13th INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM (ICSIMAT 2026)

24-28 October 2026 (24th registration day)

THANKS ICSIMAT COMMUNITY

ICSIMAT Website's Administrator and Sponsor

ORGANIZING COMMITTEE OF ICSIMAT 2026

-Androniki Kavoura, University of West Attica, Greece
-Teresa Borges Tiago, University of the Azores, Ponta Delgada
-Flavio Borges Tiago, University of the Azores, Ponta Delgada

PROGRAMME

Conference Main Venues

University of Azores, Ponta Delgada
Hotel Marina Atlântico, Ponta Delgada

Image from work by Opy Zouni
Courtesy of the use of the image of Opy Zouni's visual work for the publication by Theoklis-Petros Zounis

“Opy Zouni, Stairs leading to a square - Opening, acrylic on canvas, 160X160 cm, 1990”).

PRESENTATIONS SHOULD BE 7 MINUTE LONG MAX WITH EMPHASIS ON GRAPHS, FIGURES PLEASE & BIG FONTS- THEY CAN QUICKLY CATCH OTHER PARTICIPANTS’ ATTENTION

Guidelines for Paper Presenters. Please bring your PPT &/ or original movie files presentation in a USB (& a back-up version) & upload it to the computers located in the rooms you are presenting (not your own laptops) early in the morning of the day you are presenting or during the coffee/ lunch breaks.

Please be at least 10 minutes earlier before departures/ arrivals times for tours. The community of ICSIMAT cannot guarantee to pick up those who are late.

Due to strict deadlines by Springer, ICSIMAT cannot guarantee for publication of papers that have not fulfilled all requirements.

PPT presentation compatibility with the projector 4:3 and 16:10

DELEGATES WHO ARE PRESENTING ONLINE OR HYBRID WITH THEIR CO-AUTHORS HAVE THE CONNECTION LINK AT THEIR EMAIL.
THE NAMES WITH ASTERISK ARE THE PRESENTERS

THE PROGRAMME IS IN ADJUSTED IN AZORES TIME. PLEASE CHECK YOUR COUNTRY'S TIME ACCORDINGLY FOR HYBRID/ VIRTUAL SESSIONS

Saturday 24.10.2026

18:30pm-19:30pm
Welcome drink and registration at Hotel Marina Atlântico, Ponta Delgada

Sunday 25.10.2026

9:30am-10:15am
Registration at the Hotel Marina Atlântico, Ponta Delgada

10:30am-11:45am – Hotel Marina Atlântico, Ponta Delgada

10:30am-10:45am GREETINGS AND SHORT WELCOME NOTES
-Androniki Kavoura, ICSIMAT Conference Chair
-Teresa Borges Tiago, ICSIMAT Conference Co-Chair
-Flavio Borges Tiago, ICSIMAT Conference Co-Chair
- Carlos Farinha, Regional Director for Tourism from the Azores Government

10:45am-11:15am Speech: Azores DMO

TRACK 1a: SUCCESS STORIES FROM ORGANISATIONS, INDUSTRY AND INSTITUTES

11:15am-11:45am	**TRACK 1a: SUCCESS STORIES FROM ORGANISATIONS, INDUSTRY AND INSTITUTES** CHAIR: Director of the Azorian Organisation of Tourism Development and Promotion
11:15am-11:30am	Futurismo - Whale Watching Company- Carlos Picanço
11:30am-11:45am	Unileite – Dairy products cooperative operating in four islands- Romeu Couto

12:00pm-13:15pm – Lunch at the Hotel Marina Atlântico, Ponta Delgada

13:20 – Bus leaves for Ribeira Grande City from Hotel Marina Atlântico, Ponta Delgada

Ribeira Grande

14:40pm-14:55pm GREETINGS AND SHORT WELCOME NOTES from the Mayor Office of Ribeira Grande city

TRACK 1a (Salão Nobre) – Ribeira Grande Theatre

14:55pm–15:55pm	**TRACK 1a: CONSUMER/ VISITOR BEHAVIOUR (a)** CHAIR: Victor Briciu, Transilvania University of Brașov, Romania
14:55pm–15:05pm	**The Impact of Artificial Intelligence Marketing Tools on Consumer Behavior in E-Commerce: Evidence from Greece** Efthimios Dragotis*, Despina A. Karayanni and Yannis Stamatiu, University of Patras, Greece
15:05pm–15:15pm	**Who Buys Organic Food? Selected Predictors of Organic Food Consumption in Poland** Paweł Bryła, University of Lodz, Poland
15:15pm–15:25pm	**Consumer Purchase Intentions for Agricultural and Food Products Employing Enabling Technologies** Eda Yasa Ozelturkay and Nihat Yuksel*, Cag University, Turkey
15:25pm–15:35pm	**Sustainability and Gen Z Consumer Behavior: Exploring Motivations and Choices in Responsible Tourism** Theodosia Dimitra Zannikou, Anna Kyriakaki* and Maria Salamoura, University of the Aegean, Greece
15:35pm–15:45pm	**Perceptions and Behavior in Health and Wellness Tourism: A Mixed-Methods Study of an Insular Destination** Claudia Percigo, Teresa Borges Tiago and Flávio Tiago, University of the Azores, Portugal
15:45pm–15:55pm	**Reconfiguring Destination Image through Digital Technologies: an Exploratory Study on the Impact of Instagram and TikTok on Romanians' City-Break Tourism Decisions** Victor-Alexandru Briciu*, Arabela Briciu and Iuliana-Gabriela Neacșu, Transilvania University of Brasov, Romania
15:55pm–16:00pm	Questions & Answers

