



Program

2 February 2011 – WEDNESDAY

08.00 – 09.00 Registration

09.00 – 10.40 **Session 1** – Chair: Michael Argyris, President of SITE Greece

So that the treasure won't turn out to be anthrax

Kostis Stamatopoulos, Trekking Hellas

Do catering providers know their customers and the food experiences they give them? A gap analysis at a tourism destination

Georgia Zouni, PhD researcher in Tourism Marketing, OpenTourism Co-Founder

Built incentive programs capitalizing on the local food experience

Tasso Pappas (CITE), Past President SITE International

Sustainable destination management & regional development

Dr. Panagiota Kouri, Strategic planning expert in travel & tourism

10.40 – 11.10 Networking break

11.10 – 12.00 **Official Opening** IMIC-SITE Greece Award of Excellence

Gastronomy in Greek Tourism

Speech by Mr Nicolas Kanellopoulos, President, Greek National Tourism Organization

12.00 – 13.30 **Keynote Session** - Chair: *George Drakopoulos, General Manager SETE*

Tourism Sustainability Begins with Human Resources Development

Jafar Jafari, Professor, University of Wisconsin-Stout

Mediterranean diet as a consideration in travelling choices

Antonia Trihopoulou, Professor, Director WHO Collaborating Centre, Medical School, University of Athens

Prospering through cooperation: bringing together the world of tourism and gastronomy

Dimitris Koutoulas, Tourism & Marketing Consultant

13.30 – 14.30 Networking lunch

14.30 – 16.30 **Session 2** - Chair: Panagiota Kouri, Strategic planning expert in travel & tourism

Gastronomy in the marketing menu of Greek tourism

George Drakopoulos, General Manager SETE

Gastronomy and tourism can spearhead the effort for establishing "Brand Greece" as a signature of world-class excellence

Alexandros Kouris, Chairman of Critical Publics – Atelevision

The identity of Greek food and Greece as a culinary destination

Albert Arouh, Food writer

Innovation in traditional products: an antiphesis or a necessity

Aris Kefalogiannis, C.E.O. at Gaea Products S.A.

Culinary heritage - Culture - Tourism circuit: a delicate relationship

Yolanda Totsiou, Innovation & quality consultant

E- tourism in the social media era

Dimitrios Buhalis, Professor and Director of the John Kent Institute in Tourism at the School of Tourism, Bournemouth University



16.30 - 17.00 Networking break

17.00 – 19.00 **Session 3** - Chair: Spyros Gianniotis, Lecturer, Director, Athens Training and Development Center

Digital Storytelling and Tourism

Suzan Lynn Tennant, Prof. & Ass. Director, Indiana University, Purdue University, Indianapolis, School of Informatics, Media Arts & Science

Kellie Welborn, Media and marketing specialist, family farm researcher

Sharing the food experience

Vivian Efthimiopoulou, PR and New Media Consultant, Food Writer

Cultivating Taste and Distinction in Social Media (Seminar)

Chris Brauer, Senior Lecturer, Director, Media and Innovation, Department of Computing, Goldsmiths, University of London

3 February 2011 – THURSDAY

09.00 – 11.10 **Session 4** – Chair: Dimitris Mihailidis, Journalist, Agronea

The Aegean Cuisine Initiative

George Kalostos, Director, Centre for Business and Technological Development (KETA), South Aegean region

The Samos island culinary tourism potential

Michalis Toanoglou, Tourism Consultant, Managing Director EUROXENIA S.A.

Culinary Tourism: efforts for development in Chios

Vasso Kritaki, Writer, Taste researcher

The initiative of the "Cretan Quality Agreement" for the promotion of the Cretan Diet and the establishment of Crete as a culinary destination

Zoe Nowak, Director, Cretan Quality Agreement

Fistici Fest : Aegina rises to the challenge

Stratos Pantavos, Architect

Can you fit the Greek landscape on a dish?

Dimitris Roussounelos, Writer, Culinary researcher

Greek Breakfast, an initiative of Hellenic Chamber of Hotels

George Pittas, Member of the Board of Directors of Hellenic Chamber of Hotels

11.10 – 11.30 Networking break

11.30 – 13.30 **Session 5** - Chair: Margarita Manousou, Journalist, Touristiki Agora

Culinary Tourism: the way to a tourist's heart (and wallet)

Sotiris Hji-Avgoustis, Prof. & Chair, Suzan Alvarez, Lecturer, Indiana University Purdue University Indianapolis, Dpt of Tourism, Conventions & Event Management

Think Locally, Attract Globally

Meredith Pillon, Travel and tourism executive and public relations specialist

Real People, Real Places, Real Food: the importance of authenticity in culinary travel

Diane Kochilas, Food journalist, cookbook author, consulting-chef Pylos restaurant (NYC), owner Glorious Greek Cooking & Culinary Tours

Kea Artisanal Cooking Vacation: our guests spread the word!

Aglaia Kremezi, Author, Food Columnist, Culinary Educator, Restaurant Consultant

Aldemar Gourmet Touring

Alexandros Aggelopoulos, Executive Director, Aldemar Hotels & Spa

Eco-fooding

Ioannis Pappas, Managing Director, Green Evolution S.A.

13.30 – 14.30 Networking lunch

Session 6 – Round Tables: The big discussion

14.30 – 15.30 **Restaurants: The core of the food experience**

Chair:

-Constantine Stergides, Vinetum Wine Communications

Panelists:

- Albert Arouh, Food writer

-George Rizopoulos, El Greco restaurant, Mykonos

-Nikos Sarantos, Chef, Founder and ex-President of the Greek Chef Club, President of Greek Euro-Toques

-Vasilis Zacharakis, Restaurant Nychteri,

- 15.30 Speech by Mr. Pavlos Geroulanos, Minister of Culture and Tourism
- 16.00 – 17.30 **Tourism and New Wines of Greece: Toward a win-win relationship**
Chair:
-Maya Tsokli, Member of the Greek Parliament, Ambassador of Greek Wine
Panelists:
-Stelios Boutaris, Wine maker, Kyr-Yianni
-George Hatzigiannakis, Selene restaurant, Santorini
-Aris Kefalogiannis, C.E.O. at Gaea Products S.A
-Antonia Kyriazi, General Manager, Greek branch of WSPC
-George Pittas, Board Member of Hellenic Chamber of Hotels
-Angelos Rouvalis, President Greek Wine Federation
- 17.30 – 18.00 Networking break
- 18.00 – 18.45 **The food and wine writers' point of view**
Chair:
-Dimitris Potamianos, E Gourmet, Eleftherotypia Newspaper
Panelists:
-Dimitris Antonopoulos, Athinorama, Umami
-Diane Kochilas, Tahydromos, Ta Nea Newspaper
-Niki Mitarea, Cook Book-Eikones, Ethnos Newspaper
-Sissy Nika, Real Taste and Style, Real News Newspaper
- 19.15 – 20.30 **Session 7** - Lecture
Speech by Mr. Nicolaos Zorzos, Mayor of Thera (Santorini)
From necessity to enjoyment: dietary habits in Bronze Age Thera
Christos Doumas, Professor Emeritus, University of Athens, Director of the Excavations at Akrotiri, Thera