



# Cultural Sustainable Tourism (CST) 5<sup>th</sup> Edition, 2023

A Book of Abstracts



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# Cultural Sustainable Tourism (CST) – 5<sup>th</sup> Edition

A book of abstracts submitted to the 5<sup>th</sup> edition of the international conference on **Cultural Sustainable Tourism (CST)** - 21 – 23 Jun 2023 In collaboration with Aristotle University of Thessaloniki (A.U.th), Thessaloniki, Greece.

## Introduction

As a contemporary phenomenon, cultural tourism stands to benefit nations around the globe, spreading their cultural values and norms internationally, attracting tourists to their cities and greatly boosting the economic strength of countries through the active engagement of the tourists in consumerism, and exchange with local businesses. In today's rapidly changing world, the importance of sustainable tourism has become increasingly apparent. Therefore, the sustainability of cultural tourism is essential in order to continually reap its benefits through time. As we delve into the intricate relationship between tourism and various aspects of society, culture, and the environment, it is crucial to understand the importance of responsible practices and the preservation of our natural and cultural heritage.

In this abstracts book, which is an amalgamation of state-of-the-art research submitted to the 5th edition of the international conference on Cultural Sustainable Tourism (CST), organized in collaboration with Aristotle University of Thessaloniki (AUTH), Greece from 21 – 22 June, 2023, we embark on a journey through multifaceted dimensions of sustainable tourism, analyzing contemporary challenges, strategies and economic implications as well as working to provide solutions.

This abstracts book provides a glimpse of work exploring Sustainable Tourism by focusing on Cultural Preservation, Sustainability and Technological Advancements. In focusing on “Green Tourism and Nature Interactivity”, the first part delves into contemporary eco-tourism practices in natural reserves, fragile ecosystems, aquatic life, and our role in preserving biodiversity through diverse safety measures and health promotion. In the same context of sustainable tourism, our role in preserving cultural heritage is not neglected. The preservation of attractive landmarks of cities is equally as vital. This, for one, is possible through the incorporation of social development, a focus on green public spaces, integration of digital technology, and promotion of health, safety, and responsible waste management around touristic landmarks.

One of the most pressing facets that demands sustainability is the mobility through which tourists traverse the globe. Ensuring a sustainable method for travel and mobility will mitigate the effect of transportation on the climate, and preserve our planet. Part 5 of this book provides solutions and strategies for sustainable touristic mobility and transport, enhancing environmental resilience, reducing negative environmental impacts resulting from irresponsible tourism. More specifically, parts 1 and 5 contribute to fostering a more sustainable and responsible approach to tourism that protects the natural world.

Part 2, on “Cultural Preservation Management,” highlights the importance of community-based tourism (CBT) and associated challenges amidst globalization and in light of the natural evolution of cultural identities, presenting new methodologies and best practices for conserving and presenting cultural sites of historical significance in the process.

Furthermore, part 3 investigates the diverse array of cultural tourist interests, delving into an analysis of contemporary elements of urban districts attracting tourists such as culinary tourism and gastronomic cultural experiences, tourist routes, film, music and creative tourism and more. It goes so far as to explore intriguing aspects of disaster and dark tourism, immortalizing culture's heritage and history, and examining transformative effects of tourism on cultural and urban fabrics. In highlighting this interplay between tourists and cultural landscapes, this abstracts book showcases research which tackles the impact and role of technology on the tourism industry. The potential of technology and its impact on Tourist experience in the last couple of years has profoundly enhanced tourist experience, bridged the gaps and provided more inclusive experiences.

Discussing economic implications and impacts is also crucial in the context of sustainable tourism. With tourism's ability to drive economic growth, generate employment opportunities and promoting business and financial development, current research provides an investigation into modern techniques of touristic economic analysis, measurement and growth and highlights the importance of responsible governance and regulation.

This conference aimed to delve into these interconnected topics in hopes of providing a comprehensive understanding of the diverse dimensions that share the future of sustainable tourism. Abstracts showcased in this book provide an opportunity for researchers and academics, tourism industry professionals, local communities, environmental and conservation organizations, travelers/tourists, governments and policymakers, of different cultures and backgrounds to recognize and potentially contribute to ensuring that tourism contributes to sustainable development, local prosperity and the preservation of the environment and natural and cultural heritage.

## **Acknowledgements**

IEREK would like to express its appreciation to all members of the staff and scientific committee for their tremendous efforts and contribution to the growth of this institution and for making our conference Cultural Sustainable Tourism on a success. IEREK would like to thank the conference chairperson, Professor Stella Kostopoulou, Professor of Regional Economic and Tourism Development at the Aristotle University of Thessaloniki (AUn), Greece, who had a hand in making this conference what it is today by providing scientific and logistical support. IEREK takes pride in being an institution that amasses a highly qualified and competent team who restlessly worked for months to make this conference what it is today in hopes of creating a well-rounded society. Last but not least, we cannot neglect the prominent role undertaken by our Editors who made it their duty to help this institution in spreading knowledge to the masses.

## **WORD BY THE CONFERENCE CHAIRPERSON**

Dear all, it gives me great pleasure and honor to welcome you to the 5th edition of the International Conference on “Cultural Sustainable Tourism (CST)” organized by IEREK in collaboration with Aristotle University of Thessaloniki, Greece.

