation and involvement of teams, competitive advantage and market recognition, and long-term financial return.

The chapter titled, “[Digital Marketing and the Contribution to Sustainable Tourism: Case Study of Zakynthos Island](#)”, is written by Giorgos Igoumenakis, Hera Antonopoulou, and Constantinos Halkiopoulos. The study investigates, both at a theoretical and a research level, the importance of digital marketing in the development of alternative tourism on the island of Zakynthos, which is an international tourist destination in Greece. The authors suggest solutions that digital marketing can provide in the promotion of the island, through accurate and accessible information on the sustainability of the destination, promoting sustainable travel and tourism habits, and encouraging the adoption of a conscious behaviour while travelling to work aimed towards a more sustainable tourism industry, which is responsible and therefore of benefit to the environment and local communities.

In chapter, “[Evaluation of Hotel Services Utilizing Digital Marketing Strategies in Less Developed Countries Within the Hospitality Industry](#)”, Constantinos Halkiopoulos, Alexandra Theodoropoulou, and Giorgos Igoumenakis investigate the official websites of hotel units located and operating in LDCs. The authors evaluate website optimization, domain trust flow, domain referral flow, relevant websites, affiliate social networking, organic web keywords, and expected monthly SEO traffic. Their study aims to address questions about the current state of tourism industry websites, the most recent technology being employed to maintain a strong online presence, and methods for optimizing their interaction to attract more potential customers-tourists. In conclusion, the findings of this study highlight the significance of integrating cutting-edge technology for communication and information with regard to hotel units of all categories across the country, which should result in significant long-term benefits for the tourism industry’s communication policy related to the provision of current hosting services.

The chapter titled, “[Analysis of Facial Expression in Videos Promoting Tourist Destinations](#)”, is written by Fernando Toro Sánchez. The importance of the present work lies in exploring, analysing and organising the feelings provoked after viewing a promotional video. This research is based on sentiment analysis (SA) and, in particular, on the scrutiny of the facial experience within SA, which draws on a series of technologies framed in neuromarketing, that are experiencing substantial growth, given the importance of information supported by audiovisual media, and video in particular. This work presents a study on the feelings found in the exhibition of promotional videos of a certain tourist destination, finding interesting conclusions based on the identification of different emotional valences such as: joy, sadness, anger, surprise, fear, disgust and neutral, the same emotional instances described by the psychologist Paul Ekman. For this purpose, algorithmic facial recognition techniques based on positional vectors are used. The results reveal the importance of content in tourism promotion and, in particular, indicate and facilitate methodologies to generate demographically segmented and effective content for each target tourist audience.

In chapter, “[Exploring the Impact of Social Media on Tourists’ Travel Behavior: A Study of Xiaohongshu in Macau](#)”, Chengyu Si and Eusebio C. Leou employ the Information Technology Acceptance Model (ITAM) to examine the impact of social media on travel motivations among tourists in Macau. Specifically, the study focuses

on Xiaohongshu, a widely used social sharing application in mainland China, to explore the fundamental factors that influence the selections made by tourists in Macau related to tourist activities through the platform. By delving into the determinants of Xiaohongshu usage and their implications for travel behaviour, this investigation seeks to provide a comprehensive understanding of the relationship between social media and tourism among the tourists in Macau. The research findings have the potential to contribute to the fields of tourism and digital marketing, offering valuable insights into consumer decision-making behaviour in the digital realm and providing practical recommendations for the industry's digital transformation and sustainable growth.

The chapter titled, “[Hotel Business Strategic Marketing Development in the Digital Era](#)”, is written by Ioanna Giannoukou, Ioannis Papanikolaou, and Constantinos Halkiopoulou. Businesses are now aware that traditional advertisements are diminishing in value, and digital advertisements are gradually gaining increased importance due to consumers making more use of the Internet, utilizing also Big Data technologies to apprehend a deeper knowledge and understanding of the requirements of tourists and improving the decision-making process. The present work demonstrates how hotels and tourism businesses in general are now required to adapt to the contemporary digital age in order to be able to compete with the growing competition.

In chapter, “[Linking Destination Attributes and Overall Satisfaction in a Cultural UNESCO World Heritage Site Destination](#)”, Smiljana Pivčević, Ljiljana Najev Čačija, and Ante Budimir Bekan explore the linkages between satisfaction with destination attributes and overall satisfaction in a coastal UNESCO World Heritage Site cultural destination. The study is based on a representative sample of 600 tourists and uses exploratory factor analysis to unveil the underlying factors of bundled destination attributes. The relationship between the factors obtained and overall destination satisfaction based on affective, cognitive, and fulfilment components is analysed in the next step. The impact of other factors such as motivation for visit and consumption in the destination are also investigated, as well as differences between the destination attributes' satisfaction, overall satisfaction, and tourism consumption between tourists in the high and shoulder season period. The study results provide implications for effective destination marketing and management as well as directions for future studies on the subject.

