



Under the auspices of the Deputy Ministry of Tourism, Republic of Cyprus

Draft PROGRAMME

Day 1 – Wednesday, 18th October 2023

Venue: Attikon Cultural Centre

17:30 Registration

18:00 – 19:30 **Opening Ceremony**

Moderator: Manos Vougioukas, ECTN Secretary-General

- ECTN video clip
- **Welcome address by the ECTN President, Mr Nasos Hadjigeorgiou - Executive Manager, Pafos Regional Board of Tourism, Cyprus**
- **Opening address by the Cyprus Deputy Minister of Tourism, Mr Kostas Koumis**
- **Address by Mayor of Pafos, Mr Phedon Phedonos**
- **Keynote Address: Mr István Ujhelyi MEP, 1st Vice President Tourism & Transport Committee, European Parliament (tbc)**
- **Address by representatives of the European Commission DG GROW, Ms Valentina Superti, Director of Tourism (online)**
- **Address by the EU Committee of the Regions NAT Commission Chair (tbc)**
- **Address by UNESCO (tbc)**
- **Address by UNWTO (tbc)**
- **Address by Bank of Cyprus Cultural Foundation (ReInHerit Horizon2020 CSA Coordinator), Ms Ioanna Hadjikosti**
- **Address by Pafos Regional Board of Tourism President, Mr Kyriakos Drousiotis**

20:00 – 22:00 Cultural programme, Cocktail Reception

Venue: Annabelle Hotel

Parallel Sessions: Trends, case studies, best practices, methods, concepts, results

09:00 Registration

A. Aphrodite room

B. Ariadne room

C. Artemis room

09:30 **SESSION 1**

Digitalization Smart Tourism	History and Heritage	Traditional Skills, Crafts and Creativity
<p>Potential of Digitalization and Smart Destinations in CT: Georgia's Opportunities and Challenges Lamara Kadagidze, Grigol Robakidze University, Georgia Maka Piranashvili, Georgian Technical University, Georgia Dimitri Sukhanovi, Vladimir Chavchanidze Institute of Cybernetics of the Georgian Technical University, Georgia</p>	<p>Ostia Gateway to the Mediterranean: Public Archaeology projects in Ostia antica Marina Lo Blundo, Alessandro D'Alessio, Ministry of Culture, Rome, Italy</p>	<p>Smart-Technologies & reproductions of artefacts' craftsmanship as means of cultural, experiential & sustainable tourism Evagoria Dapola, Neofytos Kokkinos, Elina Argyridou, Panayiota Samara, Elena Karittevli, Ioannis Panagi, Marina Mateou, Marinos Ioannides, Kyriakos Efstathiou, Antria Karaoli, Maria Hadjathanasiou Cyprus University of Technology, Limassol, Cyprus</p>
<p>On the way to be a SMART - regional museums in Poland Julita Zaprucka, Karkonosze Museum, Jelenia Góra, Poland Daria E. Jaremen, Wrocław University of Business and Economy, Wrocław, Poland</p>	<p>Sustainable Cultural Heritage in Cyprus: Preserving the Past for Future Generations Mrs Kakia Avgousti CASA College, Nicosia, Cyprus</p>	<p>Kvarner Wines Irena Peršić Živadinov Kvarner Region Tourist Board, Opatija, Croatia</p>
<p>Intelligent approaches for turning cultural tourism into memorable experiences through AI tools George Ioannidis, Konstantina Geramani, Alexandru Stan IN2 Digital Innovations GmbH, Lindau (Bodensee), Germany</p>	<p style="text-align: center;">Religious, Pilgrimage and Spiritual Tourism</p> <p>Exploring the holistic digital documentation and preservation of Saint Neophytos Monastery's Enkleistra Maria Hadjathanasiou, Neofytos Kokkinos, Evagoria Dapola, Elina Argyridou, Elena Karittevli, Antria Karaoli, Marina Mateou, Ioannis Panagi, Marinos Ioannides, Kyriakos Efstathiou, Nayia Samara Cyprus University of Technology, Limassol, Cyprus</p>	<p>Energy Efficient Technologies for Sustainable Cultural Tourism in Georgia Irma Molashkhia, Nona Gelitashvili, Irma Tsiklauri Tbilisi Humanitarian Teaching University, Georgia</p>
<p>Implementing fintech in financing sustainable tourism in Georgia Tamar Gamsakhurdia, Grigol Robakidze University, Georgia</p>	<p>Sharing Heritage - Caminho de Torres. A newly established Santiago Way in Portugal. Paulo Costa-Pinto CIM do Ave / CITCEM, Guimarães, Portugal</p>	<p>Cult-CreaTE Interreg Europe project legacy in Nicosia, Cyprus Sotiris Christoforou Nicosia Tourism Board, Cyprus</p>