TRACK 1b (Auditorio 2) Ribeira Grande Theatre

16:05pm-17:25pm	**TRACK 1b: FUTURE HORIZONS: TECHNOLOGY, ARTIFICIAL INTELLIGENCE, SUSTAINABILITY AND INNOVATION FOR AN INCLUSIVE SMART WORLD (a)** CHAIR: Mihai Duguleana, Transilvania University of Brașov, Romania

16:05pm-16:15pm	**Digital Literacy in the Age of Artificial Intelligence: A European Segmentation and its Association with AI-Enabled Workplace Technology Use** Flávio Tiago, Josélia Fonseca and Teresa Borges Tiago, University of the Azores, Ponta Delgada, Portugal
16:15pm-16:25pm	**A Smart Cities Approach with RedSea: An IoT-Based Particulate Matter 2.5 Air Quality Monitoring System with Real-Time Data Web Visualization** Rodrigo Palomino-Aviles*, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico, Martín Rafael Corona-Hernández, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico, Diego Alfredo Padilla Pérez, Instituto Politécnico Nacional – Centro de Desarrollo Aeroespacial, Mexico and Rocio García-Corté, Instituto Politécnico Nacional – Secretaría de Investigación y Posgrado, Mexico
16:25pm-16:35pm	**Beyond the Green Guest: Consumer Segmentation Based on Understandings of Environmental Responsibility** Adriana F. Chim-Miki*, University of the Azores, Portugal, Teresa Borges-Tiago, University of the Azores, Portugal, Flávio Borges-Tiago, University of the Azores, Portugal and Fevzi Okumus, University of South Carolina, USA
16:35pm-16:45pm	**AI-assisted Vocational Training for People with Sensory Disabilities: Review of Needs, Challenges and Opportunities** George Stalidis, International Hellenic University, Greece, Athina Grammatikopoulou, University of the Aegean, Greece and Nikos Grammalidis*, Information Technologies Institute, CERTH, Greece
16:45pm-16:55pm	**Explainable Generative AI for Smart Tourism Recommendation** Mihai Duguleana* and Victor Briciu, Transilvania University of Brașov, Romania
16:55pm-17:05pm	**From Waste Practices to Tourist Segments: Developing a Waste-Sustainable Behavior Index** Sónia Avelar*, Teresa Borges-Tiago and Flávio Tiago, University of the Azores, Portugal
17:05pm-17:15pm	**Structuring of Mexican Sign Language for Hotel Service Protocols: Visual Capture of Static and Dynamic Signs** Uriel Antonio Lomas Castillo, Arely Amairani Cruz Rodríguez and Jessie Paulina Guzmán Flores*, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico
17:15pm-17:25pm	Questions & Answers

17:25pm-17:45pm -Free time to walk around the city of Ribeira Grande

17:45pm Bus leaves for Hotel Marina Atlântico, Ponta Delgada

Free evening for delegates to explore the Ponta Delgada city

Monday 26.10.2026

Registration at the hotel
8:30am-8:50am – registration at the Hotel Marina Atlântico, Ponta Delgada

8:55am Meeting point outside the hotel. Delegates walk one minute from hotel to Escola Hoteleira

VENUE
Anfiteatro – Escola Hoteleira

9:00am - GREETINGS AND SHORT WELCOME NOTES by the Regional Director for Youth from the Azores Government

Enogastronomic Azorian MasterChef class with Traditional Azorian Products for delegates to taste

VENUE
Hotel Marina Atlântico, Ponta Delgada
12:10pm-13:00pm

TRACKS 2b (Atlântico I), 2c (Atlântico I), 2d (Room Indigo virtual)

12:10pm-13:00pm	**TRACK 2b: BRANDING AND COMMUNICATION RELATED STRATEGIES** CHAIR: Knut Ingar Westeren, Nord University, Norway	**TRACK 2c: PROSPECTS AND CHALLENGES IN HUMAN RESOURCES AND INFORMATION TECHNOLOGIES (a)** CHAIR: Arabela Briciu, Transilvania University of Brasov, Romania	**TRACK 2d: NICHE TOURISM STRATEGIES (a)** **VIRTUAL** CHAIR: Idalia Maldonado, Escuela Superior de Cómputo-Instituto Politécnico Nacional, Mexico
12:10pm-12:20pm	**Keeping Customers on Board: Building Brand Trust during Crises in Civil Aviation** Evangelia-Varvara Koufopoulou, Maria Salamoura* and Anna Kyriakaki, University of the Aegean, Greece	**Bridging the Perception Gap: Comparing Consumers' and Bridging the Perception Gap: Comparing Consumers' and Company Executives' Perceptions of Artificial Intelligence Benefits in Marketing** Despina A. Karayanni, Efthimios Dragotis* and Yannis Stamatiu, University of Patras, Greece	**The Impact of WOM Communication and Multiple Interactions on Value Creation in a Major Sporting Event** Christos Spanoudis*, Krinanthi Gdonteli, Georgios Kipreos, Anastasia Perrea and Panagiota Antonopoulou, University of Peloponnese, Greece