The chapter titled, “[Gamification: A Development and Promotion Tool for Brasov Tourist Destination](#)”, is written by Diana Foris, Claudiu Bauer, Tiberiu Foris, and Mălăescu Simona. The aim of the paper is to identify the necessity and the usefulness of implementing gamification within the online tourism promotion application in Brasov County—Brasov Tourism App. The application provides information about the attractions, tourist sights, and events taking place in Brasov County and its surroundings. In this respect, qualitative marketing research was conducted. The results highlighted the fact that the implementation of the gamification functionality within the online promotion application leads to the raising of the level of attractiveness of the tourist destination. The outcomes are useful for the tour operators that develop tourism products based on capitalizing on cultural, natural, and gastronomic

heritage, but also for the managers of the tourist destination. The paper also offers suggestions regarding future research directions.

In chapter, “[Testing the Relationships Regarding Hotel Guests’ Perception of Robots in 4- and 5-Star Hotels, South Africa](#)”, Whitney May, Nicolene Conradie, and Ciné Van Zyl investigated 4- and 5-star hotel guest preferences for robot usage in hotel departments and services in South Africa. In an exploratory study, a quantitative methodology was applied. The results indicate that accommodation establishments could use innovative technology effectively in a rapidly changing service environment. The application of robots in these hotel departments could potentially enhance the efficient management thereof, as well as ensuring its sustainability. Guest experience of Gen Z might also be enhanced whilst visiting the destination.

Part Two—Tourism Development and Sustainability

The second part of the book consists of 23 chapters and aims at capturing sustainable tourism and shed some light on developments in methodologies followed. More specifically:

In chapter, “[STDs and SDGs: Smart Tourism and Sustainability](#)”, Elen Paraskevi Paraschi attempts to combine the concept of Smart Tourist Destinations (STDs) with the seventeen UN Sustainable Development Goals (SDGs) to present successful examples of European cities that apply innovative and smart solutions to strengthen their competitive position in the dimensions of Accessibility, Sustainability, Digitization and Cultural Heritage. The purpose of the study is to strengthen and facilitate the exchange of best practices in promoting innovative, sustainable and smart tourism initiatives.

The chapter titled, “[Environmental CSR and Pricing Strategy in the Hospitality Industry](#)” is written by Flávio Ferreira, Fernanda A. Ferreira, Marina Haro-Aragú. The authors elaborate on the concept of Corporate Social Responsibility (CSR), a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis”. This study points out that CSR measures are voluntary and should therefore exceed legal regulations. In this paper, the present authors apply Hirose et al. study to the hospitality industry and consider one for-price hotel and one consumer-friendly hotel, instead of two private companies.

The chapter titled, “[Impact of NGOs on Socioeconomic Development in Developing Countries: The Case of Guinea-Bissau](#)”, is written by Nuno Ribeiro and Braima Dabó. The aim of this study is to examine the perception that Guineans have regarding the impact of NGOs on the socio-economic development of their country. To this end, a questionnaire was developed and applied to identify the main NGOs operating in Guinea-Bissau, as well as to understand their main contributions in different sectors of activity (education, health, agriculture, and sports). It was also intended to understand the level of satisfaction of Guineans, in relation to the activities of the

NGOs, as well as to verify if their action met the needs and challenges of the communities. The data analysis allowed the present authors to conclude that the activities of the NGOs have contributed to the satisfaction of some basic needs, within the scope of the sectors of activity under study, especially in education, health, agriculture. Regarding sports, the perception is that there are no NGOs operating in this sector. The general perception is that NGOs have been the anchor for many Guinean families, thus contributing to the socio-economic development of Guinea-Bissau.

In chapter, “[Conservation and Environmental Contributions of Nature-Based Volunteer Tourism in South Africa](#)”, Charmaine de Klerk and Uwe P. Hermann explore the conservation and environmental contributions of nature-based volunteer tourism in South Africa. An exploratory qualitative research approach was followed incorporating semi-structured interviews with managers at seven volunteer tourism organisations, followed by thematic analysis of the empirical data. The results indicate that nature-based volunteer tourism organisations can contribute to improved understanding of conservation and the environment. This leads to enhanced education, resulting in the protection of fauna and flora. The study proposes recommendations for marketing, management and future research. The results of the study are valuable to volunteer tourism managers and contributes to the current discourse on volunteer tourism as an emerging market segment.

The chapter titled, “[Constructive Ethics or Metaethical View in Environmental Impact in European Touristic Public Organizations?](#)”, is written by Vassiliki Balla, Archontoula Koskeridi, and Panagiotis Ballas. What is ethical in the tourism industry could be constructive in the mind of various stakeholders. Apart from the traditional meaning of “environmental problems” which are those that arise from human dealings with the natural world related to the objective systems of nature, there is another meaning that includes the surroundings open to an individual person, the territories that give the person that sense of belonging that transmit that feeling that one is at home (Attfeld, 2014). This metaethical point of view introduces the subjective way people feel about what is ethical or not. The current study adds to the existing literature on the environmental impact of touristic public organizations. Through sustainable variables such as climate and energy, safe and healthy environment, next generation fuels and environmental performance variables, the study concludes that the so-called unethical environmental footprint due to the heavy operations of European harbours is debatable.

