



# Programme

Mayor Mon Repos Palace Art Hotel

Corfu, Greece



MUNICIPALITY of CORFU



Manchester  
Metropolitan  
University



Accredited CPD  
Institute of Place Management

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## Programme Overview

### Day 1 – Monday 16<sup>th</sup> April

09:00 - 10:00	Registration
10:00 - 11:00	Welcome and opening addresses
11:00 - 12:00	<b>Keynote address: Odysseus Hospitality</b> <b>Mr Vasilis Kavvadias</b>
12:00 - 13:00	Session 1: Tourism Utopias / Dystopias
13:00 - 14:00	Lunch - Mayor Mon Repos Palace Art Hotel
14:00 - 15:30	Session 2: Tourism Utopias / Dystopias
15:30 - 16:00	Coffee
16:00 - 18:00	Session 3: Destination Case Studies
19:30	Dinner - Mayor Mon Repos Palace Art Hotel

### Day 2 – Tuesday 17<sup>th</sup> April

09:00 - 10:30	Session 4: Culture and Heritage
10:30 - 11:00	Coffee
11:00 - 12:00	<b>Keynote address: Disgust and Delight – Place Gastronomy</b> <b>Professor Peter Varley</b>
12:00	Coach departs Symposium Hotel for our visit to the North of the island. We will make a short stop at Paleokastritsa before heading to Arillas to visit <a href="#">Corfu Beer</a> .
13:30	We will have lunch at the brewery, followed by a presentation about the Corfu Beer brands and the new Corfood initiative, a tour of the brewery and a beer tasting.
15:30 - 17:00	Session 5: Utopian Associations of Food, Drink, and Places
17:00	Coach departs Corfu Beer to return to the Symposium Hotel via the scenic North East coast.
19:45	Meet in the hotel lobby to walk across the road for dinner at Nautilus Café (opposite the Symposium Hotel).





## Day 3 – Wednesday 18<sup>th</sup> April

09:00 -10:30	Session 6: Places, Power and Stakeholders
10:30 -11:00	Coffee
11:00 -12:00	<b>Keynote address: Utopias, Dystopias, and Place Management</b> <b>Professor Cathy Parker</b>
12:00	Coach departs Symposium Hotel for our visit to the South of the island via the <a href="#">Achilleion Palace</a> .
14:00	Lunch at <a href="#">Archontiko Restaurant</a> .
15:00 - 16:00	Session 7: Interactive Special Session <b>Performativity of Digital and Social Media and Place</b>
16:00	Coach departs Archontiko for our next stop to taste <a href="#">The Governor</a> olive oil at the Dafnis family's 15 <sup>th</sup> Century oil mill.
17:00	Coach departs to return to the Symposium Hotel.
18:30 – 20:30	Session 8: Open Business Forum – Faliraki Conference Centre

**Delegates may choose to join us at our Open Business Forum undertaken in co-operation with the Corfu Municipality and Green Corfu.**

Or delegates may take the opportunity of enjoying some free time exploring Corfu Old Town, a [UNESCO World Heritage Centre](#) (dinner is not included but there are plenty of cafes, tavernas and restaurants in the town).

## Day 4 – Thursday 19<sup>th</sup> April

09:00 -11:00	Session 9: Places, Brands and Image
11:00 -11:15	Coffee
11:15 -12:15	<b>Keynote address: Ranking, Reputation and Research (3Rs): Voyage, Vista and Viewpoint (3Vs)</b> <b>Professor TC Melewar</b>
12:15 -13:45	Session 10: Cities
13:45 -14:30	Lunch - Mayor Mon Repos Palace Art Hotel
14:30 -16:30	Session 11: Utopian and Dystopian Narratives and Experiences
16:30 – 16:45	Coffee
16:45 -18:00	Session 12: Interactive Special Session <b>Introducing the IPM / JPMD / Writing for Publication</b>
	Closing Plenary
19:00	Coach departs for our Gala Dinner at <a href="#">Ambelonas Vineyard</a> .