12:20pm-12:30pm	**The Festive Traditional Costume: A Resource for Community Development and Niche Tourism** Daniela Sorea* and Gabriela Ratulea, Transilvania University of Brasov, Romania	**Digital Literacy for Data Protection: Cybersecurity and Cryptography Training Needs among Computer Systems Professionals in Training** Nidia Asunción Cortez-Duarte*, Instituto Politécnico Nacional, Escuela Superior de Cómputo, México, Jessie Paulina Guzmán-Flores, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico and Rocio García-Cortés, Instituto Politécnico Nacional - Secretaría de Investigación y Posgrado, Mexico	**Experiential Marketing, Authenticity and Memorable Tourism Experiences: Evidence from Religious Tourism Literature** Constantinos Kyprianou, University of Macedonia, Greece, Chris Vassiliadis, University of Macedonia, Greece and Sofia Gkarane, International Hellenic University, Greece
12:30pm-12:40pm	**How Rural Tourism Companies' Own Strategies Align with Destination Management—a Case Study from Southern Poland** Knut Ingar Westeren, Nord University, Norway	**Digital Words versus Digital Fundamentals: Do Capital Markets Price Digitalization Disclosure? Evidence from China and the European Union** João Estevão, Instituto Superior Técnico, Universidade de Lisboa, Portugal and Xiaoxin Li, ISEG - Lisbon School of Economics and Management, Universidade de Lisboa, Portugal	**The Influence of Wellness Tourists' Satisfaction and Engagement on Medical Tourism Intentions: Evidence from Greece** Vasiliki Karagianni*, Michalis Skordoulis, Ekaterina Kikilia and Anastasios Sepetis, University of West Attica, Greece
12:40pm-12:50pm	**Leveraging Social Proof in Social Media Advertisements: The Role of Testimonials in a High Involvement Context** Chrysopigi Vardikou, Ionian University, Argostoli, Greece and University of York Europe Campus, Thessaloniki, Greece, Agisilaos Konidaris, Ionian University, Argostoli, Greece, Aggeliki Sgora*, Ionian University, Argostoli, Greece and Androniki Kavoura,	**Digitization of Human Resources Processes Using Artificial Intelligence in Romanian Companies. An Exploratory Analysis of Specialists' Perceptions** Arabela Briciu*, Victor-Alexandru Briciu, Ana-Maria Tudor and Mihai Duguleana, Transilvania University of Brasov, Romania	**Transforming Traditional Heritage Values into Sustainable Spiritual Tourism: Evidence from Quan Lon Tuan Tranh Temple, Vietnam** Thanh Tuan Tran*, Ho Chi Minh City University of Culture, Vietnam and Thi Thuy Ngân Nguyen, Saigon University, Vietnam

	University of West Attica, Greece		
12:50pm–13:00pm	Questions & Answers		

13:00pm-13:30pm – work lunch at the Hotel Marina Atlântico, Ponta Delgada
Coffee will be served in between sessions

13:30pm-14:40pm
VENUE
Hotel Marina Atlântico, Ponta Delgada

TRACKS 2e (Atlântico I), 2f (Atlântico I), 2g (Room Indigo)

13:30pm-14:40pm	**TRACK 2e: FUTURE HORIZONS: TECHNOLOGY, ARTIFICIAL INTELLIGENCE, SUSTAINABILITY AND INNOVATION FOR AN INCLUSIVE SMART WORLD (b)** CHAIR: Nidia Asunción Cortez-Duarte, Instituto Politécnico Nacional, Escuela Superior de Cómputo, México	**TRACK 2f: SUSTAINABLE FINANCE ENVIRONMENTAL, TOURISM, MANAGEMENT PRACTICES** CHAIR: Anna Barwińska-Małajowicz, University of Rzeszów, Poland	**TRACK 2g: CONSUMER /VISITOR BEHAVIOUR (b)** **VIRTUAL** CHAIR: Panagiotis A. Tsaknis, Panteion University of Social and Political Sciences, Greece
13:30pm-13:40pm	**Cognitive Scaffolding in Strategic Analysis: Mitigating Bias and Sycophancy Using Natural Language Processing (NLP) and Retrieval-Augmented Generation (RAG) Agents on Journalistic Corpus** Martín Rafael Corona-Hernández*, Instituto	**Carrying Capacity Assessment and Tourism Development Management: the Case of Santorini, Greece** Dimitris Prokopiou*, Ministry of Tourism, Greece, Georgios Mavridoglou, University of Peloponnese, Greece and Theodora Giantsi, National Technical University of Athens, Greece	**Analysis of User Behavior on TikTok: A Cluster Segmentation based on Perceived Usability and Engagement** Stavros Kaperonis and Panagiotis A. Tsaknis*, Panteion University of Social and Political Sciences, Greece