The chapter titled, “[Environmental Education and Its Contribution to the Growth of Tourism: An Overview](#)”, is written by Evangelos Karampotsis, Panagiota Zarra, and George M. Aspridis. This paper includes a literature review related to environmental tourism (category of educational tourism) and presents the study of a corresponding area of interest (Mouzaki, Karditsa, Thessaly, Greece). This work, following a methodology that includes a thorough examination of the subject and highlights the strong and weak points of educational tourism, presents: (i) conceptual demarcations, (ii) statistical data regarding the area of interest (Mouzaki), and (iii) proposals (incentives to visit, socio-economic benefits, etc.) for the improvement of the specialized tourism policy that will contribute to the development of both the area of interest (Mouzaki) and its periphery (Thessaly). The results of this work

are particularly important and their utilization may contribute to the upgrading of educational tourism in Greece.

In chapter, “[An Environmental Management Accounting System for Sustainable Tourism Based on Business Intelligence](#)”, Christos Sarigiannidis, Constantinos Halkiopoulou, and Basilis Boutsinas aim to contribute to the development of an environmental management accounting model applicable to the tourism industry by utilizing the opportunities offered by Industry 4.0. This model will provide management with reliable information and facilitate the compilation of consistent and comparable environmental reports, which will capture the environmental impacts of tourism on crucial environmental issues such as greenhouse gas emissions, solid waste, wastewater, disruption of ecosystems and biodiversity, water, energy efficiency, beaches, ecosystem protection, environmental protection costs, environmental taxes, and will facilitate the implementation and use of Environmental Management Accounting Systems, using Business Intelligence techniques which will contribute to the analysis, evaluation, documentation, and transparency of their environmental performance.

In chapter, “[Coastal Tourism and Sustainable Development: Case Study of Xylokastro \(Region of Peloponnese, Greece\)](#)”, Savina Georgiou, Panagiota Karametou, and Agisilaos Economou refer to coastal tourism based on research carried out by the Department of Economics and Sustainable Development of Harokopio University. The aim is to investigate the conditions for the development of circular sustainable coastal tourism and garner the opinion of tourists/visitors on related issues. The coastal city of Xylokastro in the Region of Peloponnese was chosen as a case study. In order to address the main questions of the paper and to investigate the conditions and possibilities for the development of coastal tourism in the area, a survey was carried out, aimed at tourists/visitors in the region. A questionnaire was created with thirty-two (32) closed-type structured response questions, which was anonymous and distributed to 183 persons. The survey was administered during the months of July and August 2022. An important conclusion of the paper is that, in order to ensure sustainable coastal tourism in the coastal city of Xylokastro, there is need for the implementation of focused strategies related to the general environmental protection issues. It is suggested that hospitality and catering businesses and other stakeholders prepare studies, developing new sustainable business models towards “Sustainable Coastal Tourism”.

The chapter titled, “[Business Tourism Development in the Fashion Industry](#)” is written by Benedita Mendes, Dália Liberato, Elisa Alén, and Pedro Liberato. The general objective of this study is to understand the role of fashion business tourism in the northern region of Portugal, in general, and in the city of Vila Nova de Famalicão as the Portuguese capital of the textile industry, in particular. The research applied a qualitative methodology, with data collection done through semi-structured interviews with representatives of clothing factories. The results provide relevant data for the valorization of the sector and the region, through strategies of regional cooperation and promotion, relevant to the desirable notoriety of the fashion industry as a vehicle for business tourism.

The chapter titled, “[Efficacy of Tourism Sector in Enhancement of the National Economy](#)” is written by Eirini Eleni Nikolaou, Stavros Kalogiannidis, and Dimitris Syndoukas. The tourism sector is one of the largest and fastest growing within the global economy. An increase in tourism may be beneficial for the economy of a country, especially in terms of GDP and employment opportunities. This is the case for many European countries. This study examines the national economic impact of tourism on Greece. The sample size was based on the Krejcie and Morgan (1970) model, with 240 respondents from the Greek tourism sector. Data was collected using a survey questionnaire. The key finding indicates that there is a long-term relationship between the variables under examination and that the tourist industry has a positive and significant impact on Greece’s economic growth as well as on the country’s employment sector. This analysis suggests that given the great potential that the tourism sector enjoys, legislators should focus on laws that facilitate and consolidate its growth. The policy implications of this study are also addressed, along with suggestions for further research.

In chapter, “[The Role of European Funding in the Development of Rural Tourism](#)”, by Sónia P. Nogueira, Joana M. S. R. Fernandes, Luís C. M. Pires highlight the importance of European funding in driving the development of rural regions and enhancing their tourism potential, through the project “Creation of business cooperation networks in rural cross-border regions between companies in the gourmet agri-food and tourism sectors”, with the Portuguese acronym CRECEER. Within this project, it was possible to involve 20 enterprises, specifically rural accommodation enterprises (RAE) and manufacturing endogenous products’ enterprises, from cross-border regions of northern Portugal. It was understandable that the development of rural regions and the promotion of tourism within these areas are essential for sustainable economic growth, cultural preservation, and social inclusivity. It was also found that European funding is pivotal in providing the necessary resources and support to overcome infrastructure and marketing challenges, foster regional development, and empower local communities. By investing in rural regions, governments and the European Union play a crucial role in harnessing the immense potential of these areas, thereby ensuring a more balanced and prosperous society.

