

## AGENDA

### «New Technologies and Tourism in Crete - Opportunities and challenges for the local government bodies and the local authorities»

**Saturday, 21st April 2012**  
*Creta Marine- Iberostar Hotel*  
*Panormo Rethymno*

**09:30 Arrival of the Participants**

**10:00 Welcome by the Governor of the Region of Crete**  
**M. Stavros Arnaoutakis**

**10:15- 10:30 « Information Society Policies for Sustainable  
European Economic Development - I SPEED project, state of  
the art »**

*Haris Roidakis, Special advisor for Tourism, Region of Crete*

**● Session 1: Innovative technologies and Tourism, trends and  
developments**

**10:30-10:50 «Context Based and Social Media e-Tourism  
Marketing»**

*Professor Dimitrios Buhalis, Bournemouth University, Director e-  
Tourism Lab, President IFITT*

**10:50 - 11:10 «Organization and Preparation of the public  
sector and local authorities for a more competitive tourism»**

*Jurgen Buchy, President of the Association of German Tourist  
Enterprises*

**11:10 - 11:30 «E- tourism, the economy of the experience»**

*Dimitrios Serifis, President of IFIT- Greek department*

● **Session 2: International "good" practices, applications and results**

**11:50-12:10 «Public and Private's sector synergy - Blue Model, a "good" practice from Norway»**

*Eva Lundin, senior advisor at the Department of International Relations, Hamar Norway*

**12:10 - 12:30 «Rural Tourism in Galicia. Our experience»**

*Jose Paz Gestoso, Director of Galicia Institute of Tourist Studies*

**12:30-12:50 « The emergence of tourist destinations and hotels through public relations and technology- "good" practices from Greece»**

*Maria Papazoglou, Head of public relations and tourist marketing company "My publics"*

**12:50-13:30 Discussion**

● **Session 3: Strategic options, propositions**

**14:30 - 14:50 «The survey results of a german university for the image of tourist Greece in Germany»**

*Claudia Brozel, University of Applied Science for Sustainable Development, Eberswalde*

**14:50 - 15:10 « The role of the local government bodies in shaping the branding of Crete»**

*Dimitrios Kounenakis, Mayor of the municipality of Agios Nikolaos, President of Tourist Municipalities Network*

**15:10-15:30 «The necessity of the destination's quality»**

*George Ziegler, representative of "HolidayCheck AG" (private Company for the evaluation of hotels)*

**15:30 - 16:30 Discussions and conclusions**