

Athens Journal of Tourism

Quarterly Academic Periodical, Volume 9, Issue 2, June 2022
URL: <https://www.athensjournals.gr/ajt> Email: journals@atiner.gr



Front Pages

PETER JONES

[Plant-based Food in the Hospitality Industry: An Exploratory Case Study of Leading Fast Food Outlets](#)

VIANA HASSAN & GEORGES BELLOS

[COVID-19: Reshaping Medical Tourism through Artificial Intelligence \(AI\) and Robotics](#)

MASOOMA AL-BALUSHI

[The Tourism Department of Sultan Qaboos University Undergraduate Program Accreditation by AQAS: The Journey and What it Entails](#)

SVETOSLAV KALEYCHEV

[Theoretical Foundations of Marketing Research in Tourist Destinations](#)

Athens Journal of Tourism

Published by the Athens Institute for Education and Research (ATINER)

Editors

- Dr. Peter Jones, Professor of Management, University of Gloucestershire, U.K.
- Dr. Valia Kasimati, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
- Dr. Vincenzo Asero, Academic Member, ATINER & Assistant Professor, University of Catania, Italy.

Editorial & Reviewers' Board

<https://www.athensjournals.gr/ajt/eb>

Administration of the Journal

1. Vice President of Publications: Dr Zoe Boutsoli
2. General Managing Editor of all ATINER's Publications: Ms. Afrodete Papanikou
3. ICT Managing Editor of all ATINER's Publications: Mr. Kostas Spyropoulos
4. Managing Editor of this Journal: Ms. Eirini Lentzou

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 (AJT)* is an Open Access quarterly double-blind peer reviewed journal and considers papers from all areas of tourism and related disciplines such as culture, leisure, recreation, geography, urban planning, heritage, sports, historical cities, landscape, architecture etc. The AJT considers theoretical and empirical papers as well as case studies and policy papers. The journal's aim is to be useful to both academics of tourism research and the practitioners of the tourism industry. Many of the papers published in this journal have been presented at the various conferences sponsored by [the Tourism, Leisure & Recreation Unit](#) of the Athens Institute for Education and Research (ATINER). All papers are subject to ATINER's Publication Ethical Policy and Statement. A journal publication might take from a minimum of six months up to one year to appear. All papers are subject to ATINER's [Publication Ethical Policy and Statement](#).

The Athens Journal of Tourism
ISSN NUMBER: 2241-8148- DOI: 10.30958/ajt
Volume 9, Issue 2, June 2022
Download the Entire Issue ([PDF](#))

<u>Front Pages</u>	i-viii
<u>Plant-based Food in the Hospitality Industry: An Exploratory Case Study of Leading Fast Food Outlets</u> <i>Peter Jones</i>	63
<u>COVID-19: Reshaping Medical Tourism through Artificial Intelligence (AI) and Robotics</u> <i>Viana Hassan & Georges Bellos</i>	77
<u>The Tourism Department of Sultan Qaboos University Undergraduate Program Accreditation by AQAS: The Journey and What it Entails</u> <i>Masooma Al-Balushi</i>	99
<u>Theoretical Foundations of Marketing Research in Tourist Destinations</u> <i>Svetoslav Kaleychev</i>	115

Athens Journal of Tourism

Editorial and Reviewers' Board

Editors

- **Dr. Peter Jones**, Professor of Management, University of Gloucestershire, U.K.
- **Dr. Valia Kasimati**, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
- **Dr. Vincenzo Asero**, Academic Member, ATINER & Assistant Professor, University of Catania, Italy.