In chapter, “[Spatial Analysis of Tourist Routes Offered by Travel Agencies and Some Overtourism Issues: The Case of Crete](#)”, by Ioannis A. Nikas focuses on the examination and characterization of these recommendations, regarded as tourist routes, with the intention of identifying the most significant points of interest within a given destination. Additionally, considering the geographical boundaries defined by these routes, an alternative strategy is proposed to monitor the phenomenon of overtourism. This pilot research focuses on the three- and four-day trips offered by various travel agencies in the region of Crete, Greece.

The chapter titled, “[Evaluation of Urban Landmarks Based on Primary and Secondary Points of Interest: The Case of Museums in the City of Athens in Greece](#)”, is written by Alkiviadis Panagopoulos and Ioannis A. Nikas. Considering the rapid development of urban destinations there is a need to study museums, no longer as independent tourist attractions but as integral parts of an urban web. Therefore, this paper presents a model for evaluating museums as points of interest in

an urban destination. The proposed quantitative model is based on the spatial proximity of existent and well-defined primary, secondary and tertiary points of interest with well-known museums. The proposed model is applied to the city of Athens in Greece, and based on the derived results, a classification of the importance and potential of these museums is proposed.

The chapter titled, “[Urban Mega Events: The Challenge of Hosting Sustainably](#)”, is written by Ourania P. Vrontou. The author argues that the increase in the significance of events and the involvement of different parties seeking benefit from their exposure, create a complex resource environment. The investment on huge venues with uncertain viability and unsecured returns on investment have produced much scepticism regarding the sustainable hosting of mega sport events. Realizing the difficulty in obtaining primary data, in this paper a secondary data and reference analysis is employed to discover the area of urban mega event planning. Published studies, research projects and organizations’ documents become the principal source of analysis with the main research focus placed on the conceptualization of the financial and policy implications of mega events. Urban regeneration and economic restructuring, tourism initiation and income, economic positioning, impact overambition, intentional cost underestimation and lack of impact evaluation instruments, suggest the main findings of the study focusing on the mega sport events post-event reality. Balancing resources to achieve effective financing of the mega events and viable local future remains a challenging exercise for cities attracted by the mega event thrilling profile and promising dynamic.

The chapter titled, “[Profile Tourists Using TripAdvisor’s Reviews](#)”, is written by Jessica Ferreira, Elaine Scalabrini, and Paula Odete Fernandes. This study utilises TripAdvisor reviews to profile tourists visiting Bragança, Northern Portugal, during the pandemic period 2020–2022. The analysis involved 1443 comments and classifications from city attractions, hotels, and restaurants. MAXQDA, a qualitative and mixed-methods data analysis software, facilitated content analysis, examining qualitative data and socio-demographic variables, quantifying text analysis using MAXdictio, profile comparison charts, and word exploration. Findings indicate that 2020 had the highest number of comments, with restaurants receiving the most feedback, followed by attractions and hotels. Demographic analysis reveals a predominantly male gender, primarily within the age ranges 35–49 and 50–64. International tourists outnumber domestic visitors, with Spain, France, the UK, and Brazil being the most prevalent foreign nationalities. Gender is linked to ratings, with a prevalence of maximum positive ratings. While men predominantly provide comments, women express more positive sentiments.

In chapter, “[Fostering Culture and Creativity for Local Development Case Study: Romania and Greece Metropolitan Regions](#)”, Andreea Claudia Șerban, Gheorghe-Alexandru Stativă, and Ana-Maria Bocăneală analyse the link between cultural and creativity performance of metropolitan areas, included in the European Commission Cultural and Creative Cities Monitor, from Romania and Greece. Focusing on two of the three components of the Cultural and Creativity Index (C3): Cultural Vibrancy and Creative Economy, it emerged that there was no strong correlation between the values of these dimensions for the group analysed. This could be the

result of: (1) the concentration of public policies to support a particular dimension, and (2) the specific conditions of the metropolitan areas considered. Within these particular factors, it was identified that the Creative Economy dimension is strongly correlated with economic development and employment rates, while the Cultural Vibrancy dimension is strongly correlated with aspects related to the age distribution of the population, education level, and tourist attractiveness. There is a strong link, both nationally and internationally, between tourism and culture, a fact that leads to economic development through the exploitation of the potential for cultural tourism.

