



1st International Conference on Experiential Tourism

1ο Διεθνές Συνέδριο για τον
Βιωματικό Τουρισμό

9-10 October 2015, Santorini island, Greece
Petros M. Nomikos Conference Center

1ST ANNOUNCEMENT AND CALL FOR PAPERS



About IMIC 2015

The lifetime experiences and the long-lasting memories they create are what make travelling priceless and unique. Modern traveler is looking for experiences more than the luxury properties and amenities, more than the sandy beaches, the famous attractions, the intense entertainment and more than all those “must see” mentioned in tourist guides. Real life experiences are what lead people to travel.

Visiting the Louvre is imposed when visiting Paris, but a memorable beautiful evening with new, local friends in a quiet bistro can become an experience to remember the most. The visit of a small village in Crete is interesting indeed, but when it ends up dancing Cretan dances in the local wedding feast it becomes a lifetime experience. The modern traveler is seeking to really know a place to see images, hear sounds, enjoy the tastes and smells, feel the atmosphere, to feel and live like the locals for a while.

Through unique, authentic experiences, through contact with the history, culture, geology, gastronomy and folklore, the visitor is getting involved through effective participation by all senses, rather than within the detached observation of a new place.

This search, pursuit and desire is defined as Experiential Tourism and it is a wide and very modern field that includes various forms of tourism such as outdoor activities, cultural

tourism, culinary tourism, ecotourism, educational travel, heritage tourism, experimental tourism etc. The common feature of all mentioned above is to include activities beyond the ordinary, environmentally friendly, with respect for the culture of a place.

The purpose of the IMIC 2015 International Conference is to thoroughly present the current trends in the theme of the Experiential Tourism, to strengthen the interest, to contribute further in the understanding of the ever-increasing importance of the experiences in tourism, to provide knowledge and new tools at all those who are at the forefront, design and offer the tourist product.

The organizers and the scientific team that supports IMIC 2015 invite academics, researchers and young scientists from the wider field of tourism from around the world as well as representatives of the state, local authorities, the business community, etc. to participate actively in lectures under the conference topics.

Santorini is the ideal venue for hosting conferences of tourist interest. The unique natural landscape combined with the thriving and innovative tourism market make it particularly attractive destination worldwide.

LANGUAGE

Presentations will be made in English or in Greek language. Simultaneous interpretation will be provided.

SUPPORTING BODIES

-University of the Aegean - Business School, Interdepartmental Program of Postgraduate Studies in Tourism Planning, Management and Policy, GR

-University of the Aegean - Laboratory for Tourism Research and Studies, GR

-Hellenic Open University - Postgraduate Program in Tourism Business Administration, GR

-European University of Cyprus, CY

-Ball State University, US

ORGANIZER

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CALL FOR PAPERS - TOPICS

- The multidisciplinary approach on Experiential Tourism. Current introspective-future perspective
- Experiential Tourism experiences and their characteristics
- Authenticity as a research field of Experiential Tourism
- The sense of place and the multi-sensory tourist experience
- Synergies with the local communities
- The economic benefits and the synergies in the framework of the local communities
- Consumption and Experiential Tourism. Uses and abuses of objects, events, experiences and symbols
- The Cultural Heritage and its experiential dimension
- Design and development of new, Experiential Tourism products
- The various forms of tourism that are part of the concept of Experiential Tourism (outdoor activities, cultural tourism, culinary tourism, eco-tourism, educational travel, heritage tourism, experimental tourism etc)
- Experiential Tourism as a model for business practice
- Branding meeting destinations, meeting venues and meeting service providers via Experiential Tourism
- Social media and online marketing in the service of Experiential Tourism
- Modern networks and sales techniques for innovative tourism products
- Successful case studies and practices around the world

IMPORTANT DATES

- Abstracts submission deadline: **1st June**
- Notification of acceptance: 15th June
- Full paper submission deadline: 30th November

ABSTRACT SUBMISSION

Abstracts should be up to 200 words and include the following:

- Corresponding topic
- Title of the abstract
- Name(s) and affiliations of author(s) (the corresponding/ contact author should clearly indicated).

To submit an abstract please send a .doc file to the conference secretariat at imic@heliotopos.net

PUBLICATION IN JOURNALS

Selected papers from the conference will be considered for publication in: Tourism Today, European Journal of Tourism Research, International Journal of Tourism Policy Journals.