11:00 – 11:30 Coffee break

Digitalisation Smart Tourism	Transnational Thematic Tourism	UNESCO World Heritage Sites and UNESCO Geoparks
<p>Data spaces for cultural heritage & tourism: new opportunities for smart tourism</p> <p>Milena Popova, Europeana Foundation, The Hague, Netherlands Matevž Straus, Arctur, Nova Gorica, Slovenia</p> <p>The common European data spaces are a new initiative of the European Commission to develop data-driven services in key economic sectors and areas of public interest for the benefit of the economy and society. There are currently 14 data spaces, including cultural heritage and tourism. The data space for cultural heritage aims to accelerate the digital transformation of Europe's cultural sector, and foster the creation and reuse of digital heritage content in the cultural and creative sectors, including tourism. The data space for tourism aims to boost data sharing and innovation across the tourism ecosystem.</p> <p>This session will introduce the two data spaces and showcase the new opportunities these initiatives open up - individually and in collaboration - for smart and sustainable tourism. The session also aims to spark a discussion on how these opportunities can be applied in local contexts and thus inspire potential projects and collaborations between the participants and the data space initiatives.</p>	<p>Becoming a Destination – Sustainable Heritage Management Model in the Požega Valley, Croatia Marta Rakvin, Iron Age Danube Route Association, Croatia Jacqueline Balen, Archaeological Museum in Zagreb, Croatia Hrvoje Potrebnica, University of Zagreb, Croatia</p> <p>SMEs transition for a European Circular Tourism Ecosystem: the TRACE project Marcella De Martino, Carmelina Cosmi, Monica Proto, National Research Council of Italy - Institute of Methodologies for Environmental Analysis - (CNR-IMAA), Tito Scalo Antonia Gravagnuolo, National Research Council of Italy -Institute of Heritage Science (CNR-ISPC), Naples, Italy</p> <p>Pannonia-Adria Connection (PA.CON) Joint Thematic Tourism Product Amra Jaganjac Tourist Board of the City of Tuzla, Bosnia and Herzegovina</p> <p>Historic Road: Raudondvaris-Bauska, Lithuania-Latvia Snieguole Navickiene, Director, Egidijus Morkunas, Assistant Raudondvario Manor, VSI, Kaunas, Lithuania</p> <p>A.R.I.S.T.E., - Aeneas' Route Information System for Tourism and Education Giovanni Cafiero, President, Aeneas Route Association, Rome, Italy Elisa Falcini, Edremit Municipality, Turkey.</p>	<p>Smart Applications in raising awareness of Georgian UNESCO World Heritage Sites Maia Meladze, Ana Gvaramadze, Salome Bestaeva, Grigol Robakidze University, Tbilisi, Georgia</p> <p>The Holistic Digital Documentation of the Fikardou Village: eFikardou Platform Marios Koundouris, George Savva, Orestis Rizopoulos, Maria Hadjiathanasiou, Elena Karittevli, Elina Argyridou, Marina Mateou, Antria Karaoli, Panayiota Samara, Ioannis Panagi, Evagoria Dapola, Neofytos Kokkinos, Marinos Ioannides, Kyriakos Efstathiou Cyprus University of Technology, Limassol, Cyprus</p> <p>Local Businesses' Perspective on Cultural Tourism in Buzău Land UNESCO Global Geopark, Romania Dr. Ines Grigorescu Institute of Geography, Romanian Academy, Bucharest, Romania</p> <p>Pafos Archaeological Park UNESCO World Heritage Site – Digital and Physical Accessibility Loukas Nikiforou, Marketing Officer, Pafos Regional Board of Tourism, Cyprus</p> <p>Pilot Actions of CHRISTA and DESTI-SMART Interreg Europe projects</p>