The chapter titled, “[Economic Benefits for Protected Areas in Portugal: The Case of Tourism Sector Enterprises](#)”, is written by Ana Carlos Melgo, António Fernandes, Elaine Scalabrini, and Paula Odete Fernandes. Protected areas are spaces recognised for their natural, landscape and cultural values and whose preservation constitutes a collective interest. Enterprises located in a natural area can have economic benefits – understood as coordinated strategies for allocating various resources, for the conservation and sustainable use of these areas, seeking the rational use or protection of resources and the environment. In this context, the research aim is to study the economic-financial benefits related to the protected areas in Portugal, based on companies in the tourism sector. For this purpose, three hypotheses were established relating the variables of region and business size (H1), region and business performance (H2) and business size and performance (H3). The indicators Return on Equity (ROE), Return on Assets (ROA) and Economic Value Added (EVA), were calculated based on information extracted from accounting documents, in the SABI database of enterprises located in protected areas by county, size, distinction of parks and regions, taking a total of 87,130 companies. Based on the Kruskal–Wallis test, all hypotheses were confirmed, evidencing that enterprises from the North of Portugal presented lower indicator values than the country’s other regions. Thus, actions are needed to improve the performance of these regions and increase the others.

The chapter titled, “[Network as a Facilitator of Sustainable Tourism in Territories](#)”, is written by Daniela Meneses, Carlos Costa, Fernanda A. Ferreira, and Celeste Eusébio. The authors seek to enhance comprehension of how networks are applied within the realm of tourism, providing a roadmap for future investigations, and thereby advancing the implementation of tourism networks in different regions. By considering the Scopus database, which encompasses the largest repository of articles related to this subject matter, and adopting the PRISMA methodology, we identified and examined eighteen case studies for this research. The results from the analysis highlight the significant role that networks play in facilitating the adoption of sustainable practices, ultimately contributing to the potential of long-term sustainability for tourism destinations. However, the findings also underscore the existing gap in achieving comprehensive sustainability, indicating that there is still a considerable journey ahead for both private companies and public entities. Encouragement and support for practices that promote sustainable destinations remain essential components of this ongoing endeavour.

The chapter titled, “[Tourism and Developing Countries. Conditions and Prospects for Tourism Development](#)”, is written by Giorgos Igoumenakis, Alexandra Theodoropoulou, and Constantinos Halkiopoulos. The tourism system is influenced by

numerous forces, including economic, social, ecological, technological, and political factors. Consequently, the study and interpretation of a general view of the progress of tourism in developing countries, particularly in the least developed countries, necessitates, without exception, an interdisciplinary team. In the context of the research conducted, an attempt was made to evaluate both the positive and negative effects of tourism growth on the economies of developing countries, both those that have already completed the prerequisite development stage, and the others that are in the process and have a deficient development level—the least developed countries. Through an examination of the historical and theoretical evolution of tourism as an economic activity, it was possible to identify the promoting and inhibiting factors of tourism development and, most importantly, to document, with the aid of international literature, the conditions under which tourism can develop and contribute to the economic growth and progress of developing countries in general. Particular attention was paid to the efforts of many less developed countries to grow their tourism to use it as a prop for their economic development, and policies and measures are proposed towards the achievement of this objective.

The chapter titled, “[Sustainability in the Context of Tourism Micro and SMEs: The Case of Portugal](#)”, is written by Goretta Silva, Maria Carmen Pardo, Mariana Oliveira, and Carlos Fernandes. The purpose of this research is to present the results of a study focusing on Portuguese Tourism SMEs’ current level of understanding of sustainability, the areas that have already made changes and those that are envisaged to make such changes. Data was collected using structured interviews with representatives of hotels and restaurants. Results suggest that tourism businesses in the accommodation and restaurant sector are becoming more aware of the importance of adopting sustainable behaviours, considering these as fundamental for a more responsible, long-term recovery of the sector.

In chapter, “[Tourist Accommodation Facilities Sustainability Assessment Practices: Implications for Real Estate](#)”, Ioannis Vardopoulos, Karolos Dimitriou, and Olga-Eleni Astara investigate the sustainability practices and challenges encountered by a five-star coastal tourist accommodation in a Mediterranean region. The aim is to evaluate the progress made by the accommodation facility over a three-year period (2017–2019) in the four dimensions of sustainability—sustainability management, socio-economic impacts, cultural impacts, and environmental impacts. The study employs a mixed-method research approach that includes both qualitative and quantitative data analysis. The results of this study have significant implications for the real estate and tourism sectors, highlighting the importance of incorporating sustainable practices in the design, construction, and operation of accommodation facilities. The study emphasizes the need for a collaborative effort between all stakeholders to create a sustainable tourism industry that promotes economic, environmental, and social well-being. The outcomes of this research could, therefore, inform future policies and strategies for enhancing sustainability practices in the real estate and tourism sectors.

In chapter, “[The Interreg Europe Program as a Tool for Developing Cross-Border Tourism: The Case of Greece](#)”, Christina Kalogirou, and Efstathios Velissariou provide an overview of the importance and challenges posed by the European Interreg

programme in strengthening cross-border tourism in the context of the EU objective to enhance interregional cooperation. A brief historical overview of the institution is first given, followed by a focus on the role of Interreg in the development of cross-border tourism. This is achieved by examining the position of the European Union as a producer and implementer of cross-border tourism policies, the importance of the border in the development of tourism, the fundamental elements of cross-border tourism cooperation, along with the challenges and criticism which the Interreg programme faces in view of the policies pursued and the experiences of the locally involved actors. Special reference is made to the Interreg programmes in Greece related to cross-border tourism, and their contribution to the development of tourism in border areas.

