



NEW ASPECTS OF CULTURAL HERITAGE AND TOURISM

**Proceedings of the WSEAS International Conference on CULTURAL
HERITAGE AND TOURISM (CUHT'08)**

Heraklion, Crete Island, Greece, July 22-24, 2008

Mathematics and Computers in Science Engineering
A Series of Reference Books and Textbooks

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Preface

This book contains the proceedings of the WSEAS International Conference on CULTURAL HERITAGE AND TOURISM (CUHT'08) which was held in Heraklion, Crete Island, Greece, July 22-24, 2008. This conference aims to disseminate the latest research and applications in Cultural Heritage, Archaeological Sites and Excavations, Museums, Historical Past, Monuments and Maintenance of Monuments, Music and Songs, Dance, Architecture, Sculpture, Literature Religion, Sociological Issues, Art inspired by Nature, Art inspired by Historical Past and/or Religion, Sustainable Tourism, Tourism Planning and Modelling, Tourism and Environment, Tourism and Culture, Tourism and Transportation, Tourism and Education, E-Tourism and other relevant topics and applications.

The friendliness and openness of the WSEAS conferences, adds to their ability to grow by constantly attracting young researchers. The WSEAS Conferences attract a large number of well-established and leading researchers in various areas of Science and Engineering as you can see from <http://www.wseas.org/reports>. Your feedback encourages the society to go ahead as you can see in <http://www.worldses.org/feedback.htm>

The contents of this Book are also published in the CD-ROM Proceedings of the Conference. Both will be sent to the WSEAS collaborating indices after the conference: www.worldses.org/indexes

In addition, papers of this book are permanently available to all the scientific community via the WSEAS E-Library.

Expanded and enhanced versions of papers published in this conference proceedings are also going to be considered for possible publication in one of the WSEAS journals that participate in the major International Scientific Indices (Elsevier, Scopus, EI, ACM, Compendex, INSPEC, CSA see: www.worldses.org/indexes) these papers must be of high-quality (break-through work) and a new round of a very strict review will follow. (No additional fee will be required for the publication of the extended version in a journal). WSEAS has also collaboration with several other international publishers and all these excellent papers of this volume could be further improved, could be extended and could be enhanced for possible additional evaluation in one of the editions of these international publishers.

Finally, we cordially thank all the people of WSEAS for their efforts to maintain the high scientific level of conferences, proceedings and journals.

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Plenary Lecture

The exploitation of the most recent historical cultural heritage for tourism development. The case of preserved buildings and grounds in Greece



Professor Eleni Stamatiou

Professor-Consultant at the Hellenic Open University
Greece

E-mail: rlacroix@otenet.gr

Abstract: The preserved buildings play an important part in cultural and architectural heritage and have their contribution in the preservation of historical memory and in the improving of the modern quality of life, in the aesthetics and the attractiveness of a location. The elaboration of an integrated strategy with efficient administrative and financial motivations for the protection of preserved buildings must be a priority in the frame of a country's modern cultural management. The reuse and accessibility of preserved buildings and their grounds by the public have for purpose the improvement of the indices for employment and economic and tourism development and the rise of the standard of living especially for socio-economically degraded areas. Through the removal of regional inequalities and of local financial vigor sustainable development becomes an achievable goal. Greece and all other countries wishing to preserve better their rich cultural heritage could adopt the latest best practices and through the creation of an integrated policy of preservation, protection, assurance, exploitation and promoting of cultural value of their assets contribute furthermore to tourism development.

