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### **Tourism, culture and heritage in a smart economy**

(Third International Conference IACuDiT, Athens 2016)

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#### **INTRODUCTION**

The book **Tourism, Culture and Heritage in a Smart Economy (Third International Conference IACuDiT, Athens 2016)**, 978-3-319-47731-2; 978-3-319-47732-9 (eBook); DOI 10.1007/978-3-319-47732-9 edited by **Katsoni, Vicky, Upadhyaya, Amitabh, Stratigea, Anastasia**, from Springer Series *Springer Proceedings in Business and Economics*, 2198-7246; 2198-7254 (electronic) is object of appreciation and revision in this work. It is the Third International Conference IACuDiT, Athens 2016 book of Proceedings.

It is composed of thirty-two chapters:

- Serious Games at the Service of Cultural Heritage and Tourism  
*Georgopoulos, Andreas (et al.)*
  
- Dissemination of Environmental Soundscape and Musical Heritage Through 3D Virtual Telepresence  
*Heliades, Georgios (et al.)*
  
- Digital Integration of the European Street Art: Tourism, Identity and Scientific Opportunities  
*Santamarina-Campos, Virginia (et al.)*
  
- A Hashtag Campaign: A Critical Tool to Transmedia Storytelling Within a Digital Strategy and Its Legal Informatics Issues. A Case Study  
*Paiano, Anna Paola (et al.)*
  
- Museums + Instagram  
*Lazaridou, Katerina (et al.)*

- Evaluation of Athens as a City Break Destination: Tourist Perspective Explored via Data Mining Techniques  
*Panas, Gerasimos (et al.)*
- The Insight of Tourism Operators in Contemporary Business Environment  
*Lingeberzins, Eriks*
- Measuring the Twitter Performance of Hotel E-Mediaries  
*Vrana, Vasiliki (et al.)*
- Modulation of Conditions and Infrastructure for the Integration of Change Management in Tourism Sector  
*Rossidis, Ioannis (et al.)*
- The Impact of ISO 9001 Quality Management System Implementation in Tourism SMEs  
*Drosos, Dimitris (et al.)*
- The Concept of the Innovative Tourism Enterprises Assessment Capability  
*Koziol, Leszek (et al.)*
- Looking for Determinants of the Environmental Concern at the Hospitality Industry  
*Peiro-Signes, Angel (et al.)*
- The Importance of Human Resource Management for the Development of Effective Corporate Culture in Hotel Units  
*Sdrolias, Labros (et al.)*
- Human Resource Management, Strategic Leadership Development and the Greek Tourism Sector  
*Belias, Dimitrios (et al.)*
- The Strategic Role of Information Technology in Tourism: The Case of Global Distribution Systems  
*Drosos, Dimitris (et al.)*
- A Theoretical Model of Weighting and Evaluating the Elements Defining the Change of Organizational Culture  
*Stavrinoudis, Theodoros (et al.)*
- Entrepreneurship and Innovation: Current Aspects  
*Karagianni, Vasiliki (et al.)*

- Social Media Tools and (E)Destination: An Italian Case Study  
*Paiano, Anna Paola (et al.)*
- PM4SD as a Methodological Framework for Sustainable Tourism  
*Cardia, Giusy (et al.)*
- Project Cultour+: Building Professional Skills on Religious and Thermal Tourism  
*Kamara, Afroditi (et al.)*
- The Model Do-Di: An Emerging Methodology for the Management of the Relation Between Tourism, Culture and Development  
*Cardia, Giusy (et al.)*
- Participatory Decision-Making for Sustainable Tourism Development in Tunisia  
*Halioui, Salma (et al.)*
- In Search of Participatory Sustainable Cultural Paths at the Local Level - The Case of Kissamos Province-Crete  
*Panagiotopoulou, Maria (et al.)*
- Digital Strategies to a Local Cultural Tourism Development: Project e-Carnide  
*Roque, Maria Isabel (et al.)*
- Putting Social Innovation into Action: The Case of the Ecotourism at the Dominican Republic  
*Segarra-Oña, Marival (et al.)*
- Landscape, Culture and Place Marketing - The International Dance Festival in Kalamata, Greece  
*Katsafadou, Sotiria (et al.)*
- Assessment of Impact-Contribution of Cultural Festival in the Tourism Development of Thessaloniki  
*Tsiftelidou, Sofia (et al.)*
- Is Silver Economy a New Way of Tourism Potential for Greece?  
*Kyriakou, Dimitrios (et al.)*
- The Information and Promotion of Rural Tourism in the Globalised Era: The Case of Madeira Island  
*Rodrigues, Elisabete*

- Thermal Spring Health Tourism in Albania: Challenges and Perspectives  
*Gambarov, Vusal (et al.)*
  
- The Role of Experience in Shaping Student Perception of the Significance of Cultural Heritage  
*Makridis, Savvas (et al.)*
  
- Forecasting British Tourist Inflows to Portugal Using Google Trends Data  
*Dinis, Gorete (et al.)*

### **THE REVIEW**

Tourism, Culture and Heritage in a Smart Economy is the result of the participants in the Third International Conference IACuDiT, Athens 2016 effort, commitment and quality. From their work sprouted a very successful book of Proceedings where are explored the ways in which information and communication technologies (ICTs) offer a powerful tool for the development of smart tourism (as it is very well emphasized in the presentation of the book).

Indeed, it is hard to choose what is most admirable in this work:

The quantity and variety of forms under which its main theme is approached (as can be seen in the description of the chapters, above)?

The quality of writing and the scientific scruple evident in all chapters?

The extreme care notoriously placed on its edition?

Tourism, Culture and Heritage in a Smart Economy is actually written with a strong perspective of the future, not limited to the analysis of the present situation but seeking to guess the future in a reasoned way. So it is an indispensable book for scholars, teachers and researchers as well as for qualified professionals and policy makers in the field of tourism. Very interesting for readers who want to be informed on these subjects, curious about one of the most important economic activities in the world.