Programme

Mayor Mon Repos Palace Art Hotel

Corfu, Greece
Programme Overview

Day 1 – Monday 24th April

09:00 - 10:00       Registration
10:00 - 11:00       Welcome and opening addresses
11:00 - 12:00       Keynote address: Interdisciplinarity and Places
                        Professor Cathy Parker
12:00 - 13:30       Session 1: Place Branding and Tourism Development
13:30 - 14:30       Lunch - Mayor Mon Repos Palace Art Hotel
14:30 - 16:00       Session 2: Gazing on the Regional and Rural
16:00 - 16:30       Coffee
16:30 - 18:00       Session 3: Gazing on Cities
19:30               Dinner - Mayor Mon Repos Palace Art Hotel

Day 2 – Tuesday 25th April

09:30 -11:00        Session 4: The Gaze of Hedonism and Luxury
11:00 -11:30        Coffee
11:30 - 13:00       Session 5: Interactive Special Session
                        Introducing the IPM / JPMD / Writing for Publication
13:00 - 14:00       Lunch - Mayor Mon Repos Palace Art Hotel
14:00 - 15:30       Session 6: Issues of Sustainability and Responsibility
15:30 - 16:00       Coffee
16:00 - 17:30       Session 7: Place, Music and Literature
19:00               Coach departs from the Symposium Hotel for our visit to
                        Ambelonas Vineyard for a welcome drinks reception, tasting
                        menu of local Corfiot speciality food, visit to the exhibition of
                        traditional equipment and machinery, and a short video-
                        presentation introducing traditional olive oil and wine making
                        processes.
21:30               Coach departs Ambelonas to return to the Symposium Hotel.
Day 3 – Wednesday 26th April

09:00 -11:00  Session 8: Place and Practice
11:00 -11:30  Coffee
11:30 -13:00  Session 9: Stakeholders and Governance
13:00 -14:00  Lunch - Mayor Mon Repos Palace Art Hotel
14:00 -15:00  Keynote address: Re-branding Greece
              Dr Lefteris Kretsos
15:00 -15:30  Coffee
16:30 -19:30  Session 10: Interactive Special Session
              Research Dissemination & Impact on local issues
              NB: This will take place at the Faliraki Conference Centre.

Free evening - Delegates may take up 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 27th April

09:00 -10:00  Keynote address: Conceptualizing placemaking - and why it matters for practice
              Dr Ares Kalandides
10:00 -11:30  Session 11: Places and Place Making
11:30 -12:00  Coffee
12:00 -13:30  Session 12: Conserving Places
13:30 -14:30  Lunch - Mayor Mon Repos Palace Art Hotel
14:30 -16:30  Session 13: Critical Gazes
16:30 -17:00  Coffee
17:00 -17:30  Closing Plenary
19:00  Coach departs for our Gala Dinner at Archontiko Restaurant
Programme in Detail

Day 1 – Monday 24th April

09:00 -10:00 Registration

10:00 - 11:00 Welcome and opening addresses:
Dr Heather Skinner Symposium Chair
Mr Konstantinos Nikolouzos Mayor: Corfu Municipality

11:00 -12:00 Keynote address: Interdisciplinarity and Places
Professor Cathy Parker, Institute of Place Management
Manchester Metropolitan University, UK

12:00 -13:30 Session 1: Place Branding and Tourism Development

Elements of the place branding process to succeed the place brand: Towards a strategic place branding model
Mohamed Berrada Hassan 1st University, Morocco & Lumiére University Lyon 2, France
Laure Ambroise Jean Monnet University, France
Houcine Berbou Hassan 1st University, Morocco

Destination Management: an operational approach
Kyriaki Glyptou Leeds Beckett University, UK

Local Development and Creative Tourism: Case Study-Loulé
Caroline Cavalcanti de Melo University of Lisbon / IGOT / ESHTÉ, Portugal

13:30 - 14:30 Lunch

14:30 -16:00 Session 2: Gazing on the Regional and Rural

Place Making: Reframing a Rural Village
Katherine Casey University of Limerick, Ireland

The Local Consumers’ Gaze Interpreted as Regional Food Brand Essence
Gillian Rodríguez University of Central Lancashire, UK