	Politécnico Nacional – Escuela Superior de Cómputo, Mexico, Rodrigo Palomino-Aviles, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico, Jessie Paulina Guzmán-Flores, Instituto Politécnico Nacional – Escuela Superior de Cómputo, Mexico and Rocio García-Cortés, Instituto Politécnico Nacional - Secretaría de Investigación y Posgrado, Mexico		
13:40pm-13:50pm	**Mapping Interactions for Deaf Guests in Hotels: Design and Preliminary Evaluation of Inclusive Service Protocols** Jessie Paulina Guzmán-Flores*, Instituto Politécnico Nacional, Escuela Superior de Cómputo, Mexico, Gisela Beatriz Hernández González, Universidad Autónoma de San Luis Potosí, Mexico and Marco Antonio Valencia Reyes, Instituto Politécnico Nacional – Centro de Innovación y Desarrollo Tecnológico en Cómputo, Mexico	**Tackling Coastal Tourism Pollution through Service-Dominant Logic and Value Co-creation: The GoldenSeal Project** Vicky Katsoni*, University of West Attica, Greece, Konstantinos Solakis, University of Seville, Spain and Artemis Giourgali, University of West Attica, Greece	**Factors Influencing the Intention to Visit a Wine Region or Winery: Evidence from Greek Wine Tourists** Amalia Papagiannopoulou, Afroditi Anagnosti and Aristidis Papagrigoriou*, University of West Attica, Greece
13:50pm-14:00pm	**Hyper-Reality and Hyper-Temporality in Gaming: Virtual Heterotopias, Simulacra, and the Denial of Coevalness** Attila Kovács, Transilvania University, Brașov, Romania	**Effectiveness, and Barriers among Hotels and Short-Term Rental Accommodations in Western Macedonia, Greece** Konstantinos Giannakis, Vaggelis Saprikis* and Ioannis Antoniadis, University of Western	**Complying Anti-Bullying Communication and Marketing Strategies in Primary Education based on Teachers' Attitudes** Evangelia Zoi Bara*, Elementary School of Fournoi Korseon Ikaria, Ikaria, Greece, Aikaterini Stavrianea, National and

		Macedonia, Greece	Kapodistrian University of Athens, Greece, Irene Kamenidou, Democritus University of Thrace, Greece and Spyridon Mamalis, Democritus University of Thrace, Greece
14:00pm-14:10pm	**The Use of Stochastic Simulation to Optimize Logistics Processes in Lean Management** Katarzyna Szwedziak, Angelus Silesius Academy of Applied Science, Walbrzych, Poland, Androniki Kavoura, University of West Attica, Greece, Adam Busławski, WSB Merito Universities, Opole, Poland, Marcin Pieczyński, WSB Merito Universities, Wrocław, Poland and Kaludia Russek, WSB Merito Universities, Opole, Poland	**Sustainable Profitability in Green Resorts: Linking Revenue Management and Diving Tourism** Ivana Anucin Vrionis*, University of Piraeus, Greece, Erietta S. Kiachidou, University of the Aegean, Greece, Sotirios Varelas, University of Piraeus, Greece and Georgia C. Papadopoulou, University of the Aegean, Greece	**Beyond Demographics: Digital Skills as a Driver of Streaming and Video on Demand Services' Adoption in Greece** Panagiotis Striligkas, Aristotle University of Thessaloniki, Greece, Paraskevi Dekoulou, Aristotle University of Thessaloniki, Greece and Georgios Tsourvakas, National and Kapodistrian University of Athens, Athens, Greece
14:10pm-14:20pm	**Beyond Representation: Performance as Democratic Practice** Katerina Nikolopoulou, Deree, The American College of Greece	**Towards Environmental, Social and Governance-Based Compliance Mapping in Primary Health Care: Aligning EU Policy Frameworks with Primary Health Care Indicator Systems** Anastasios Sepetis* and George Pierrakos, University of West Attica, Greece	**Gender Differences in Generation Z Purchase Decision based on TikTok Influencers' Information** Irene (Eirini) Kamenidou, Democritus University of Thrace, Greece, Aikaterini Stavrianea*, National and Kapodistrian University of Athens, Greece, Spyridon Mamalis, Democritus University of Thrace, Greece and Ifigeneia Mylona, Democritus University of Thrace, Greece
14:20pm-14:30pm		**Understanding Entrepreneurial Intention among Generation X Females in the Digital Era** Murat Gülmez*, Gülay Güler and Beste Zorlular, Cag University, Turkey	**Reconfiguring Connectedness in the Age of Digital Loneliness: Mindfulness Retreat Tourism among Youth** Thi Thanh Chau Le*, School of Hospitality and Tourism, Hue University, Vietnam, Paris Nanterre University,