Cultural tourism as a modern phenomenon, has the potential to benefit countries all over the world, spreading their cultural values and norms globally and drawing tourists to their cities and regions, thus boosting their economies. Recent years have also seen a rise in nature-based tourism, as travelers express their appreciation for the environment, while supporting the preservation and conservation of natural areas.

This event moves from the awareness about the significance of green tourism, to explore major challenges, risks and opportunities for sustainable tourism development related to culture and heritage, illustrating the various methods that diverse civilizations use for the development and promotion of cultural tourism products. The conference also strives to preserve the historical and cultural heritage of nations and cities, while exploring the emerging trends for destinations to ensure engaging and authentic experiences for visitors seeking to immerse themselves in the local culture.

The 5th edition of the international conference is an opportunity for researchers from different cultures and academic backgrounds to discuss the recent developments in the field of culture, heritage and sustainable tourism, encompassing all forms of cultural heritage and contemporary cultural expressions.

My gratitude is extended to the IEREK support team for their assistance in making this event a reality, to Aristotle University, the European Interdisciplinary Silk Road Tourism Centre that supports research activities in tourism, culture and sustainability, and to the eminent professors and high-profile scientists who accepted our invitation to contribute their valuable insights to the conference.



**Professor Stella Kostopoulou**

Conference Chair & Professor of Regional Economic and Tourism Development at Aristotle University of Thessaloniki (AUTH), Greece

## **Word from the Chairman of the Board of IEREK**

It is my honor to be launching this conference on Cultural Sustainable Tourism (CST) at its 5th edition.

IEREK- International Experts for Research Enrichment and Knowledge Exchange - is an institution that began pursuing its goal of reaching excellence in the research field in 2013, and since then has been connecting the world's scholars and providing them with a platform that would advance all their endeavors. Building international relationships with prestigious universities and institutes worldwide is one of IEREK's main goals, spreading knowledge and enhancing research around the world, along the way, through collaborating with trustworthy partners who share its same vision.

The first edition of the CST conference was held in 2017, at the university of Thessaloniki, Greece. And was a great success that allowed IEREK to dive further into the fields of "Culture" and "Tourism". IEREK hopes to present the world with a conference that positively contributes to its relative field and makes way for scholars to combine their ideas for the greater goal of discovering new and innovative solutions to the issue at hand, with the aid of our scientific committee comprised of distinguished professors and researchers from a variety of international, established universities.

Finally, I hope that the conference succeeds in delivering its message to the world of professionals in the various concerned disciplines in order for their work to be put into motion. I also declare our welcome to all audiences, from undergraduate to postgraduate students, and all who will benefit the most out of this conference. I am looking forward to meeting you all and collaborating within this successful experience.



**Mourad S. Amer**

Architect, B5c, DSc, MSc, PhD

IEREK CEO

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**Part V:**  
**Touristic Approaches for Sustainability  
and Environmental Management**

# Living from art, culture, and tourism: the systemic dynamization of the fine Mata Ortiz pottery trade routes

Aida Yarira Reyes-Escalante<sup>a</sup>, Diego Adiel Sandoval-Chávez<sup>b</sup>, Carmen Lorena Posada-Martínez<sup>c</sup>

<sup>a</sup> Professor of Tourism Management at Universidad Autónoma de Ciudad Juárez, México

<sup>b</sup> Professor of Engineering Management at Tecnológico Nacional de México/IT de Ciudad Juárez, México

<sup>c</sup> Professor at Tecnológico Nacional de México/IT Superior de Nuevo Casas Grandes, México

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## Abstract:

Pottery making, ancestral culture and sustainable tourism come together in the little-known, northwestern community of Juan Mata Ortiz in the State of Chihuahua, Mexico. The artisans of Mata Ortiz are recognized for the making of fine pieces of pottery on which the antique culture of Casas Grandes is represented. This cultural renaissance has turned the region into a sustainable tourist attraction, not only because of the commercial interest in handicrafts and pottery, but also because of the rediscovery of a culture that was thought to have disappeared. The objective of this work is to develop a systemic model for the dynamization and development of the tourist routes that the Mata Ortiz cultural phenomenon gave rise to. We adopted qualitative methods, including structured, in-depth interviews to reveal the way in which the system of commercialization of pottery (inputs, processes, and outputs) have evolved and how this dynamization has positively influenced tourism. Findings suggest that the quality of the pottery, the unique designs, and the artisans' techniques and talents are the main factors explaining the dynamics of the pottery commerce. As a result of an enhanced market, tourists are arriving to Mata Ortiz to meet artists, to familiarize with local culture and to look for an opportunity to acquire a unique, perhaps contest-winning piece. Results also revealed that COVID-19 shutdown did not affect the long-term pottery marketing, showing a renovated interest in the beauty of the craftsmanship. We concluded that an intensified arrival of tourists is associated to both cultural and commercialization phenomena derived from the making of Mata Ortiz pottery and from the rediscovery of a prehistoric culture.

## Keywords:

*Sustainable tourism, Mata Ortiz, pottery trade routes, Casas Grandes culture.*

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