16:00 – 16:30 Coffee
Day 1 continued

16:30 - 18:00  Session 3: Gazing on Cities

Towards a taxonomy of place brands: A content analysis of Greater Manchester’s place brand architecture
Gareth Roberts Institute of Place Management, Manchester Metropolitan University, UK

Does Advertising Work in Place Branding? Evidence from Chinese Cities
Chunying Wen Asia Media Research Center, Communication University of China, China

Town and city centres from the data scientists’ gaze
Cathy Parker Institute of Place Management, Manchester Metropolitan University, UK
Christine Mumford Cardiff University, UK
Nikos Ntounis Institute of Place Management, Manchester Metropolitan University, UK
Simon Quin Institute of Place Management, Manchester Metropolitan University, UK
Ed Dargan Institute of Place Management, Manchester Metropolitan University, UK

19:30  Dinner

Day 2 – Tuesday 25th April

09:30 -11:00  Session 4: The Gaze of Hedonism and Luxury

A Psychographic Segmentation of Kuwaiti Travelers Using Self-Organizing Maps
Yvette Reisinger Gulf University for Science and Technology, Kuwait

Does Hedonism Create a Long-Term Value for Destination Brands?
Nof A. Al-Sufyani Brunel University, UK & Prince Sultan University, Kingdom of Saudi Arabia

Mapping the Geographies of Luxury: A reflection on Place and Conspicuous Products in the Age of Globalization
Federica Carlotto Regent’s University London, UK

11:00 - 11:30  Coffee

11:30 - 13:00  Session 5: Interactive Special Session
Introducing the Institute of Place Management
Journal of Place Management and Development
Writing for Publication

13:00 -14:00  Lunch
Day 2 continued

14:00 - 15:30  Session 6: Issues of Sustainability and Responsibility

An investigation into Ecotourism Potential of Al-Adaseya, Northern Jordan
Fakhrieh Darabseh Yarmouk University, Jordan
Fawziya Hussein Yarmouk University, Jordan

Understanding and Implementing Responsible Tourism in the 21st Century
Jacqueline Holland Newcastle Business School, Northumbria University, UK
Tom Mordue Newcastle Business School, Northumbria University, UK
Helen Woodruffe-Burton Edge Hill University Business School, UK

The Nine Major Themes that Shape Place Sustainability
Viriya Taecharungroj Mahidol University International College, Thailand
Thunwadee Suksaruj ASEAN Institute of Health Development, Mahidol University, Thailand
Cheerawit Rattanapan ASEAN Institute of Health Development, Mahidol University, Thailand

15:30 - 16:00  Coffee

16:00 - 17:30  Session 7: Place, Music and Literature

Place: Reading, Thinking, Writing, Making
David Cooper Manchester Metropolitan University

Literature and Sense of Place in UK Landscape Strategy
Jess Edwards Manchester Metropolitan University, UK

Connecting the Sound Tracks of Our Lives: Marketing Places Through Music
Jan Brown Liverpool John Moores University, UK

19:00  Drinks and Corfiot food tasting reception at Ambelonas Vineyard
Day 3 – Wednesday 26th April

09:00 - 11:00  Session 8: Place and Practice

The Personal is Professional: Exploring Particular Challenges of Place Brand Practitioners
Giannina Warren Middlesex University London, UK

Places change lives
Martin Ousley True Corfu, UK based Tour Company

Corfu and the Dutch Tourist
Xenia Tombrou Independent Researcher, Utrecht, Netherlands & Corfu, Greece

Corfu PAWS
Oana Popescu Corfu PAWS (Promoting Animal Welfare Sustainably), Corfu, Greece
Sue Gentry Done Corfu PAWS (Promoting Animal Welfare Sustainably), Corfu, Greece
Heather Skinner Institute of Place Management, Manchester Metropolitan University, UK

11:00 - 11:30  Coffee

11:30 - 13:00  Session 9: Stakeholders and Governance

Places, users, and place uses: Russian management experiences
Kirill Rozhkov National Research University Higher School of Economics, Russia