In chapter “[Innovating the Social Pillar for Engaging Local Inhabitants in Urban and Mountain Destinations](#)”, Zuzana Gajdošíková delves into the intricate dynamics between residents and tourism in urban and mountain destinations. The findings are based on a comprehensive analysis encompassing a questionnaire survey with 510 respondents, as well as interviews conducted with destination management organizations and municipalities. Through this analysis, both positive and negative effects of tourism on residents of urban and mountain destinations have been identified. The research reveals a prevailing sentiment of non-involvement among residents in the tourism development process within the investigated local areas. An innovative approach within the social pillar lies in the integration of tourism into the ways of the locals, while respecting their life, cultural heritage, traditions, and local products. By embracing this approach, an authentic product can be created that aligns with the local lifestyle. Consequently, this paper contributes by unveiling, highlighting, and subsequently rectifying the deficiencies in the relationship between the residents and the agents of tourism development in urban and mountain destinations.

Part Three—Cultural and Heritage Tourism

The third part of the book consists of 17 chapters and focuses on the dynamic nature of culture and heritage through a variety of expressions, such as gastronomical tourism, wine tourism.

In chapter, “[Cultural Landscape and Tourism: The Case of Aipos in Chios](#)”, by Dimitris Angelis-Dimakis, Maria Doumi, and Vasilis Angelis argue that the active use of cultural landscape in tourism may have a positive influence on destination recognition and heritage revitalization, thus improving the wider competitiveness and sustainable development of a tourist site. Adopting a cultural landscape perspective may interlink individual aspects of cultural heritage with a unified notion of identity and place. Attention, however, should be given to the attitudes and behaviour of the tourism industry and measures should be taken to prevent the marginalization of the “host” community, the privatization and commoditization of local culture, and eventually, the alteration of the local identity. The paper looks into the concept of cultural landscape at an international level, its origins, development, current state

and future prospects. Following this, it focuses on Greece, by examining the case of Aipos, a very interesting but undeveloped plateau in Chios.

In chapter, “[The Promotion of Underwater Cultural Heritage Sites in the Digital Era: The Case of Peristera Classical Shipwreck in Alonissos](#)”, Vasiliki Drouga and Efthymia Sarantakou examine the valorization of the Underwater Cultural Heritage through innovative digital applications for the promotion of diving destinations. The work involves a two-folded comparative analysis; one for the selection of diving destinations in different North-East Mediterranean countries, and the second for the evaluation of existing digital applications. The paper focuses on the case of the classical shipwreck of Peristera in regard to the management plan of the underwater museum and the destination of Alonissos.

The chapter titled, “[Literary Tourism: Literature Developments and Research Lines from 2015 to 2020](#)”, is written by Cristina Rodrigues, Bruno Sousa, Pedro Liberato, Adriano Costa, Dália Liberato, Elsa Esteves, Maria Alexandra Malheiro, Pedro Carvalho, and Carina Pereira. The connection between tourism and literature is recent and uncommon. The main objective of this paper is to clarify the scientific scenario related to this area, by presenting the most relevant topics, authors, publications, methodologies, and main findings of various studies. The results provide a comprehensive and recent overview in literary tourism and systematize the scientific knowledge collected during this period, identifying gaps, and providing guidelines for future research in this area.

In chapter, “[Dark Tourism and Cultural Resources: Investigating the Local Stakeholders’ Perceptions in Thessaloniki, Greece](#)”, Anna Kyriakaki, Petros Papastefanou, and Eirini Arvanitaki investigate the perceptions of local stakeholders in the historical city of Thessaloniki, Greece. The qualitative method was used through personal interviews with local stakeholders. The results of the research indicate that cultural resources such as historical buildings or sites, local myths, urban legends, monuments, religious sites, cemeteries, historical narratives, etc. could motivate not only cultural tourists but also dark tourists. Additionally, stakeholders recognize the importance of dark tourism as a niche based on seeking authentic experiences, especially by tourists with an emotional involvement or connection with the destination. Also, according to the answers, dark tourism can provide many opportunities for historical cities to succeed in sustainable tourism development through the utilization and prominence of cultural resources (tangible and intangible).

The chapter titled, “[Winery Features Considered Significant for Visiting Choice](#)”, is written by Spyridon Mamalis, Irene (Eirini) Kamenidou, and Glykeria Fourkioti. The authors investigate what elements of a winery, and its associated area, are important to wine tourists when selecting a winery to visit. In addition, wine tourists are grouped on the basis of the elements they consider important. For this purpose, a questionnaire containing 47 elements of a winery and its surroundings was distributed online to wine consumers. Of the initial 854 valid questionnaires collected, about half of the sample ($N = 430$) had visited a winery, and it was from this sample that the data on the 47 elements were analysed. Factor analysis of the 47 elements produced a four-dimensional solution that was used to segment wine tourists into homogeneous groups. In turn, segmentation analysis resulted in a three-segment solution, namely

“The demanding wine tourists”, “The core-centered wine tourists”, and, “The do not care wine tourists”. Marketing implications are also discussed.

