

## The 2nd International Conference of Cultural and Digital Tourism



### Conference Overview\*

The 2nd International Conference of Cultural and Digital Tourism, “Forms and Norms of Tourism and Culture in the Age of Innovation” was organized by IACuDiT with the support of Market Research and Advertising, Greek National Tourism Organization, City of Athens Convention and Visitors Bureau Directorate of Tourism, Region of Attica and Hellenic Republic, Ministry of Culture and Sports.

The International Association of Cultural and Digital Tourism (IACuDiT) is a global network of people, projects and events that bear on a wide range of issues of concern and interest in cultural and digital tourism, in an era of major global changes. IACuDiT is a nonprofit international association which values creative, ethical and progressive action aimed at the improvement of global hospitality and tourism research on cultural and digital issues. The International Association of Cultural and Digital Tourism brings together a wide range of academics and industry practitioners from cultural, heritage, communication and innovational tourism backgrounds and interests. It mainly promotes and sponsors discussion, knowledgesharing and close cooperation among scholars, researchers, policy makers and tourism professionals.

The 2nd International Conference of Cultural and Digital Tourism, was organized at Royal Olympic Hotel, Athens, Greece, from 21 May to 24 May 2015. The President of the conference was Vicky Katsoni, IACuDiT President. Keynote speakers include Zefi Dimadama, Director General of the ICBSS (International Centre for Black Sea Studies), Georgios Drakopoulos, Special Adviser to the Secretary General of the United Nations World Tourism Organization and Counselor in the European Economic and Social Committee, Amitabh Upadhyya Professor – Dean Skyline University College, University City Sharjah, Hilary du Cros, Honorary Senior Research Fellow University of New Brunswick, Canada.

The Conference was separated into following special sessions: - Contemporary forms of cultural tourism, Case studies in cultural tourism practices, Emerging forms of the tourism product, Innovative perspectives on the tourism product, The contribution of tourism to the sustainable growth of the Greek regions. The case of the region of Thessaly, - Cultural heritage management, The power of social networks, Cross cultural visions in a digital era.

Many scientists and researchers from different countries participated in the 2nd International Conference of Cultural and Digital Tourism, discussed the different problems related to tourism.

It is obvious that this conference raised a lot of problems, which found their answer during the presentations.

---

\* Conference overview by Doc. Dr. Antoneta Polo, RSI – Journal Editor