			France, Thi Nhu Hoa Nguyen, School of Hospitality and Tourism, Hue University, Vietnam, Khanh Hung Doan, School of Hospitality and Tourism, Hue University, Vietnam and Thi Thu Suong Nguyen, School of Hospitality and Tourism, Hue University, Vietnam
14:30pm–14:40pm	Questions & Answers		

Coffee will be served in between sessions

14:40pm-15:50pm
VENUE
Hotel Marina Atlântico, Ponta Delgada

TRACKS 2h (Atlântico I), 2i (Atlântico I), 2j (Room Indigo)

14:40pm-15:50pm	**TRACK 2h: POLICY AND ADMINISTRATIVE ISSUES (a)** CHAIR: Paweł Bryła, University of Lodz, Poland	**TRACK 2i: COMMUNICATION STRATEGIES, MODELS AND CREATIVE SOLUTIONS** CHAIR: Oleksandra Oliynychuk, University of Applied Sciences in Elbląg, Poland	**TRACK 2j: NICHE TOURISM STRATEGIES (b)** **VIRTUAL** CHAIR: Stavros Kaperonis, Panteion University of Social and Political Sciences, Greece
14:40pm-14:50pm	**Developing a Typology of Policy Interventions to Manage Tourism Seasonality in the Mediterranean** Pelagia Moloni*, Antonia Koutsopoulou, Theodora Papatheochari and Spyros Niavis, University of Thessaly, Greece	**Public Relations and Strategic Communication in Tourism Services: A Bibliometric Review** Sofia Gkarane, Iordanis Kotzaivazoglou and Vasiliki Vrana*, International Hellenic University, Serres, Greece	**Multi-Scalar Urban and Architectural Strategies for a Socio-Spatial Paradigm Shift in Tourism** Eleonore Zippelius, University of Nicosia, Cyprus
14:50pm-15:00pm	**Achieving an Appropriate Level of Trust in Agentic AI Systems: Human Oversight and**	**Communicating Sustainability in Greek Performing Arts Organizations: A Content Analysis of Digital Narratives**	**University Museums, New Approaches and Challenges. The Case of Permanent and Temporary Exhibitions of Athens University**

	Legal Responsibility under the AI Act Odise Xhelita and Apostolos Manthos*, University of West Attica, Greece	Despoina Tsavdaridou and Eirini Papadaki*, Hellenic Mediterranean University, Heraklion, Greece	**History Museum, Greece** Evangelos Papoulias*, Department of Museums and National Archive of National and Kapodistrian University of Athens, Greece and Theoklis-Petros Zounis*, Department of Communication and Media Studies of National and Kapodistrian University of Athens, Greece
15:00pm-15:10pm	**Counterfeit Trade and its Socio-Economic Consequences in EU Countries** Ewa Patra* and Oleksandra Oliynychuk*, University of Applied Sciences in Elbląg, Poland	**Curating the Stay: Flexible Hospitality Interiors as Platforms for Cultural Events, Remote Work and Alternative Tourism Audiences** Anna Efstathiou*, University of Nicosia, Cyprus, Maria Vergopoulou, University of Nicosia, Cyprus and Christina Vergopoulou, Independent Author, Thessaloniki, Greece	**A Grid-Based Geospatial Approach to Tourism Carrying Capacity Assessment: The Case of Santorini, Greece** Panagiotis Voulellis*, SUPCO – Sustainable Urban Planning Consultants, Greece, Triantafyllos Falaras, SUPCO – Sustainable Urban Planning Consultants, Greece, Nikolaos Karydas, SUPCO – Sustainable Urban Planning Consultants, Greece, Christos Kourieris, SUPCO – Sustainable Urban Planning Consultants, Greece, Georgios Mytilinaios, SUPCO – Sustainable Urban Planning Consultants, Greece, Filippos Iliadis, SUPCO – Sustainable Urban Planning Consultants, Greece, and Evangelos Asprogerakas, University of Thessaly, Greece
15:10pm-15:20pm	**An Organizational Resilience-based Evaluation Framework for the Network and Information Security 2 (NIS2) European Directive** Andriani Thoma,	**The Hotel's New Role - Design for Sustainability and the Mobile Worker** Kika Ioannou Kazamia, University of Nicosia, Cyprus	**Applying Marketing in Higher Education: Preliminary Results from the Multinational Research in Greece** Rodolfo Pérez Lavandera*, Transilvania University of Brasov, Romania, University of Artemisa "Julio Díaz González", Cuba, Androniki Kavoura,

