



(AJTINER)

Athens Journal of Tourism



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Volume 6, Issue 3, September 2019

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[An Interpretative Analysis of Storytelling in the Beverage Industry](#)

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*SANDRA M. GRANQUIST, PER ÅKE NILSSON &
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[From Eco-Tourism to Ego-Tourism: Fluctuations in Human View on Nature over Time](#)



ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

A World Association of Academics and Researchers

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Established in 1995



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Mission

ATINER is a *World Non-Profit Association* of Academics and Researchers based in Athens. ATINER is an independent **Association** with a **Mission** to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, **as well as engage with professionals from other fields**. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to *Plato's Academy* and *Aristotle's Lyceum*. Both these historic places are within walking distance from ATINER's downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, **Athens** "*... is open to the world, we never expel a foreigner from learning or seeing*". ("Pericles' Funeral Oration", in Thucydides, *The History of the Peloponnesian War*). It is ATINER's **mission** to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people's opinions and beliefs. After all, the free expression of one's opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. *Education* and *(Re)searching* for the 'truth' are the pillars of any free (democratic) society. This is the reason why *Education* and *Research* are the two core words in ATINER's name.

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Athens Journal of Tourism

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Reviewers' Board

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President's Message

All ATINER's publications including the e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and are independent of the presentations made at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year. The intellectual property rights of the submitted papers remain with the author.

Before you submit, please make sure your paper meets some [basic academic standards](#), which include proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different [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 ones, and in so doing, to produce a quality academic journal. In addition to papers presented, ATINER encourages the independent submission of papers to be evaluated for publication.

The current issue of the Athens Journal of Tourism (AJT) is the third issue of the sixth volume (2019). The reader will notice some changes compared with the previous issues, which I hope is an improvement. An effort has been made to include papers which extent to different fields connected to Tourism and Hospitality, and will further promote research in the specific area of studies.

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



Athens Institute for Education and Research

A World Association of Academics and Researchers

13th Annual International Conference on Mediterranean Studies, 6-9 April 2020, Athens, Greece

The [Center for European & Mediterranean Affairs](https://www.atiner.gr) organizes the 13th Annual International Conference on Mediterranean Studies, 6-9 April 2020, Athens, Greece sponsored by the [Athens Journal of Mediterranean Studies](https://www.atiner.gr). The aim of the conference is to bring together academics and researchers from all areas of Mediterranean Studies, such as history, arts, archaeology, philosophy, culture, sociology, politics, international relations, economics, business, sports, environment and ecology, etc. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-MDT.doc>).

Academic Members Responsible for the Conference

- **Dr. Yannis Stivachtis**, Director, [Center for European & Mediterranean Affairs](https://www.atiner.gr) and Director & Professor, International Studies Program Virginia Tech - Virginia Polytechnic Institute & State University, USA.
- **Dr. Gregory T. Papanikos**, Honorary Professor, University of Stirling, UK.
- **Dr. David Philip Wick**, Professor of History, Gordon College, USA.

Important Dates

- Abstract Submission: **31 August 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **9 March 2020**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/2019fees>



Athens Institute for Education and Research

A World Association of Academics and Researchers

16th Annual International Conference on Tourism 8-11 June 2020, Athens, Greece

The [Tourism, Leisure & Recreation Unit](#) of ATINER organizes its 16th Annual International Conference on Tourism, 8-11 June 2020, Athens, Greece sponsored by the [Athens Journal of Tourism](#). The aim of the conference is to bring together academics and researchers from all areas of Tourism. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-TOU.doc>).

Important Dates

- Abstract Submission: **4 November 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **11 May 2020**

Academic Member Responsible for the Conference

- **Dr. Valia Kasimati**, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
- **Dr. Peter Jones**, Co-Editor, [Athens Journal of Tourism](#) & Professor of Management, University of Gloucestershire, UK.

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More information can be found here: <https://www.atiner.gr/social-program>

Conference Fees

Conference fees vary from 400€ to 2000€

Details can be found at: <https://www.atiner.gr/2019fees>

