Table of Contents

President's Message 179

ARTICLES

Care, Cure and Travel – Towards a Symbiosis of Medical Treatment and Tourism?
Erik A. Borg, Frank-Michael Kirsch & Kjell Ljungbo 181

A Commentary on Pop up Hospitality Ventures in the UK
Peter Jones, Daphne Comfort & David Hillier 203

The Integration of the Dadia Eco-Tourism Area in SOUFLI\Dadia
Settlement: Suggestions
Pınar Kısa Ovalı & Gildis Tachir 217

Using Gastronomy Heritage as a Part of Lifestyle Studies
Kristina Zábrodská 237

Announcements 249

Published by

The Tourism Research Unit of
The Athens Institute for Education and Research
Athens Journal of Tourism
A journal of The Tourism Research Unit of
The Athens Institute for Education and Research
ISSN NUMBER: 2241-8148
DOI: 10.30958/ajt

Editor

- Dr. Gregory T. Papanikos, Honorary Professor, University of Stirling, UK & President of ATINER
- Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER

Editorial and Reviewers’ Board

Managing Editor
Ms. Afrodete Papanikou

Offices
Athens Institute for Education and Research
8 Valaoritou Street, 10671 Athens, Greece
Phone: + 30 210 3634210 Fax + 30 210 3634209
Email: tourism-journal@atiner.gr
URL: https://www.athensjournals.gr/ajt
## Table of Contents

<table>
<thead>
<tr>
<th>Article</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Message</td>
<td>179</td>
</tr>
<tr>
<td>ARTICLES</td>
<td></td>
</tr>
<tr>
<td>Care, Cure and Travel – Towards a Symbiosis of Medical Treatment and</td>
<td>181</td>
</tr>
<tr>
<td>Tourism?</td>
<td></td>
</tr>
<tr>
<td><em>Erik A. Borg, Frank-Michael Kirsch &amp; Kjell Ljungbo</em></td>
<td></td>
</tr>
<tr>
<td>A Commentary on Pop up Hospitality Ventures in the UK</td>
<td>203</td>
</tr>
<tr>
<td><em>Peter Jones, Daphne Comfort &amp; David Hillier</em></td>
<td></td>
</tr>
<tr>
<td>The Integration of the Dadia Eco-Tourism Area in SOUFLI\Dadia</td>
<td>217</td>
</tr>
<tr>
<td>Settlement: Suggestions</td>
<td></td>
</tr>
<tr>
<td><em>Pınar Kısa Ovalı &amp; Gildis Tachir</em></td>
<td></td>
</tr>
<tr>
<td>Using Gastronomy Heritage as a Part of Lifestyle Studies</td>
<td>237</td>
</tr>
<tr>
<td><em>Kristina Zábrodská</em></td>
<td></td>
</tr>
<tr>
<td>Announcements</td>
<td>249</td>
</tr>
</tbody>
</table>
President's Message

The Athens Institute for Education and Research (ATINER) is pleased to announce the publication of a number of peer reviewed, open access journals of original research work. Most of the articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different research divisions and units of the Athens Institute for Education and Research. The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the third from the fourth volume of the *Athens Journal of Tourism* published by the Tourism Research Unit of the Athens Institute for Education and Research (ATINER).

The members of the Tourism Research Unit are members of the Editorial Advisory Board and will assist the editor and the Editorial Advisory Board with the peer reviewing of all submitted papers.

**Gregory T. Papanikos**  
President  
Athens Institute for Education and Research