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Welcome to Volume 1 Issue 1 of the International Journal of Applied Information and Communication Technology [IJOAICT] published by the Research and Innovation in Education Institute [INBIE]. Our Journal is an International, peer-reviewed research publication covering all aspects of information and communication technology applied to Education and Business. The Journal offers a worldwide and unique forum to exchange the ideas and thoughts by presenting their latest researches and findings. This issue brings articles from or about Poland and Greece.

IT has changed traditional methods of making profit from marketing and management not only from the point of view of managers but also from customers and all activities that take place in a business relation. Managing corporate identity through Internet: the case of the Górnik Zabrze handball Ltd., makes an interesting analysis of the interrelationship between company image and Internet development. The authors present Internet as a tool that allow an enterprise to run smoothly and in terms of creating the image of the sports club it gives often more possibilities than traditional media. The research shows the possibilities offered by Internet in the area of creating the image of the sports clubs, as is the case of Górnik Zabrze Handball Ltd club.

Between digital and physical identities: Uses of ICT by Greek spa establishments as points

for analysing perceptions of cultural heritage and economic development present some examples of ICT use by spa establishments in northern Greece in comparison to the spas' actual situation and development potential. One of the main objectives of the research is show how thermalism and cultural heritage are perceived, represented and promoted in the spas' websites.

Innovation approach to safety management during football match in Poland in football fans identification practices: Legal and organizing aspects presents a complex analysis of a current state of safety of football supporters during football matches, focusing on the safety management and identification of persons. The authors introduce the discussion on how a innovative and effective solutions for safety management should be based first on a prior risk analysis, an assessment of sense of security and needs of football match participants, as well as the current experience in the field of security management and the implementation of latest technical and technological measures.

Tourism - New challenges and possibilities focuses on three essential topics of deliberations. characteristics of tourism as a mass mobility, general analysis of tourism as a social phenomenon, to end in al analysis of the changes that occur in the development of tourism related to the development of modern information technologies and technological advances (ICT). The objective has been reached and the article can inspire researchers for the creation of innovative business ideas connected with new trends in tourism.

The journal aims to publish research that helps advance the theoretical and practical understanding of advanced Distribution Systems and Strategies, E-Marketing and Social Media Strategies, E-strategy and e-Business models, ICT Adoption, Use, and Value Creation, ICT and Tourism Experience, ICT for Innovation and Service Design, ICT for Regional Development and Sustainability, Internet-of-Things and Smart Destinations, Legal and Social Aspects of ICT, Location-based Services and Context-Aware Systems, Mobile Services and Wearable Technologies, Networking, Social Media and Social Inspiration, Travel Information Search and Retrieval and Issues related to education like integrating ICT into education, the eLearning phenomenon, Software and hardware used in education, Educational projects, Personalized learning, 21st Century Educational Technologies and Collaborative learning.

The journal invites short and long length high-quality, original papers that explicitly address technical challenges encountered in the application of information and communication technologies to Education and Business.

The background of this publication can be found in the project “Cultour + Strategic Partnership of Erasmus+ in the field of Higher Education” that has the aim of coaching and fostering innovative and creative business ideas in cultural management for pilgrimage and religious cultural and thermal tourism. The Project has planned to coach entrepreneurs from 6 European and offer high quality university training and education to transfer to their business plans and professional expertise.

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