## Programme in Detail

### Day 1 – Monday 16<sup>th</sup> April

- 09:00 -10:00                      Registration
- 10:00 - 11:00                      Welcome and opening addresses:  
**Mr Konstantinos Nikolouzos**                      **Mayor: Corfu Municipality**
- Dr Heather Skinner**                      **Symposium Chair**  
**Utopias, Dystopias, Heidegger, and Homer:**  
**Considering the essence of Greek Island Destinations**
- 11:00 -12:00                      **Keynote address: Odysseus Hospitality – Corfu’s Strategic**  
**Tourism Plan**  
**Mr Vasilis Kavvadias, Vice-Mayor for Tourism, Corfu Municipality**
- 12:00 -13:00                      Session 1: Tourism Utopias / Dystopias**
- Changing Places: On the use of Utopia and the role of a Place Alarm System  
*Tore Omholt* BI-Norwegian Business School, Norway
- Welcome to Dubrovnik: Overtourism Dystopias and Socialist Utopias  
*Aggelos Panayiotopoulos* University of Brighton, UK  
*Carlo Pisano* Università degli Studi di Firenze, Italy  
*Ivan Jurić* University of Split, Croatia
- 13:00 - 14:00                      Lunch
- 14:00 -15:30                      Session 2: Tourism Utopias / Dystopias**
- Brave New Year's world: as a children's utopia develops places  
*Natalia Belyakova* Higher School of Economy, St. Petersburg, Russia
- Trash, Waste and Tourism: Cultural Interactions and Social Considerations  
*Amos S. Ron* Ashkelon Academic College, Israel
- Destination branding: the case of special interest tourism  
*Andrej Zigon* Zavod Aliansa, Slovenia  
*M. Konecnik Ruzzier* University of Ljubljana, Slovenia,
- 15:30 – 16:00                      Coffee





## Day 1 continued

16:00 -18:00

### Session 3: Destination Case Studies

Supporting local shopping provisioning through the creation of a sense of place: The role of weak and strong ties in networks

*Dr Costas Theodoridis* Manchester Metropolitan University, UK

*Dr Javier Lloveras* Manchester Metropolitan University, UK

Distilling the Essence of the Brand of the Fens

*Charles Dennis* Middlesex University, UK

*Eleftherios Alamanos* Newcastle University, UK

*Dimitrios Styliadis* Middlesex University, UK

*Johan van Rekom* Erasmus University Rotterdam, The Netherlands

*Chanaka Jayawardhena* Hull University, UK

*TC Melewar* Middlesex University, UK

Assessing the applicability of the international place branding theories to the Egyptian context: Sharm El Sheikh as a case study

*Amna Mashhour* Independent Researcher, Egypt

*Amr El Halafawy* Cairo University, Egypt

Yugonostalgia: In search of a retrospective place brand. The case of Balkan Campers.

*Jenny Kanellopoulou* University of Salford, UK

*Nikos Ntounis* Manchester Metropolitan University, UK

19:30

Dinner - Symposium Hotel





## Day 2 – Tuesday 17<sup>th</sup> April

### 09:00 -10:30      **Session 4: Culture and Heritage**

An Investigation of Modernist Utopias on Tourism and Postmodern Critique of Modernist Tourism Practices

*Ruheet Genç* Turkish German University, Turkey

Marketing the Underground – The Calcification of Creativity?

