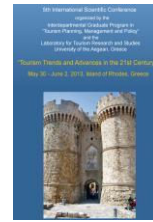

5TH INTERNATIONAL SCIENTIFIC CONFERENCE
“TOURISM TRENDS AND ADVANCES IN THE 21ST CENTURY”
Conference Overview⁸⁹



The 5th International Scientific Conference entitled “Tourism Trends and Advances in the 21st Century” organized by The Interdepartmental Graduate Program in ‘Tourism Planning, Management and Policy’ and the Laboratory for Tourism Research & Studies (ETEM) University of the Aegean, Greece. The Conference has been organized in May 30- June 2, 2013 in Rhodes, Greece.

The Themes of the Conference were:

1. Contemporary tourism challenges: Tourism economics: Global competition and low-cost companies in tourism: Transport and tourism.
2. Tourism in the service of society (socio-economic, ethical, environmental, cultural, technological etc aspects of tourism): Local sustainability and sustainable tourism.
3. Tourism policy and planning (top-down and bottom-up). Tourism impacts on the land/ land uses/ landscape: The role of transnational organizations in tourism and public governance: Institutional issues in tourism.
4. Tourism training and prospects of higher education in tourism.
5. Special-interest and alternative forms of tourism: The local factor: Contemporary Mediterranean Tourism in Greece/ Rhodes.
6. Tourism theory and research: advances and challenges: Perspectives into the future of tourism science: Technological and multimedia applications in tourism.
7. Tourism entrepreneurship, management and marketing: tourism Management and management of tourism enterprises; service and quality management in hotels; human resource management in the hospitality sector; strategy and leadership in hotels; marketing tools and strategies.

Despite the on-going trends and established patterns, contemporary global tourism continues to grow and thrive in diversity and transformation. However, new forces are increasingly coming into play: terrorism, economic crisis, climatic change, lifestyle changes, etc. All of the latter are opening up a new era in global tourism demand and supply, as well as diverse responses to questions of tourism planning, management, research and development. This happens under interdisciplinary and globalized levels of analysis, policy-making and intervention. This conference aimed to capture the growing dynamism of 21st century tourism and to respond to the imperative need to secure its growth in concerted, integrated and sustainable ways. Looking ahead, it tried to address both internal and external factors impinging on the direction of global tourism growth, bridging the past with the future and making the most of the present. Its goals and objectives, thus, focused on recent developments in tourism, at all levels and areas of analysis, calling for novel, innovative and often imperative tools, strategies and approaches.

⁸⁹ Conference overview by Eftychia Vali, University of the Aegean , Greece