



International Conference

Promoting Cultural Heritage Tourism through integrated e-services

Thursday 2 July 2009 - Pakhuis de Zwijger, Amsterdam

9.00-9.30	No.	Registration
9.30-9.40		Welcome ISAAC Project Coordinator: Dr Krassimira Paskaleva ITAS Director: Professor Armin Grünwald (Institute for Technology Assessment and Systems Analysis, ITAS)
9.40-10.00	1	Topic: Cultural heritage and ICT - European Commission Research Programmes in FP6 and FP7 Speaker: Martin Muehleck, ISAAC's EU Project Officer
10.00-10.20	2	Topic: Cultural heritage, tourists and technology Keynote Speaker 1: Professor Dimitrios Buhalis, Bournemouth University
10.20-11.20		Session 1: Chair- Dr Stephen Platt, University of Nottingham
10.20-10.40	3	The Heritage e-Destination: A novel platform for promoting the cultural tourist city Speaker: Dr Krassimira Paskaleva (Institute for Technology Assessment and Systems Analysis)
10.40-11.00	4	Classifying and mapping cultural heritage Speaker: Professor Luigi Fusco Girard (University of Naples)
11.00-11.20	5	ISAAC Integrated platform and Web 2.0 approach to cultural heritage Speaker: Maurizio Megliola (TXT E-solutions SPA, International Research Unit)
11.20-12.00		Refreshments
12.00-13.00		Session 2: Chair- Dr Ian Cooper, Institute for Technology Assessment and Systems Analysis
12.00-12.20	6	Cultural heritage strategies: embracing user-generated content Speaker: Nicole Mitsche (University of Sunderland)
12.20-12.40	7	Supply of and demand for e-services in the cultural sector: combining top-down and bottom-up perspectives Speaker: Professor Peter Nijkamp (Free University of Amsterdam)
12.40-13.00	8	Visitor requirements and willingness to pay Speaker: Dr Stephen Platt (University of Nottingham)
13.00-14.00		Lunch and Poster sessions Starts at 13.00
14.00-15.40		Session 3: Chair - Dr Krassimira Paskaleva (Institute for Technology Assessment and Systems Analysis)
14.00-14.20	9	Measuring tourist satisfaction and supporting decision makers Speaker: Dr Frank Bruinsma (Free University Amsterdam)
14.20-14.40	10	City cultural heritage strategy and the use of e-services - Genoa Experience: Paolo Dallorso
14.40-15.00		- Leipzig Experience: Susanne Heidenreich
15.00-15.20		- Amsterdam Experience: Egbert Wolf
15.20-15.40	11	Developing integrated e-services for cultural tourism: The innovation challenges Speaker: Dr Ian Cooper (Institute for Technology Assessment and Systems Analysis)
15.40-16.20		Refreshments
16.20-17.20		Session 4: Chair - Egbert Wolf (City of Amsterdam)
16.20-16.40	12	Participatory tools for sustainable cultural Tourism management Speaker: Dr Aline Chiabai (Fondazione Enrico Mattei)
16.40-17.00	13	Mapping cultural heritage: Case study, Cambridge UK Speaker: Vicky Smith and Simon Ruffle (Stride Design, Cambridge)
17.00-17.20	14	Topic: Historical city centers: Enhancement of a living heritage. Keynote Speaker 2: Dr Roberto Albergoni, HERIMED
17.20-17.30		Conference closure
19.00-22.00		Social dinner at the Muziekgebouw



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Poster Sessions List

No.	Poster Sessions (13.00-17.00)
1	A Proposal of an Interactive Interpretive Mapping System for Heritage Sites Kamel Ehab, University of Nottingham, UK
2	Sensible spaces: locative approaches to cultural heritage Silvia Giachello and Giulia Bertone, Politecnico di Torino, Italy
3	iTACITUS – Intelligent Tourism And Cultural Information Through Ubiquitous Services Tony Brown, Head of ITS, Hampshire County Council
4	ImaGeo - Better Touristic Experiences Through Instant Information Jana Wedekind, Cristina Botta, Giovanni Giovinazzo, and George Ioannidis, 1IN2 search interfaces development Ltd; Emile Bijk, David Crombie, Utrecht School of the Arts
5	New Communication Models in the Tourism Industry: A Concept for Measuring the Web 2.0 Activities Prof. Dr. Josef Herget, Donau Universität Krems Isabella Mader, MSc, IMAC Information & Management Consulting
6	Measuring Socio-economic Change Resulting from ICT Deployment at Heritage Tourism Sites Jaime Kaminski, Jim McLoughlin and Babak Sodagar University of Brighton Business School
7	Cultural Heritage Experience with Virtual Reality Nikoletta Mavrogeorgi, Stefanos Koutsoutsos and Theodora Varvarigou, National Technical University of Athens
8	The Influence of Low-cost Airlines and Innovativeness in Andalusian Hotels Rodrigo Martín-Rojas, Fernando Matías-Reche, Vera Ferrón-Vílchez and José M. De La Torre-Ruíz, University of Granada, Spain
9	Heritage Museums between Real and Virtual: Enhancing Visitors' Experience Haitham F. Rashed and Heba E. Elsharkawy, University of Nottingham, UK