*Jan Brown* Liverpool John Moores University, UK

Enhancing place through participatory arts festivals

*Laura Ripoll González* University of Tasmania, Australia

*Natalie De Vito* University of Tasmania, Australia

*Maria Belén Yanotti* University of Tasmania, Australia

10:30 -11:00      Coffee

11:00 -12:00      **Keynote address: Disgust and Delight – Place Gastronomy**  
**Professor Peter Varley**  
**Western Norway University of Applied Sciences**

12:00              Coach to the North and visits to Paleokastritsa and Corfu Beer

13:30              Lunch - Corfu Beer

### 15:30 -17:00      **Session 5: Utopian Associations of Food, Drink, and Places**

Beer Consumption and Perceptions of Utopic Authenticity

*TC Melewar* Middlesex University, UK

*Heather Skinner* Manchester Metropolitan University, UK

Beyond the Bucolic Gaze from Afar: A Potential New Paradigm for Exporters in Food & Drink Branding

*Caroline Whitfield* Scottish Rural Agricultural College, UK

Consuming Place: Towards a regional logo for promoting Welsh food

*Robert Bowen* Swansea University

20:00              Dinner - Nautilus Café





## Day 3 – Wednesday 18<sup>th</sup> April

09:00 - 10:30

### Session 6: Place, Power and Stakeholders

Discourse and power – Case study of discursive construction of stakeholder's positions in regional place marketing collaboration  
Juha Halme University of Eastern Finland, Finland

Residents' co-creative potential in the context of place marketing  
Aleksandra Sazhina National Research University Higher School of Economics, Russia

The Impact of Place Involvement and Attachment on City Image and Resident Loyalty

Eugene Jaffe Bar-Ilan University, Israel  
Shaked Gilboa Ruppin Academic Center, Israel

10:30 - 11:00

Coffee

11:00 - 12:00

**Keynote address: Utopias, Dystopias, and Place Management**  
**Professor Cathy Parker, Institute of Place Management**  
**Manchester Metropolitan University, UK**

12:00

Coach to the South and a visit to the [Achilleion Palace](#).

14:00

Lunch at [Archontiko Restaurant](#).

15:00 - 16:00

**Session 7: Interactive Special Session**  
**Performativity of Digital and Social Media and Place**  
**Chair: Brendan Keegan, Manchester Metropolitan University, UK**

To further understand how digital and social media augments - or inhibits – phenomena relating to place, this session will provide a review of key contributions in this area highlighting apparent knowledge gaps. In doing so, it aspires to categorise research-informed knowledge, informing future research endeavours, and contributing to a discussion around the performativity of digital and social media in place. It is hoped that this session will bring together researchers with a vested interest in 'digital placemaking'.

18:30 - 20:30

**Session 8: Open Business Forum**  
**Research Dissemination & Impact on local issues**

This event will take place at the Faliraki Conference Centre in Corfu Town. Delegates may choose to join us at our Open Business Forum or may take the opportunity of enjoying some free time exploring Corfu Old Town, a [UNESCO World Heritage Centre](#) (dinner is not included this evening but there are plenty of cafes, tavernas and restaurants in the town). Coach transport will take us there from the Symposium hotel. No return transport is provided because we will be closer to the centre of town for delegates who wish to explore.





18:30 - 20:30

### Session 8: Open Business Forum Research Dissemination & Impact on local issues

In November 2017 the Corfu Tourism Forum held an event where business people and local policymakers could come together to discuss some of the main problems facing tourism development on Corfu. This year's Open Business Forum held as part of the Corfu Symposium on Managing & Marketing Places, in co-operation with the Corfu Municipality and Green Corfu, will be taking some of these issues and exploring them further. As a result of discussions with various local organisations and tourism businesses we have identified the following main problems the island faces right now. In general, these problems fall into three main categories that will be discussed at the Open Business Forum:

#### **Infrastructure**

- No DMO / no targeted branding
- Poor infrastructure for congress tourism
- Lack of qualified personnel in tourism
- Poor road network / boat network
- Garbage and recycling issues
- Too much bureaucracy stifling business development
- Lack of funding for improving and updating tourism businesses

#### **Information and Technology**

- Poor information for tourists – and the need for better information to be provided via digital methods, apps, online and social media – Corfu is not a Smart city that makes the best of technology to serve tourists – especially in Corfu Town
- Changes to the role of travel agents and other information agents due to the rise in use of social media
- Poor signposting

