



(AJTINER)

# Athens Journal of Tourism



(AJTINER)

**Volume 7, Issue 2, June 2020**

## **Articles**

### **Front Pages**

*PETER JONES & DAPHNE COMFORT*

**The COVID-19 Crisis, Tourism and Sustainable Development**

*GREGORY T. PAPANIKOS*

**The Impact of the Covid-19 Pandemic on Greek Tourism**

*SANDY C. CHEN*

**Understanding the Evolving Roles of Outbound Education Tourism in China: Past, Present, and Future**

*ELMIRA DJAFAROVA & KRISTINA KRAMER*

**Is YouTube Advertising Effective: Context of Travel Industry?**



**ATHENS INSTITUTE FOR EDUCATION AND RESEARCH**

*A World Association of Academics and Researchers*

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## **Mission**

ATINER is an Athens-based World Association of Academics and Researchers based in Athens. ATINER is an independent and non-profit **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.

The Athens Journal of Tourism

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Volume 7, Issue 2, June 2020

Download the Entire Issue ([PDF](#))

<b><u>Front Pages</u></b>	i-viii
<b><u><a href="#">The COVID-19 Crisis, Tourism and Sustainable Development</a></u></b>	75
<i>Peter Jones &amp; Daphne Comfort</i>	
<b><u><a href="#">The Impact of the Covid-19 Pandemic on Greek Tourism</a></u></b>	87
<i>Gregory T. Papanikos</i>	
<b><u><a href="#">Understanding the Evolving Roles of Outbound Education Tourism in China: Past, Present, and Future</a></u></b>	101
<i>Sandy C. Chen</i>	
<b><u><a href="#">Is YouTube Advertising Effective: Context of Travel Industry?</a></u></b>	117
<i>Elmira Djafarova &amp; Kristina Kramer</i>	

# Athens Journal of Tourism

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- **Dr. Valia Kasimati**, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.

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# President's Message

All ATINER's publications including its e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and is independent of presentations at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year and entail significant costs of participating. The intellectual property rights of the submitting papers remain with the author. Before you submit, please make sure your paper meets the [basic academic standards](#), which includes 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, 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 second of the seventh volume of the *Athens Journal of Tourism*, published by the [Tourism, Leisure & Recreation Unit](#) of ATINER.

Gregory T. Papanikos  
President  
ATINER



## Athens Institute for Education and Research

### *A World Association of Academics and Researchers*

#### 14<sup>th</sup> Annual International Conference on Mediterranean Studies, 29-31 March & 1 April 2021, Athens, Greece

The [Center for European & Mediterranean Affairs](#) organizes the 14<sup>th</sup> Annual International Conference on Mediterranean Studies, 29-31 March & 1 April 2021, Athens, Greece sponsored by the [Athens Journal of Mediterranean Studies](#). 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/2021/FORM-MDT.doc>).

#### Academic Members Responsible for the Conference

- **Dr. Gregory T. Papanikos**, President, ATINER & Honorary Professor, University of Stirling, U.K.
- **Dr. Steven Oberhelman**, Professor of Classics, Holder of the George Sumey Jr Endowed Professorship of Liberal Arts, and Associate Dean, Texas A&M University, USA, Vice President of International Programs, ATINER and Editor of the Athens Journal of History.
- **Dr. Nicholas Pappas**, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
- **Dr. David Philip Wick**, Director, Arts, Humanities and Education Division, ATINER & Professor of History, Gordon College, USA.
- **Dr. Yannis Stivachtis**, Director, Center for European & Mediterranean Affairs and Associate Professor, Jean Monnet Chair & Director of International Studies Program, Virginia Tech - Virginia Polytechnic Institute & State University, USA.

#### Important Dates

- Abstract Submission: **31 August 2020**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **1 March 2021**

#### Conference Fees

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

#### 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



## **Athens Institute for Education and Research** *A World Association of Academics and Researchers*

### **16<sup>th</sup> Annual International Conference on Tourism** **8-11 June 2020, Athens, Greece**

The [Tourism, Leisure & Recreation Unit](#) of ATINER organizes its **16<sup>th</sup> 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: **25 May 2020**
- 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>

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