	Eleni Gkika*, Antonios Kargas and Faidon Komisopoulos, University of West Attica, Greece		University of West Attica, Greece, Bianca Tescașiu, Transilvania University of Brasov, Romania and Claudia Correa-García, University of Artemisa "Julio Díaz González", Cuba
15:20pm-15:30pm		**Sustainable Tourism Education Challenges in Higher Education Programmes in Poland** Ewa Chomać-Pierzecka*, University College of Professional Education in Wrocław, Poland and Anna Sobczak, The Jacob of Paradies University in Gorzow Wielkopolski, Poland	**Greek Citizens' Evaluation of the Economic Value of Traditional Cultural Practices and their Contribution to Sustainable Socio-Economic Development** Georgia Karakousis*, Dimitra Kouloubou, Vassiliki Chryssanthopoulou, Stamatios Ntanos and Androniki Kavoura, University of West Attica, Greece
15:30pm-15:40pm		**Support for Ukrainian Students as a Communication Strategy in Higher Education: a Case Study from Two Universities in Slovakia and Poland** Miroslava Knapková, Matej Bel University in Banská Bystrica, Slovakia, Anna Barwińska-Małajowicz*, University of Rzeszów, Poland, Vanesa Kováčiková, Matej Bel University in Banská Bystrica, Slovakia and Radosław Pyrek,* University of Rzeszów, Poland	**Cultural and Religious Tourism Synergies: The Olympus Festival as an Experiential Model for Sustainable Regional Development** Vasileios Dimou, University of Macedonia, Greece, Androniki Kavoura, University of West Attica, Greece, Chris Vasileiadis, University of Macedonia, Greece, Dimitrios Folinas, International Hellenic University, Greece, Eirini Tsagkalidou, Aristotle University of Thessaloniki, Greece and Rodi Navrozidou, Organization of Olympus Festival, Greece
15:40pm-15:50pm		**University Students' Significant Factors to Engage in Winery Tourism: Implications for Winery Marketing** Spyridon Mamalis* and Irene (Eirini) Kamenidou, Democritus University of	**The Potential of Using Artificial Intelligence to Interpret the Declared Multi-modal Digital Footprint of Social Media Users in Profiling Tourist Preferences** Anna Sobczak*, The Jacob of Paradies University in

		Thrace, Greece	Gorzow Wielkopolski, Poland and Ewa Chomać-Pierzecka, University College of Professional Education in Wrocław, Poland
15:50pm-16:00pm Questions & Answers			

Coffee will be served in between sessions

16:00pm-16:40pm
VENUE
Hotel Marina Atlântico, Ponta Delgada

TRACKS 2k (Atlântico I), 2l (Atlântico I), 2m (Room Indigo)

16:00pm-16:40pm	**TRACK 2k: TRANSFORMATIVE TOURISM RELATED ISSUES** CHAIR: Gabriela Ratulea, Transilvania University of Brasov, Romania	**TRACK 2l: SMART TECHNOLOGIES: DESIGN METHODS AND APPLICATIONS ACROSS TOURISM AND INDUSTRY SECTORS** CHAIR: Ewa Patra, University of Applied Sciences in Elbląg, Poland	**TRACK 2m: PROSPECTS AND CHALLENGES IN HUMAN RESOURCES AND INFORMATION TECHNOLOGIES (b)** **VIRTUAL** CHAIR: Panagiota Xanthopoulou, University of West Attica, Greece
16:00pm-16:10pm	**From Fear of Missing out to the Digital Storytelling Tourism Community: Digital Communities and the Transformation of Tourism Experiences** Achilleas-Michail Kanellis*, National and Kapodistrian University of Athens, Greece and Eirini Papadaki, Hellenic Mediterranean	**Beyond Recommendations: A Semantic Compression Framework for Destination Intelligence in Tourism** Aggeliki Sgora*, Ionian University, Greece, Athanasios Tsipis, Ionian University, Greece, Agisilaos Konidaris, Ionian University, Greece, Erato Koustoumpardi, University of Patras, Greece and Spyros Polykalas, Ionian University, Greece	**Development of the Employee Entrepreneurship Scale (EES): Toward a Multidimensional Measurement Framework** Pavlos Mavridis and Niki Glaveli*, University of the Aegean, Greece

	University, Greece		
16:10pm-16:20pm	**Transformative Tourism Experiences and the Role of the Experience-Facilitator** Androniki Kavoura and Eleni Martini*, University of West Attica, Greece	**Software for Conscious Tourist Itineraries: Integrating Sustainability Indices and System Carbon Footprint Tracking** Idalia Maldonado*, Josue Montalban and Gerardo Ortiz, Escuela Superior de Cómputo-Instituto Politécnico Nacional, Mexico	**Telework and the Redesign of Work Organization in Enterprises: Developing an Organizational Readiness Model** Panoraia Ntati, Andreas Alexopoulos* and Alina Hyz, University of West Attica, Greece
16:20pm-16:30pm	**Culture-Led Development in Capitalizing Areas with Latent Tourism Potential** Gabriela Ratulea* and Daniela Sorea, Transilvania University of Brasov, Romania	**Evaluation of a Genetic Algorithm for the Time-Dependent Tourist Trip Design Problem: A Mexico City Case Study** Daniel Cruz, Idalia Maldonado* and David Ortega, Escuela Superior de Cómputo-Instituto Politécnico Nacional, Mexico	**Social Media Screening in Recruitment: How Negative Online Information Influences Hiring Decisions** Afroditi Gaitanarou*, University of Piraeus, Greece, Panagiota Xanthopoulou, University of West Attica, Greece, Alexandros Sahinidis, University of West Attica, Greece and Alexandra - Paraskevi Chytiri, University of Piraeus, Greece
16:30pm-16:40pm Questions & Answers			

19:00pm – Traditional Dinner with local music – Hotel Marina Atlântico, Ponta Delgada

Tuesday 27.10.2026

9:30am – Bus leaves from the Hotel Marina Atlântico, Ponta Delgada to Furnas

During this visit, delegates will explore a tea plantation and factory, discovering the traditional processes behind tea production in the Azores. They will also experience the unique local tradition of cooking food underground using natural geothermal heat. Over lunch, delegates will participate in a special session sponsored by the MetaHeritage project, combining cultural discovery, knowledge sharing, and networking in a distinctive Azorean setting.