Editorial Board

- Dr. Francesco Favia, Academic Member, ATINER & President, Apulia Open University, Italy.
- Dr. Mary L. Tanke, Distinguished Professor, Chaplin School of Hospitality & Tourism Management Biscayne Bay Campus, Florida International University, USA.
- Dr. Cláudia Ribeiro de Almeida, Adjunct Professor, University of Algarve, Portugal.
- Dr. Cinthia Rolim de Albuquerque Meneguel, Teacher and Researcher, Federal Institute of Education, Science and Technology of Sao Paulo, Brazil.
- Dr. Kevin Mearns, Professor, Department of Environmental Sciences, UNISA, South Africa.
- Dr. Ige Pirnar, Professor and Member, University Executive Board, Department of Business Administration, Yasar University, Faculty of Economics and Administrative Studies, Turkey.
- Dr. Henry Thompson, Professor Emeritus, Department of Economics, Auburn University, USA.
- Dr. Andrew Yiannakis, Professor, University of New Mexico, USA.
- Dr. Mzobanzi Erasmus Mnguni, Head, Department of Hospitality and Tourism, Durban University of Technology, South Africa.
- Dr. Kathryn Velandar, Academic Member, ATINER & Reader, Edinburgh Napier University, UK.
- Dr. Moustafa Ahmed El-Sayed Ahmed Mekawy, Associate Professor, University of Sadat City, Egypt.
- Dr. Graham Busby, Associate Professor, Faculty of Business, School of Tourism and Hospitality, Plymouth University, UK.
- Dr. Phylis Floyd, Academic Member, ATINER & Associate Professor, Department of Art, Art History & Design, Michigan State University, USA.
- Dr. Michael Scantlebury, Academic Member, ATINER & Associate Professor, Grand Valley State University, USA.
- Dr. Rodanthe Tzanelli, Academic Member, ATINER & Associate Professor of Cultural Sociology, School of Sociology & Social Policy, University of Leeds, U.K.
- Dr. Essam Abdel Salam Gouda, Academic Member, ATINER & Assistant Professor, College of Engineering, Al-Azhar University, Egypt.
- Dr. Tarek Abdelsalam, Assistant Professor, Department of Architecture, University of Modern Sciences and Arts (MSA), Egypt.
- Dr. Aytug Arslan, Assistant Professor, İzmir Katip Çelebi University, Tourism Faculty, Department of Tourist Guidance, Turkey.
- Dr. Sonia Khan, Assistant Professor in Tourism, H.P. University, Shimla, India.
- Dr. Ozlem Karakul, Associate Professor, Faculty of Arts, Selçuk University, Turkey.
- Dr. Per Ake Nilsson, Assistant Professor in Tourism Science, Mid Sweden University, Sweden.
- Dr. Roselyne N. Okech, Assistant Professor, Memorial University of Newfoundland, Canada.
- Dr. Marianna Strzelecka, Assistant Professor, Department of Hospitality and Tourism Management, College of Merchandising, Hospitality and Tourism, University of North Texas, USA.
- Dr. Maria Belen Kraser, Teacher in Seminary Gestion of natural resources and environment, and Didactic of Geography, Universidad Nacional del Sur- UNS, Brazil.
- Dr. Azila Azmi, Senior Lecturer, Faculty of Hotel and Tourism Management, University of Technology MARA (Pulau Pinang), Malaysia.
- Dr. Lois Ann Burgess, Lecturer, School of Management and Marketing, University of Wollongong, Australia.
- Dr. Joseph Mensah-Ansah, Lecturer, GIMPA Business School, Ghana.
- Ms. Suchitra Wagle, Academic Member, ATINER & PhD and Researcher, Indian Institute of Technology, India.
- Ms. Hatice Ozgul Ozhisar, Academic Member, ATINER & Ph.D. Candidate, Middle East Technical University, & Expert, Ministry of Tourism, Turkey.

- **Vice President of Publications:** Dr Zoe Boutsioli
- **General Managing Editor of all ATINER's Publications:** Ms. Afrodete Papanikou
- **ICT Managing Editor of all ATINER's Publications:** Mr. Kostas Spyropoulos
- **Managing Editor of this Journal:** Ms. Eirini Lentzou ([bio](#))

Reviewers' Board

[Click Here](#)

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 ninth 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

16th Annual International Conference on Mediterranean Studies 3-6 April 2023, Athens, Greece

The [Center for European & Mediterranean Affairs](#) organizes the 16th Annual International Conference on Mediterranean Studies, 3-6 April 2023, 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/2023/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 2022**
- Submission of Paper: **21 February 2023**

Conference Fees

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

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
-

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



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

18th Annual International Conference on Tourism 6-9 June 2022, Athens, Greece

The [Tourism, Leisure & Recreation Unit](#) of ATINER organizes its **18th Annual International Conference on Tourism, 6-9 June 2022, 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/2022/FORM-TOU.doc>).

Important Dates

- Abstract Submission: **DEADLINE CLOSED**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **9 May 2022**

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.

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

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/fees>