Struggling for legitimacy in the city branding process: an application of Bourdieu’s field-capital theory to the co-creation of the city brand identity
Laura Reynolds Cardiff University, UK
Nicole Koenig-Lewis Cardiff University, UK
Heike Doering Cardiff University, UK

Place Management decision-making under uncertainty: Evidence from the UK and Ireland
Costas Theodoridis Manchester Metropolitan University, UK
Oliver George Kayas Manchester Metropolitan University, UK

13:00 - 14:00  Lunch

14:00 - 15:00  Keynote address: Re-branding Greece
Dr Lefteris Kretsos, Secretary General, Greek Ministry of Digital Policy, Telecommunications and Media & Secretary General, Greek Secretariat General for Media and Communication, Athens
Day 3 continued

15:00 - 15:30  Coffee

16:00 - 19:30  Session 10: Interactive Special Session
Research Dissemination & Impact on local issues
Presentations will be delivered in English and Greek to the Corfu business and tourism community to introduce the main themes discussed at the Symposium. This event will take place at the Faliraki Conference Centre in Corfu Town. Coach transport will take us there from the Symposium hotel. No return transport provided because we will be closer to the centre of town for delegates who wish to explore.

Free evening - Delegates may take up 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 27th April

09:00 - 10:00  Keynote address: Conceptualizing placemaking - and why it matters for practice
Dr Ares Kalandides, Institute of Place Management, Manchester Metropolitan University, UK and MD of Inpolis Urbanism, Berlin

10:00 - 11:30  Session 11: Places and Place Making
How NGU as a regional university in Albania is contributing to effecting positive change to Buçimfas in the Municipality of Pogradec
Engjëllushe Icka Nehemiah Gateway University, Albania
Heather Skinner Institute of Place Management, Manchester Metropolitan University, UK

Trends and gaps in place-making: 25 years of literature review
Karine Dupre Griffith Institute for Tourism and Cities Research Center, Griffith University, Australia

Drivers of Brand Resonance (DBR): A practical Tool for Initiating Place Brand-Stakeholder Relationships
Guenther Botschen University of Innsbruck, Austria
Josef Bernhart European Academy of Bozen, Italy
Kurt Promberger University of Innsbruck, Austria
Philipp Wegerer University of Innsbruck, Austria

11:30 - 12:00  Coffee
Day 4 continued

12:00 - 13:30  Session 12: Conserving Places

The botanic garden tourism gaze: perceptions & (re)presentations
Nicholas Catahan Edge Hill University Business School, UK
Helen Woodruffe-Burton Edge Hill University Business School, UK

Protecting the high natural value farmland in the National Park of Prespa
Pirro Icka Agriculture Faculty, University Fan S. Noli, Albania
Robert Damo Agriculture Faculty, University Fan S. Noli, Albania

The new ecosystem in Small Prespa Lake, protecting and using it
Pirro Icka Agriculture Faculty, University Fan S. Noli, Albania
Robert Damo Agriculture Faculty, University Fan S. Noli, Albania

13:30 - 14:30  Lunch

14:30 - 16:30  Session 13: Critical Gazes

Shopkeepers and Suppliers of Souvenirs in Jerusalem: Biography of Middlemen Minorities
Amos S. Ron Ashkelon Academic College, Israel
Dana Hercbergs Independent Researcher, Israel

Tourism reflexivity and the tourist gaze in heterotopias: A guided tour of Freetown Christiania
Jenny Kanellopoulou University of Salford, UK
Nikos Ntounis Manchester Metropolitan University, UK

Co-Constructing the Gaze: Existential Authenticity and Tourist Experience Co-Creation
Lisa O’Malley University of Limerick, Ireland
Maria Lichrou University of Limerick, Ireland
Maurice Patterson University of Limerick, Ireland

Local Perceptions of Mass Tourists: The Tourist Gaze through the Lenses of Power
Aggelos Panaviotopoulos University of Limerick, Ireland
Maurice Patterson University of Limerick, Ireland
Peter Burns Institute for Tourism Research, University of Bedfordshire, UK

16:30 - 17:00  Coffee

17:00 - 17:30  Closing Plenary

19:00  Gala Dinner at Archontiko Restaurant
Awards Presentations for Best Paper Prizes