

MATOUR2015 PROGRAMME



21-24 MAY 2015
RHODES ISLAND
GREECE



"Managing Tourism after the Crisis - A Mediterranean Perspective"

Co-Organised by:



The aims of the Executive Programme are to:

- explore the key issues for tourism in the region
- share experiences and developments from the region and from other parts of the world
- identify the current challenges and opportunities for Mediterranean tourism

THE INTERNATIONAL ACADEMY FOR THE STUDY OF TOURISM



**THE LABORATORY FOR TOURISM RESEARCH AND STUDIES (ETEM)
UNIVERSITY OF THE AEGEAN**

SUMMER SCHOOL SESSIONS

Day	0930-1100	1100-1130	1130-1300	1300-1430	1430-1600	1600-1630	1630-1800	20:00	
Thursday 21 May	Introductions & Tourism in the Mediterranean Region – the big issues <i>The Team and led by Larry Dwyer</i>	Coffee	Panel Discussion The markets for the Mediterranean destinations <i>Panel led by Andreas Papatheodorou, Pauline Sheldon & Paris Tsartas</i>	Lunch*	What is happening to the markets? <i>Led by Alastair Morrison & Dimitrios Buhalis</i>	Coffee	The markets and the web <i>Led by Dimitrios Buhalis & Marianna Sigala</i>	Speakers will visit Rodi Pure Deli (http://rodipuredeli.com/) Summer School participants are welcome to join at their own expense	
	1015-1145	1145-1200	1200-1330	1330-1430	1430-1600	1600-1630	1630-1800	20:00	22:30
Friday 22 May	Human resources and the role of education <i>Led by Pauline Sheldon & David Airey</i>	Coffee	Measuring economic success in tourism <i>Led by Larry Dwyer & David Airey</i>	Lunch*	Developing the destination <i>Led by Alison Gill & Larry Dwyer</i>	Coffee	Panel Discussion The changing destination <i>Panel led by David Airey & Alistair Morrison</i>	Speakers will dine at Kontiki Floating Restaurant (http://coloradoclub-rhodes.com/kontiki-restaurant/) Summer School participants are welcome to join at their own expense	Photo Safari in old town
	0930-1100	1100-1130	1130-1300	1300-1430	1430-1600	1600-1630	1630-1800	20:00	22:30
Saturday 23 May	Using human resources effectively <i>Led by Tom Baum & Theodoros Stavrinoudis</i>	Coffee	Making a competitive destination <i>Led by Geoff Crouch & Dimitrios Buhalis</i>	Lunch*	Competitiveness in Mediterranean destinations <i>Led by Andreas Papatheodorou & Larry Dwyer</i>	Coffee	Panel Discussion Competitiveness for the Mediterranean <i>Panel led by George Drakopoulos & Harris Loukaras</i>	Speakers will dine at Ippotikon Restaurant (http://www.ippotikon.com/) participants are welcome to join at their own expense	Farewell party at Colorado Entertainment Center (http://coloradoclub-rhodes.com/colorado-club/) Summer School participants will be offered preferential pricing
Sunday 24 May	Field Visit in Rhodes to include: Visit to the Throne of Helios (http://www.throneofhelios.com/) at participants' own expense followed by tour of the Medieval City of Rhodes and Greek souvlaki*								

* only for speakers and full-paying participants