



13th Sino-European International Tourism Conference:

Island & Coastal Tourism Futures

ICTF 2026

21-23 September 2026

Heraklion, Crete, Greece



Hosted by: Department of Business Administration and Tourism,
Hellenic Mediterranean University, Heraklion, Crete, Greece

Co-organisers: Hellenic Mediterranean University, Ningbo University, University of Angers,
Tourism Geography Committee of the Geographical Society of China

Call for Papers

Island and coastal destinations are among the most iconic tourism environments worldwide — yet they also represent territories that are highly exposed to climate change, seasonality, demographic decline, and shifts in the global tourism economy. As regions that depend heavily on tourism, their long-term resilience requires innovative policy frameworks, community empowerment, sustainable business transformation, and new experience models supported by education, technology, and cross-border collaboration.



The International Conference on Island & Coastal Tourism Futures aims to build a strong academic and cultural bridge between **Europe and China**, fostering multi-regional knowledge exchange among countries with rich maritime heritage and strategic island/coastal tourism economies.

We invite high-quality submissions that explore the evolving landscape of island and coastal tourism through interdisciplinary research, case studies, policy analysis, theoretical and methodological advances, and industry perspectives.

Conference Themes

I. Sustainable Islands and Coastal Communities

- Climate risks and adaptation strategies for island/coastal tourism
- Environmental sustainability and destination resilience
- Circular economy applications and sustainable resource management
- Community engagement, governance and local empowerment
- Measuring carrying capacity and visitor pressure impacts
- Community social resilience and tourism dependency
- Identity preservation & responsible destination branding – protecting local heritage while pursuing growth and international visibility

II. Economic Resilience, Regional Development & Policy in Island Tourism

- Economic diversification and dependence risks in island tourism
- Applied economics for tourism policy and sustainable development in coastal and island regions
- Market structure, competition and industrial organization in island tourism
- Regional inequalities, demographic shrinkage and economic transitions
- Public policy, investment strategies and governance models for island sustainability
- Measuring resilience: productivity, employment, capital and sectoral transformation
- Crisis recovery: pandemics, energy shocks, geopolitical uncertainty

III. New Forms of Tourism and the Experience Economy

- Gastronomy, local food systems and sustainable experiences
- Creative and cultural experience design (festivals, music and cultural co-creation)
- Heritage & identity-based tourism
- Sustainable, innovative and inclusive wine tourism
- Place branding and authentic experiences in small destinations
- Dark and memory tourism on islands



- Accessible and Inclusive Tourism Experiences
- Wellness, spirituality and slow tourism
- Blue and marine tourism Innovation
- Regenerative and nature-based tourism experiences

IV. Digital Transformation & Smart Tourism

- Smart mobility, digital accessibility and visitor flows
- Smart islands and governance innovation through technology
- Digital platforms and tourism governance
- Digital innovation in tourism SMEs
- AI-driven destinations, Big Data and IoT for destination management
- Virtual and augmented reality for immersive coastal experiences
- Data analytics and overtourism management

V. Skills and Human Capital Development

- Demographic change and labor shortages
- Seasonality and workforce retention in remote destinations
- Diversity, inclusion and intercultural workforce management
- Employee well-being in remote tourism environments
- Sustainability-driven tourism education
- Digital skills and workforce transformation
- Academia-industry collaboration in small destinations
- Lifelong learning and capacity building in remote areas
- Education and training of island tourism stakeholders

Important Dates:

- Abstract submission deadline: **15 April 2026**
- Notification of acceptance: **15 May 2026**
- **Deadline for registration (early bird): 30 June 2026**

Registration Fees

Early registration*: 340 euros

Early student registration*: 120 euros

Full registration*: 390 euros

Full student registration*: 150 euros

Accompanying person**: 180 euros

The maximum number of submitted papers or abstracts accepted per author (either single or co-author) is two. Accepted papers/abstracts will be presented at the conference by at least one of the authors.



(*) Includes: conference bag & material, coffee breaks, lunches, social activities (e.g. welcome reception), gala dinner

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Submission Guidelines

- **Extended Abstract:** 800 to 2,000 words
- **Paper types:** Research papers, work-in-progress, case studies, policy briefs
- **Language:** English (there will be a special session for presentations in Chinese)
- Title and names of the authors (with affiliation and contact details) should be provided on a separate page.

