

Cultural Tourism in a Digital Era

First International Conference IACuDiT, Athens, 2014

- A Book Review -

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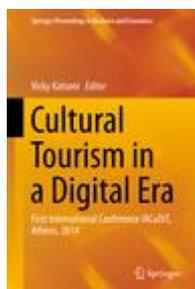
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1. Introduction

The objective of this work is the book “Cultural Tourism in a Digital Era (First International Conference IACuDiT, Athens, 2014)”, 9783319158587 (print), 9783319158594 (online), DOI: 10.1007/978-3-319-15859-4, from Springer Series Springer Proceedings in Business and Economics, 2198-7246, review. The Editor is Katsoni, Vicky.

The book was edited in collaboration with the International Association of Cultural and Digital Tourism - IACuDiT - and includes the proceedings of the First International Conference on Cultural and Digital Tourism and it is composed of the following thirty-four self-contained chapters:



- **The Views of Greek Mountain Travelers on Mountain Tourism During Summertime: A Questionnaire Web-Based Analysis**

Dologlou, Natali (et al.)

- **Preferences and Behaviors of the Elder**

People Resting in Valuable Natural Areas

Zawadka, Jan

- **Interrelationships of Service Quality, Customer Satisfaction, Corporate Image and Customer Loyalty of Malaysian Hotel Industry**

Cheng, Boon Liat (et al.)

- **Egyptian Tourism with the Expected Water Scarcity Crisis**

Refaat, Sameh A.

- **The Concept of Classification of Tourist Motivation Factors**

Koziol, L. A. (et al.)

- **Art in the Globalised Era: A Disembodied Journey with Traces in the Past**

Polimeris, Spiros (et al.)

- **Russian Artistic Gymnastics as a Sports Tourism Product: Some Observations and a Research Agenda**

Booth, Elizabeth (et al.)

- **Greek Museums on the Web**

- Vrana, V. (et al.)
- **Rose and Olive Heritage in Bulgaria and Greece: A Comparative Study**
- Loulanski, Vesselin (et al.)
- **Promotion of Cultural Heritage Tourism in Chokhatauri District in Georgia**
- Devidze, Eka (et al.)
- **Application of a Cultural Landscape Tourism Marketing Management Approach in a Mountainous Area**
- Katsoni, Vicky
- **Approaching the Monuments of the ‘Other’: A Model for Their Presentation**
- Mitropoulou, Vasiliki
- **Pilgrimage in Georgia**
- Kublashvili, Tinatin (et al.)
- **Wandering as the Determinant of Identity and Difference in Ancient Greek Literature: The Paradigm of Herodotus and Pausanias**
- Ekaterini, Pitropou
- **Motivations and Experiences of Museum Visitors: The Case of the Imperial War Museum, United Kingdom**
- Powell, Raymond (et al.)
- **Game-Based Learning and Lifelong Learning for Tourist Operators**
- Pace, R. (et al.)
- **The Effectiveness and Impact of Intellectual Property Rights: The Case of Digital Content Industry of Taiwan**
- Lo, Chih-cheng
- **The “Clinical Risk” of a Research Project: Communication Processes**
- Dato, Daniela
- **Crowdsourced Heritage Tourism Open-Data, Small-Data and e-Participatory Practices as Innovative Tools in Alps Cultural Heritage Topic: Information Technology and e-Tourism**
- Villa, Daniele
- **Digital Divide and Its Potential Impact on Cultural Tourism**
- Maurer, Christian
- **Reflections of Destinations on Social Media**
- Özdemir, Gökçe (et al.)
- **An ICT-Based Competence Framework to Facilitate Intercultural Competence Continuous Professional Development**
- Caruana, Simon
- **Web 2.0 Enhancing Role in Heritage Interpretation Based on Constructivist Learning Theories**
- Eirini, Vlassi
- **Xperience the CITY: The City of Destination as an Integrator and Its Role in Co-creating Travel Experiences**
- Dougali, Evangelia G. (et al.)
- **Civilized Observers in a Backward Land: British Travellers in Greece, 1832–1862**
- Hionidis, Pandeileimon
- **Agritourism as a Form of Recreation for Students**
- Balińska, Agata
- **The Effect of Visiting Friends and Relatives on Expatriates’ Destination Knowledge: Abstract**
- Dutt, Chris (et al.)
- **Visitor Attraction Management: Is There Space for New Thinking Despite the Crisis? The Cases of Buckingham Palace and the Museum of Acropolis**

Aspridis, G. (et al.)

- **Tourism Business Sector Stance in Front of a Sport Tourism Development: Focusing on Crete**

Gaitanakis, Leonidas (et al.)

- **Planning the Sustainable Tourist Development of Zakynthos Island: A Methodological Framework**

Kapsaski, E. (et al.)

- **Sentiment Analysis of Hotel Reviews in Greek: A Comparison of Unigram Features**

Markopoulos, George (et al.)

- **Development of Tourism in Apulia Region and Training of Tour Operators**

Liodice, Isabella

- **Natural and Cultural Resources as a 'Vehicle' for Paving Alternative Local Tourist Development Paths: A Participatory Methodological Framework**

Panagiotopoulou, M. (et al.)

- **Feasibility Study of Creating Audio Tourism with Emphasis on Urban Sounds**

Tamjidi, Mohammad Hossein (et al.)

From either an academic or a practical point of view the book is extremely valuable because of the rigour of the analysis presented, the proximity to touristic reality and the great emphasis placed in innovation.

In truth, in "Cultural Tourism in a Digital Era (First International Conference IACuDiT, Athens, 2014)" the developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-marketing and e-business; and many other fields, are treated in a rigorous and attractive way, making it an indispensable work to researchers in tourism management, practitioners and policymakers. Also reachable and very interesting to anyone interested in cultural and digital tourism.

2. The review

Cultural and digital tourism is closely followed by demanding tourists with more sophisticated perceptions, but not only. Precisely one of the compliments that can be done to the "Cultural Tourism in a Digital Era (First International Conference IACuDiT, Athens, 2014)" contributors is that they created a book that can work as a show with the most varied suggestions for consumers in the field of cultural and digital tourism.

Indeed, the contributors have produced a text that in its entirety is written in a very attractive way for any reader, where was covered the entire spectrum of cultural and digital tourism and presented the latest findings, examples and cases for the tourism industry.