In chapter, “[Cultural Tourism, Literature and Local Governance: The Case of Erotokritos in Siteia](#)”, Maria Manola, Constantinos Ikononou, and Helena Marinou describe an emerging bottom-up, local cultural policy at Siteia, in Crete, seeking to attract tourism through literature. This progressively developed policy is governed by local and regional authorities, is based on multiple activities held by the cultural centre “Stegi Vintsentzos Kornaros”, and is centred around the traditional, long romantic poem “Erotokritos”, written by Kornaros, that is part of local and Greek folk music and oral tradition, since it has been sung by locals for centuries, has been played in theatre and is already used in many local festivities. Using a short questionnaire disseminated through social media, 135 responses were collected from the area of Lasithi (in Siteia) on local policies for promoting tourism through literature, its local span and the efficient use of “Erotokritos” for attracting international tourism.

The chapter titled, “[Service Expectations and Experiences of Visitors to a Provincial Nature Reserve in South Africa](#)”, is written by U. P. Hermann, M. Juszkievicz, and N. N. Tshipala. This study has undertaken a descriptive investigation into service expectations and experiences of visitors to a provincial nature reserve in KwaZulu-Natal. The factor analysis examined four of the dimensions by which visitors to the Park evaluate their experience. The growth and expansion of tourism in South Africa has led to an increased need for accommodation for tourists. Accommodation as a subsector of tourism serves a diverse market of consumers, all with a range of expectations, preferences, needs, and wants. The accommodation subsector of hospitality comprises various options for tourists, and it is imperative that services at accommodation establishments are provided at a satisfactory level of quality.

In chapter, “[An Empirical Study of Macanese Gastronomy “Galinha à Africana” as a Possible Food Tourism Attraction](#)”, Kaiyao Peng, and Eusebio C. Leou explore a symbolic Macanese cuisine dish of “Galinha à Africana” as a food tourism attraction for the UCCN Gastronomy City of Macao. The research has applied a series of empirical methods consisting of textual analysis, semi-structural interviews, as well as on-site experiential observation. This study has demonstrated the shared elements between Asian-Portuguese fusion and African-Portuguese fusion and illustrates the transformation of this creativity. Through the field measurement and consultative interview methods, this study confirms the creation of the original recipe by the restaurant Solmar, and the spread of the recipe to other restaurants as a “Must try” for visitors. As a gastronomic creation, Galinha à Africana reveals the contribution of multiculturalism in Macao, and emphasizes the importance of culinary cultural conservation as well as the food tourism attraction for this UCCN Gastronomy City. This research highlights the profound potential of gastronomy in fostering socio-economic development, enhancing cultural preservation, and promoting sustainable tourism.

The chapter titled, “[Renovation and Promotion of Urban Cultural Objectives—Attracting Tourists or Strengthening Local Cohesion?](#)”, is written by Alina Badulescu, Simona Ardelean, Elena Herte, and Daniel Badulescu. This research

among a significant number of residents from a cultural-urban destination in Romania, concludes that respondents overestimate the economic result of investments in urban cultural tourism. They, however, realistically evaluate the effects at the community level, matching this with an intensification of feelings of belonging and local pride. Consequently, they are more willing to support investments in the development of tourism infrastructure and the rehabilitation of heritage sites, notwithstanding the various negative consequences that could affect them.

The chapter titled, “[Wine Tourism Experience: A Service Ecosystem Perspective](#)”, is written by Tatiana Chalkidou, and George Skourtis. Existing research in the field of wine tourism experiences has focused mainly on four clusters which are, winescape, wine tourist behaviour, wine tourism experience dimensions, and co-creation and satisfaction. Based on S-D logic and its developments, the purpose of this paper is to examine how different actors co-create wine tourism activities and as a result co-create value for their own benefit. From a service-ecosystem view, there is an examination of wine tourism activities from a multilevel perspective, uncovering how value co-creation unfolds at the micro, meso, and macro levels. Theoretical implications are also discussed.

In chapter, “[Battlefields as a Cultural Resource and an Integrated Tourist Attraction; the Case of Thermopylae](#)”, Efthymia Sarantakou, Taxiarchis Rellias, and Eleni Gimouki apply a two-stage methodological approach: (a) selecting the best practices for battlefields, now integrated tourist attractions, based on specific criteria; and, (b) comparing and analysing the best practices. Their selection was based on 18 specific criteria, which were ranked according to their weight and divided into 4 categories. Good examples include: The four battles examined—the Battle of Waterloo (1815), the Normandy Landings (1944), the Battle of the Somme (1916), and the Battle of Culloden (1746)—satisfy all of the requirements. In particular, with regard to new technologies, it was discovered that the management bodies of the aforementioned battlefields have a strong social media presence, multilingual websites, and the ability to book online tickets to museums, tour guides, and additional services like lodging, dining, and entertainment for potential visitors. Regarding the Thermopylae battlefield, relevant research reveals that the site is largely reproduced through cultural events, primarily folk and traditional musical performances during the annual “Thermopylae” celebrations. The name is only used in electronic advertisements and other forms of promotion on the media prior to and during “Thermopylae,” possibly without showing any films or documentaries about the historical events.