After lunch, delegates will have the opportunity to visit the botanical garden and enjoy a relaxing experience in the natural hot springs, surrounded by São Miguel's lush landscapes (Don’t forget to bring your swimwear!)

Venue
Hotel Terra Nostra

TRACK 3a: METAHERITAGE SESSION
CHAIR: Sónia Avelar, University of the Azores, Portugal

The Future of Tourism Is Not Digital: It Is Human, Intelligent and Connected: Rethinking tourism value creation in an increasingly automated world

KEYNOTE SPEECH:
Maria Teresa Borges Tiago, University of the Azores, Portugal

TRACK 3b: CHAIR: Flávio Tiago, University of the Azores, Portugal
Think tank- experiential workshop

Delegates work in groups to provide their expertise from different fields of marketing, tourism, management, sustainability, new technologies, etc) in order to contribute with ideas to the Azorian Organisations

17:30pm Return at the Hotel

Wednesday 28.10.2025

University Campus
Hybrid /virtual sessions

TRACK 4a (Room hybrid) - University Campus
10:30am-11:30am

10:30am-11:30am	**TRACK 4a: MANAGEMENT / SUSTAINABILITY ISSUES (b)** Josélia Fonseca, University of the Azores, Portugal
10:30am-10:40am	**Institutional Readiness of Local Authorities to Address Energy Poverty: The Case of Municipal Social Services in Northern Athens, Greece** Olga Milonopoulou, Anastasios Sepetis, Michalis Skordoulis, Christos – Theofrastos Fois* and Marina Aivazidou, University of West Attica, Greece
10:40am-10:50am	**Leveraging Blockchain Technology to Boost ESG Performance in Cultural and Tourism Entreprises: Green Innovation Investments as a Mediating Variable** Vasiliki Basdekidou, University of Macedonia, Greece
10:50am-11:00am	**Communication Plan for Ethical AI Adoption to Optimize ESG Efficiency in Accessible Tourism: the Role of Environmental Uncertainty and Enterprise Risk Management** Vasiliki Basdekidou*, Dimitrios Varveris and Chrysanthi Basdekidou, University of Macedonia, Greece
11:00am-11:10am	**Energy Literacy in Education: Concept, Dimensions and Theoretical Models** Ilias Diamantopoulos, University of West Attica, Greece, Stamatios Ntanos*, University of West Attica, Greece, Garyfallos Arabatzis, Democritus University of Thrace, Greece, Anastasios Sepetis, University of West Attica, Greece and Georgia Karakousis, University of West Attica, Greece
11:10am-11:20am	**Leverage Conditions the Value Relevance of Accounting Fundamentals – High Debt Firms' Price BVPS and EPS Differently** Petros Kalantonis* and Andreas Errikos Delegkos, University of West Attica, Greece
11:20pm-11:30pm	**Spiritual Tourism and Eudaimonic Wellbeing: Understanding Transformative Experiences** Thi Thanh Chau Le, School of Hospitality and Tourism, Hue University, Vietnam and Paris Nanterre University, France, Thi Nhu Hoa Nguyen, School of Hospitality and Tourism, Hue University, Vietnam, Khanh Hung Doan, School of Hospitality and Tourism, Hue University, Vietnam, Thi Thu Suong Nguyen, School of Hospitality and Tourism, Hue University, Vietnam, Ba Chinh Quan, School of Hospitality and Tourism, Hue University, Vietnam and Thi Phuong Thao Nguyen, School of Hospitality and Tourism, Hue University, Vietnam
11:30am-11:40am	**Questions & Answers**

11:50am-13:40pm
TRACK 4b (Room hybrid) University Campus

11:50am-13:40pm	**TRACK 4b:** **POLICY AND ADMINISTRATIVE ISSUES (b)** CHAIR: Dimitrios Stranis, University of West Attica, Greece & Maria Salamoura, University of the Aegean, Greece
11:50am-12:00pm	**Double-Entry Accounting in the Public Sector: Challenges for Government Entities** Sofia Asonitou*, Chara Kottara and Dimitra Kavalieraki-Foka, University of West Attica, Greece