Brief Biography of the Speaker: Dr Eleni N. Stamatiou, Architect-Engineer NTUA, MSc Regional Development, Dr. in Town & Spatial Planning (PHD, PPHD). Completed her studies with Scholarships of the Greek State (IKY). Professional Experience (since 1989), Scientific, Teaching and Research Experience (since 1997) from overseas and in Greece (Assoc Professor at the University of Thessaly, Professor (ΣΕΠ) at the Hellenic Open University / Post Graduate program, National School of Public Administration, etc.), Vice President of the Greek Regionalists Association(ΣΕΠ). She has lectured at several Greek Universities (NTUA, Harokopeio University, National School of Public Administration, etc.) and was invited to speak in several overseas Universities (in France, Russia, U.K. and USA) has been and continues to oversea Masters and Doctors degrees in addition to being a member of the professors exams committee (National School of Public Administration, Hellenic Open University, etc.). She has taught numbers of training seminars to adults with a degree, for higher company and Ministerial executives etc. She has overseen and published several books and published articles in Greek, English, Russian and French. Member of the Editorial Board of scientific publications and journals. Participation and co-authorship in the creation of university graduate study programs. Member of Greek, French, European and International Associations (UIA, SFA, ECTP, ERSA, etc.). Fundamental and instrumental active participation in International scientific committees in Europe and the USA (INRECON, ENVIRON, etc.). Member of Scientific organizations and representative for Greece in International forums and programs (with the Russian Research Institute of Land Planning, The Russian Academy of Social Sciences, etc.). Co-editor and session-chief in International conferences of the Greek Regionalists Association. National Representative for Greece of ΣΑΔΑΣ (Association of Greek Architects) at the European Council of Architects (ACE) / "Urban issues". Participation as principal member of scientific organizations and committees (Evaluation of European town-planning awards ECTP, etc.). Member of work groups, Member of the Permanent Arbitration Committee (2006-2007) and Domain Expert of the Technical Chamber of Greece (TEE). Her Scientific and professional Interests concern subjects of architecture, spatial and regional planning and related legislation, regional development, environmental management, cultural and built environment, sustainable development, etc., these principles she applied and promoted successfully throughout her professional career through her many held managerial positions (as member of the board, senior scientist, etc.). She is married to the IT Consultant / International Researcher Richard-Nicolas LACROIX and they have a 6 year old son.

Plenary Lecture II

The role of music festivals in creating community

Professor Michelle Duffy
The Australian Centre
School of Historical Studies
University of Melbourne,
Australia
E-mail: med@unimelb.edu.au

Abstract: Held in parks, city centres, heritage sites, town halls, local pubs, or along main thoroughfares and streets closed specially for the occasion, festivals are a significant part of a community's annual calendar. The social and cultural values of festivals are recognised by UNESCO, which has identified these expressions of as part of humanity's intangible heritage. Maintaining such cultural practices is encouraged because it may help protect threatened cultural or ethnic groups, or be a means to give voice to those who have been in some ways muted or silenced. Although increasingly they have become a popular tool for initiating economic renewal—this is notable in cultural tourism literature and research, and are tactics readily taken up in local government policies and organisational strategies—these events are about adding value to our everyday lives. Festivals encourage community participation, enhance local creativity and foster community well being. One musician I interviewed in the course of my research pointed out that being part of a festival changes the nature of the place of our daily lives. This comment has always struck me, this connection between the festival and place, and in particular, the role of music in such a transformative relationship. Music elicits emotions. The emotions experienced through music are done so precisely because they cannot be expressed by any other medium, and this is one of music's strengths. The music performances of festivals can draw us in and arouse emotions in us that encourage opening up to others. We clap, sway, perhaps sing along, smile, talk, and get caught up in the moment. Or we may even feel quite alienated, rejecting the sorts of performances we come across, grimacing, covering our ears and hurrying past. Drawing on festival case studies from Australia, this paper contributes to the literature on festivals and cultural tourism, through a focus on the possibilities offered by music as a medium for sociality, on music's emotional effects as a means to explore how a community arises in the very acts of people engaging with the music of the festival.

Brief Biography of the Speaker: Michelle Duffy was educated at Royal Melbourne Institute of Technology (BAppSci) and the University of Melbourne (PhD, BA Honours, BMus Honours). She is a cultural geographer, with specific research interests in the ways non-representational processes such as performance, music, dance and sound can be used to articulate and understand notions of place, identity, belonging, community cohesion, alienation and social well-being. These interests have led to research exploring public space, events, emotion and affect, and performative aspects of identity formation. Michelle is currently working on a number of funded projects that examine the role of the festival in urban, rural and remote communities. These projects seek to understand and define the processes of creating communal identity and social cohesion, with a particular focus on the ways music and sound are significant to the experience of the festival. Michelle teaches Australian Studies subjects and coordinates a number of international programs, which reflect her research interests in various aspects of Australian studies including Australian Indigenous cultures and people, Australian performance practices, cultural diversity in contemporary Australia, rural and public culture, as well as broader issues in cultural geography.