# Cultural Tourism in a Digital Era First International Conference IACuDiT,

## Athens, 2014

# - A Book Review -

Manuel Alberto M. Ferreira Lisbon University Institute ISCTE-IUL, BRU-IUL, ISTAR-IUL Portugal manuel.ferreira@iscte.pt

## 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 selfcontained 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

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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, Pandeleimon

• 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

Loiodice, 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.)

### 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. 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 ebusiness; 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.