#### **Types and number of tourists**

- Large volume of visitors to Corfu Town from Cruise tourism
- Sea and sun, and all-inclusive tourism resulting in low income visitors
- Lack of focus on special interest tourism
- Underexploited foot path network
- Short tourism season
- The challenges of the sharing economy (e.g. Airbnb)
- The challenge of low-cost airlines which can make the destination less attractive for larger tour operators







## Day 4 – Thursday 19<sup>th</sup> April

### 09:00 - 11:00      **Session 9: Places, Brands and Image**

Place Branding: Bibliometric Analysis of the Literature and Emerging Research Trends  
*Iuliia Mykhailiuk* University of Agder, Norway

An exploratory study of educational tourism in Nottingham  
*Becca Walker* Nottingham Trent University, UK

Groups' Place Image: Attributes and Relationships  
*Xiaoye Liu* Communication University of China, China  
*Chunying Wen* Communication University of China, China  
*Yingying Wu* Communication University of China, China

Branding Villages through Historical and Cultural Heritage  
*Hong Fan* Tsinghua University, China

11:00 – 11:15      Coffee

11:15 - 12:15      **Keynote address: Ranking, Reputation and Research (3Rs):  
Voyage, Vista and Viewpoint (3Vs)**  
**Professor TC Melewar**  
**The Business School, Middlesex University London, UK**

### 12:15 - 13:45      **Session 10: Cities**

Hard facts for the vision of a young and innovative city: Empirical analysis of students' living preferences  
*Stefanie Wesselmann* University of Applied Sciences, Osnabrück, Germany

Re-placing Topias: Chinese tourists in Austria, Hallstatt  
*Johanna Teubert* Karlshochschule International University, Germany  
*Desmond Wee* Karlshochschule International University, Germany

City Brand Innovation and Its Measurement: An Empirical Study on Chinese Cities  
*Yanping Liu* Chinese Academy of Social Sciences, Beijing, China

13:45 -14:30      Lunch - Mayor Mon Repos Palace Art Hotel





## Day 4 continued

14:30 - 16:30

**Session 11: Utopian and Dystopian Narratives and Experiences**

User-Generated Place Brand Identity: An Articulation of Place Brand Identity from Social Media Platforms

*Viriya Taecharungroj* Mahidol University International College, Thailand

Marketing Heaven & Hell: Botanic Garden' Cause-Related Narratives

*Nicholas Catahan* Edge Hill University, UK

(Un)making places: Dystopic/utopic places, time, and atmospheric ruptures

*Chloe Steadman* Manchester Metropolitan University, UK

*Gareth Roberts* Manchester Metropolitan University, UK

Embodied Heritage Experiences of a Dystopic Event: 'Living the History' of the Titanic in Cobh

*Maria Lichrou* University of Limerick, Republic of Ireland

*Aggelos Panayiotopoulos* University of Brighton

*Lisa O'Malley* University of Limerick, Republic of Ireland

*Maurice Patterson* University of Limerick, Republic of Ireland

16:30

Coffee

16:45 - 18:00

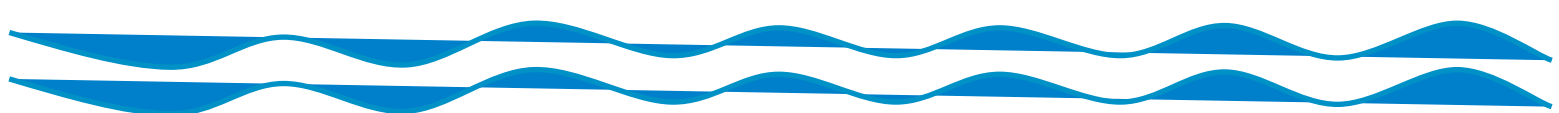
**Session 12: Interactive Special Session  
Introducing the IPM / JPMD / Writing for Publication**

Closing Remarks

19:00

Depart for Gala Dinner at [Ambelonas Vineyard](#)

Best Paper Presentation





[www.placemanagement.org](http://www.placemanagement.org)

