

ICME 2018

**INTERNATIONAL CONFERENCE ON MARKETING AND
ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY
PAFOS**

7 - 8 December 2018

CONFERENCE PROCEEDINGS



New generation of consumers in the tourism industry: Secondary Research

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Abstract: Marketing communication has taken a new approach towards the consumers due to the vast transition and interaction of technology in our daily lives. After introducing the relevant factors stating the importance of mobile friendly website and app, the study will evaluate how it applies to the new generation of consumers- the millennials. This is key for businesses in capturing younger consumer base as well as understanding how technological trends are affecting the future of consumer's behaviour. By understanding the new generation of consumer's behaviour and their interaction with technology, an organisation can target a larger group of consumers and gain their loyalty. If a company wants to remain relevant in the minds of millennials, they must integrate themselves into the digital world, whether by creating an app, social media page or a mobile friendly website. Moreover

millennia's interaction with social media platforms and technological innovations affect the tourism market and tourist trends across the globe. It has been proven that consumers involve social media platforms at all 3 stages of their journey (journey preparation, during the journey, after the journey). This article aims to highlight the most common communication channels of the millennial generation and the level of influence that each channel has during the decision making process.

Key-Words: Millennial, Gen-Z, Young Travellers, Digital Marketing, Communication Channels, Tourism Marketing, Destination Marketing, Hospitality Marketing.

AGENDA

1st International Conference on Marketing and Entrepreneurship – ICME 2018

7, 8 December 2018. Neapolis University, Pafos

Coordinator: Dr. Andreas Masouras

Meeting called by ICME 2018
Attendees: open
Please read: Instructions
Rooms: Seminar room & G5

Friday, 7th December 2018

10.30 – 11.00 **Keynote speakers** Seminar Room
Prof. Pantelis Sklias | Rector, Neapolis University

Prof. Constantinos Athanasopoulos, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

Prof. Angelos Tsaklagkanos, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

11.00 – 12.00 **Session 1** Seminar Room
Mr. Kokou George, Industry Liaison Office, Cyprus
University of Technology | Innovation as a

powerful tool for Problem Solving: The key role of Universities

Mr. Harry Ph. Sophocleous, Strategico Consulting Group | Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

Prof. Anastasia Reppa, Neapolis University | Επιχειρηματική Εκπαίδευση στα Σχολεία

Prof. Polimenis Vassilis, Aristotle University of Thessaloniki / Neapolis University | StartUps financing

12.00 – 12.30 Coffee break

12.30 – 13.15

Session 2

Seminar Room

Dr. Sotiroula Liasidou, Cyprus University of Technology | Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

Prof. Sofia Anastasiadou, University of Western Macedonia & **Ms. Zafeiria E. Papadaki**, International Hellenic University | Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,
University of Western Macedonia | Contemporary
advanced statistical methods for the science of
marketing: Implicative Statistical Analysis vs
Principal Components Analysis

Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,
University of Western Macedonia | Contemporary
advanced statistical methods for the science of
marketing: Principal Components Analysis vs
Analysee Factorielle des Correspondances

13.15 – 14.15 Lunch

14.15 – 15.15

Session 3

Seminar Room

Dr. Artemis Savvidou, Neapolis University |
Παγκοσμιοποίηση και Ανταγωνισμός. Ρυθμίσεις
υπερεθνικού και εθνικού επιπέδου και ιδίως
ποινικής υφής

Mr. Anastasiadis Lazaros, University of Crete &
Mr. Christoforidis Christos, Neapolis University |
Evaluating citizens' actual perceptions and
expectations and assessing e-Service Quality Gap
in Public Sector related to e-Government Services

Dr. Giossi Styliani, University of Macedonia, **Prof.**
Sofia Anastasiadou, University of Western
Macedonia, **Mr. Gamanis Achilleas and Mr.**
Gamanis G. George | Tracing the concept of

entrepreneurship and the role of an entrepreneur:
A critical review

**Dr. Christos Papademetriou & Ms. Charalampous
Constantia**, Neapolis University |
Entrepreneurship and Innovation in Education:
The model of the Inclusive Leader

Saturday, 8th December 2018

Session 4

11.00 – 12.00, Room: G5

Mr. Ioannis Komodromos, Neapolis University | New Generation of Consumers in the Tourism
Industry: secondary research

Mr. Petros Philippou, Brand Strategist | Marketing Redefined

Workshop / Discussion / Συζήτηση.