In chapter, “[Male Cohort Differences Based on Religious Memorable Tourism Experiences](#)”, Irene (Eirini) Kamenidou, Aikaterini Stavrianea, and Spyridon Mamalis explore generational cohort differences among males, based on memorable tourism experiences at religious destinations. A questionnaire adapted from previous studies, and a non-probability sample, was used to collect data from 670 men who visited a religious travel destination. The data were subjected to descriptive statistics, factor analysis, reliability, and one-way ANOVA. The results revealed that no item (on a 7-point Likert scale) had a mean score (MS), $MS > 6.00$. The highest rated item from the memorable tourism experience scale was “I visited a place where I really wanted to go” and the lowest rated item was “I learned about myself”.

Factor analysis produced seven dimensions, the “hedonism”, “refreshment”, “novelty”, “involvement”, “meaningfulness”, “knowledge”, and “local culture”. One-way ANOVA revealed cohort differences in all cases. Suggestions are made for marketing communications to promote religious tourism to males of different cohorts.

The chapter titled, “[Cultural Tourism: The Utilization of the Philosophy of Administrative Sciences in the Development of Tourism](#)”, is written by George M. Aspridis, Donka Nikova, and Panagiota Zarra. Their research is based on the bibliographic review of texts from classical secretaryship and modern administration. It proposes further research on business executives to explore the interface of Philosophy and Tourism with Management, and the ability to recruit new knowledge and skills on the part of tourism management executives. Cultural tourism is a form of alternative tourism and refers to the history and all other elements that have contributed to the formation of the lifestyle of the inhabitants of an area. It is indicative that until a few years ago in Greece there was the Ministry of Culture and Tourism, whose main task was the promotion of cultural heritage and its connection with the tourist economy. The paper aspires to highlight the connection of historical and philosophical texts on management with the strategic development of tourism in Greece.

The chapter titled, “[Local Gastronomy as Antecedent of Intention to Revisit a Mountainous Tourist Destination](#)”, is written by Gkika C. Eleni. Customer loyalty to products, services, and destinations is crucial for the success of enterprises. Building brand loyalty allows customers to frequently experience similar emotional responses. This study analyses the culinary preferences of tourists visiting the mountainous area of Arcadia in the Peloponnese. A questionnaire-based survey was used for the data collection, with 192 tourists participating in the study. Descriptive statistics and regression analysis were applied. The findings indicate that a tourist’s decision to revisit an area depends on the local gastronomic profile, the restaurant’s atmosphere, the access to dining areas, the variety of local products, the quality of the local cuisine, and the availability of fast food. Tourists want to repeat their experience since they consider gastronomy important in deciding to visit or revisit a destination; they seek varieties of gastronomic events, and during each visit they expect the fulfilment of their expectations.

In chapter, “[Mapping Gender Inequality in the Mediterranean Culinary Heritage—The Case of Crete](#)”, Irimi Vlasi, and Ioulia Poulaki aim to detect the role of women in the culinary heritage of rural areas of Chania and Heraklion, in Crete. Reviews from TripAdvisor for restaurants providing local cuisine and situated in rural areas close to Chania and Heraklion, will be collected and examined. The study intends to detect the role of women as portrayed by reviewers by using deductive reasoning and qualitative analysis. Implications will be indicated to policymakers, HE institutes, and VET providers in order to support gender equality.

In chapter, “[Effect of Restaurant Attributes on Tourism Satisfaction and Loyalty: Local Gastronomy in Athens](#)”, Charilaos Kalpidis, Fragiskos Bersimis, and Paris Tsartas aim at gaining an understanding of the restaurant attributes that influence the way tourists experience the region’s cuisine is particularly important towards improving the visitors’ level of satisfaction and loyalty for a destination. With this in mind the present research, utilizing statistical techniques, was conducted among

international travellers in Athens, with the information being gathered through the use of a self-administered questionnaire. The results reveal that “Local food and Service” and “Socializing” were the most important attributes for the satisfaction and loyalty of international visitors. These also suggest that restaurants may benefit by focusing on specific attributes to distinguish themselves from the competition and enhance the destination. The study’s results can contribute to policymakers and practitioners in the tourism sector. This is one of the first studies that has carried out research related to the impact of restaurant attributes with local gastronomy on the satisfaction and loyalty of international tourists in Athens.

In chapter, “[Local Life at an Urban Destination and Its Relevance to Tourism](#)”, John Ebejer explores the ‘Live like a local’ promotional approach that many city destinations are adopting. In their day-to-day life, city residents engage in a broad range of activities including shopping for daily needs, leisure activities, socialising, cultural activities, and religious practices. These and other community activities provide tourists with the opportunity to observe local life and sometimes participate actively in it. Moreover, narrow winding roads, traditional facades, and other urban features in historic areas give a local feel to a place and are perceived by tourists to reflect local life. These different aspects, and their relevance to tourism, are considered in this paper and illustrated with examples. This work is the outcome of the present author’s own observations when visiting city destinations and the post-visit reflections, combined with relevant desk research.

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