12:00pm-12:10pm	**Greece as a Gateway or a Transit Station? An Empirical Investigation into Migrant Intentions (1990–2022)** Nikolaos Sarakasidis*, Theodoros Papailias and Andreas Alexopoulos*, University of West Attica, Greece
12:10pm-12:20pm	**Corruption, Rule of Law and Sound Financial Management in EU Public Procurement** Venetia Georganta, University of West Attica, Greece, Christos Stranis, Democritus University of Thrace, Greece and George Karydis, Athens University of Economics and Business, Greece
12:20pm-12:30pm	**The Influence of Private Sector Employment Relations on Employment Relations in the Public Sector and Their Interaction: a Legal, Structural, and Organisational Perspective** Dimitrios Stranis*, Ioannis Salmon, Panagiotis Passas, Dionysios Stranis and Sofia Ioannidou, University of West Attica, Greece
12:30pm-12:40pm	**Access to Public Documents in the Greek Public Sector: Towards Transparency or Administrative Complexity?** Panagiotis Passas*, Christos Stranis, Sofia Ioannidou and Anastasia Koutoukaki, University of West Attica, Greece
12:40pm-12:50pm	**Beyond Acceptance: a Unified Approach to Evaluating Public Sector Information Systems and Employee Satisfaction** Loukas Chras, Andreas Alexopoulos* and Alina Hyz, University of West Attica, Greece
12:50pm-13:00pm	**The Preparedness-Usage Disparity of Generative AI in Higher Education and its Longitudinal Impact on Cognitive Load:** An Evidence-Grounded Empirical Study Emmanouil Choustoulakis*, University of Peloponnese, Greece, Markos Konstadakis, University of the Aegean, Greece, Maria Mandourari, University of Peloponnese, Greece, Aggeliki Strati, University of Peloponnese, Greece, Pinelopi Athanasopoulou, University of Peloponnese, Greece, Dimitris Nikoloudakis, University of Peloponnese, Greece, Evangelos Pastelakos, University of Peloponnese, Greece, Dimitris Kothroulas, University of Peloponnese, Greece and Maria Christodimitropoulou, University of Peloponnese, Greece
13:00pm-13:10pm	**Digital Public Services as Cultural Transition: Older Adults, Trust, Fraud Anxiety and Mediated Access to Online Government** Despoina Nikolakaki*, University of West Attica, Greece, Georgia Karakousis, University of West Attica, Greece, Vassilis Zakopoulos, National and Kapodistrian University of Athens, Greece, Eleni Karakousis, University of West Attica, Greece, Androniki Kavoura, University of West Attica, Greece and Panagiotis Douros, University of West Attica, Greece
13:10pm-13:20pm	**Civil Servants' Mobility in the Greek Public Administration: From Institutional Reform to Administrative Immobility** Panagiotis Passas*, Dimitrios Stranis, Anastasia Koutoukaki and Dionysios Stranis, University of West Attica, Greece
13:20pm-13:30pm	**Artificial Intelligence in the Public Sector: Between Innovation, Ethics and Institutional Inertia in Greece** Sofia Ioannidou*, Panagiotis Passas, Christos Stranis, Democritus University of Thrace, Greece and Anastasia Koutoukaki, University of West Attica, Greece

13:30pm-13:40pm	Questions & Answers

13:40pm-14:10pm light lunch at the University

13:40pm -18:00pm Free time for delegates
ICSIMAT delegates may visit Ponta Delgada's Cathedral

18:00pm-18:50pm

TRACK 4c (hybrid)

18:00pm-18:50pm	**TRACK 4c: CULTURE/ MANAGEMENT/ TOURISM ISSUES** CHAIR: Thi Nhu Hoa Nguyen, School of Hospitality and Tourism, Hue University, Vietnam
18:00pm-18:10pm	**Strategic Communication in Cultural Organizations and Algorithmic Folklore: The Use of Artificial Intelligence - Generated Imagery and its Impact on Perceived Authenticity and Organizational Credibility** Georgia Karakousis*, Panagiotis Douros and Evdoxia Siolou, University of West Attica, Greece
18:10pm-18:20pm	**From Vulnerability to Sustainability: Building Community Wellbeing through Community-based Tourism in Con Ho, a Climate-threatened River Islet in Vietnam** Thi Nhu Hoa Nguyen*, School of Hospitality and Tourism, Hue University, Vietnam and Quang Kiet Pham, Tra Vinh University, Vietnam
18:20pm-18:30pm	**Promoting Community Participation in Cultural Heritage Preservation Associated with Sustainable Tourism Development in Vietnam** Thi Thuy Ngan Nguyen*, Saigon University, Vietnam and Thanh Tuan Tran, Ho Chi Minh City University of Culture, Vietnam
18:30pm-18:40pm	**Building Tourism Human Capital in Ethnic Minority Communities through English Language Education: a Case Study of Lao Cai Province, Vietnam** Thi Thanh Cha Nguyen*, School of Hospitality and Tourism, Hue University, Vietnam and Phenikaa University, Ha Noi City, Vietnam and Thi Nhu Hoa Nguyen, School of Hospitality and Tourism, Hue University, Vietnam
18:40pm-18:50pm	Questions & Answers

END OF THE CONFERENCE
Announcement of the coming conference!