To submit your abstract, visit the conference website: ictf2026.hmu.gr

All accepted abstracts will be published in the **Book of Proceedings** (with ISBN and DOI).

Publication opportunities:

1. Special Issue by Springer (10 full papers, selected by the special issue editors)
2. All submitted full papers will have the opportunity to be considered for publication in the following journals:
 - Tourist Studies
 - International Journal of Spa and Wellness
 - Journal of Tourism, Heritage & Services Marketing
 - Regional Science Inquiry

The final decision will be made based on a double-blind peer review by the Editors and will be subject to the journals' requirements.

3. **Elgar Encyclopedia of Island and Coastal Tourism**

As part of the conference, the preparation of a companion encyclopedia published by Edward Elgar will be initiated. Each participant may contribute one or two entries to the encyclopedia. Each entry will be indexed as an individual publication in SCOPUS. An entry should be 1,000–3,000 words in length and focus on the analysis of a specific concept, following the dictionary–encyclopedia format—that is, concise, analytical, and reference-oriented.

The concept developed by each participant may be:

- Derived from one of the core ideas discussed in the paper, they will present at the conference, or
- An independent concept that falls within the conference theme and lies within the author's area of expertise.

Each entry should include 3–5 key references. Submission of encyclopedia entries will occur simultaneously with the full paper submission.

Overall, the encyclopedia offers participants an excellent opportunity to gain multiple publications from their involvement in the conference—



Keynote Speakers (list to be updated)

Xu Honggang, Sun Yat-sen University, China

Chin Ee Ong, Macao University of Tourism, Macao, China

Scientific Committee

Alexandros Apostolakis, Hellenic Mediterranean University, Greece

Maria Alebaki, Agricultural Economics Research Institute, Hellenic Agricultural Organisation DIMITRA, Greece

Irini Dimou, Hellenic Mediterranean University, Greece

Alexandros Garefalakis, Hellenic Mediterranean University, Greece

Stella Kladou, Hellenic Mediterranean University, Greece

Markos Kourgiantakis, Hellenic Mediterranean University, Greece

Ren (Eve) Lianping, Macao University of Tourism, Macao, China

Jia Liu, Ocean University of China

Aggeliki Menegaki, Hellenic Mediterranean University, Greece

Chin Ee Ong, Macao University of Tourism, Macao, China

Eirini Papadaki, Hellenic Mediterranean University, Greece

Emmanuel Papavasileiou, Hellenic Mediterranean University, Greece

Dalia Perkumienė, Lithuanian Research Centre for Agriculture and Forestry, Lithuania

Simona Perone, Sapienza University of Rome

Jérôme Piriou, University of Angers, France

Luca Reitano, Sapienza University of Rome

Larbi Safaa, Cadi Ayyad University, Morocco

Shiwei Shen, Ningbo University, China

Marianna Sigala, University of Newcastle, Australia

Luís Silveira, University of Coimbra, Portugal

Marios Soteriadis, Ningbo University, China

Jiuxia Sun, Sun Yat-sen University, China

Nikos Trihas, Hellenic Mediterranean University, Greece

Honggang Xu, Sun Yat-sen University, China

Organizing Committee

George Apladas, Hellenic Mediterranean University, Greece

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Xueji Wang, Ningbo University, China

George Xanthos, Hellenic Mediterranean University

Maria Xenaki, Hellenic Mediterranean University, Greece

Jean-René Morice, University of Angers, France

Venue

Heraklion, situated on the northern coast of Crete, is a vibrant city that seamlessly blends a Mediterranean atmosphere with an energetic urban rhythm. Rather than being solely defined by its ancient past, Heraklion today functions as a modern cultural and academic hub, with vibrant pedestrian areas, landmark squares, and a strong local identity shaped by its people and traditions. Its walkable city center, lively cafés, and seaside promenades offer delegates an accessible and enjoyable environment beyond the conference schedule.

As part of the UNESCO Creative Cities Network, Heraklion continues to invest in cultural innovation and creative engagement. Its recognition as a World City of Gastronomy further highlights the city's emphasis on locally sourced ingredients, regional food knowledge, and the contemporary expression of Cretan cuisine.

The conference will take place at the **Hellenic Mediterranean University (Heraklion Campus)** in the new facilities of the School of Health Sciences, providing a welcoming and well-equipped academic setting for participants.

Further information:

If you would like to learn more about the event, please contact the organising committee at ictf2026@hmu.gr.