13:00 – 14:30 Lunch

14:30 SESSION 3 Plenary

Cultural Tourism Horizon 2020 Projects
<p>Cultural Tourism and its future directions – SPOT project results and policy recommendations prof. Milada Šťastná, Mendel University in Brno, Brno, Czech Republic</p> <p>IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas – IMPACTOUR project tool (tbc) João Martins, Nova School of Science and Technology - FCT Nova, Portugal</p>

Application of SmartCulTour tools and methods: opportunities and implications of project legacy

Bart Neuts, KU Leuven, Belgium

Beyond Cultural Tourism - Be.CULTOUR project

Antonia Gravagnuolo, National Research Council of Italy -Institute of Heritage Science (CNR-ISPC), Naples, Italy

Integrating cultural heritage and tourism sustainably – TExTOUR project

Marinos Ioannides, UNESCO Chair on Digital Cultural Heritage at the Cyprus University of Technology, Cyprus

Redefining the Future of Cultural Heritage - ReInHerit Coordination and Support Action (CSA)

- **The ReInHerit Project: Collaboration in the service of Cultural Heritage**
Andrea Oratiou, Polina Nikolaou, Bank of Cyprus Cultural Foundation, Nicosia, Cyprus
- **Digitalization, Cultural heritage and Regional Development. Impacts on peripheral regions**
Jasmin Sandriester, Jörn Harfst, University of Graz, Department of Geography and Regional Science, Austria
- **The ReInHerit's handbook on Museum and Heritage Sites Collaboration and Communication**
Jaime López, Asociación Arte Sostenible, Barcelona, Spain
- **Smart Tourism Apps Guidelines – Smart and Integrated ticketing for museums and heritage sites cooperation**
ECTN

16:15 – 16:30 *Coffee break*

16:30 SESSION 4 Plenary**Presentations by Finalists of ECTN Awards 2023 by category**

1. Digitalisation advances and digital transition in Sustainable Cultural Tourism, including Smart Tourism and Smart Destinations initiatives closely involving culture and heritage.
2. History and Heritage: ancestry and heritage-related experiences in connection with historic places and events (places of memory, contemplation and commemoration), which exerted an influence in history.
3. Riverside heritage: sites and territories that have valorised a strong relation with their river through activities and experiences that both take the economic and social role of fluvial culture and heritage in tourism actions.
4. Transnational Thematic Tourism Products, on culture and heritage, including those related to European Cultural Routes, European Heritage Label and/or cross-border cultural tourism initiatives (involving at least two European countries, not necessarily neighbouring).
5. Religious, Pilgrimage and Spiritual Tourism: places of worship, travel for religious or spiritual purposes, walking tourism, visiting religious monuments, festivals and artefacts.
6. Traditional Skills, Crafts and Creativity in Smart and Sustainable Cultural and Creative Tourism activities (add-on to the European Year of Skills 2023).

18:00 *End of Day 2 Sessions*

20:30 Conference Gala Dinner

Including:

- **Awards ceremony for 'Destination of Sustainable Cultural Tourism 2023'**
ECTN in partnership with **Europa Nostra**, **European Travel Commission** and **NECSTouR**, supported by **Pafos European Capital of Smart Tourism 2023**, **European Year of Skills 2023** and **ReInHerit Horizon 2020 CSA**
- **Cultural programme**

23:30 *End*

Day 3 – Friday, 20th October 2023 – Plenary Sessions

09:30 SESSION 5: European Capitals of Smart Tourism – Experiences and Prospects

Moderator: European Commission DG GROW (tbc)

- Helsinki (confirmed, online)
- Lyon
- Gothenberg
- Malaga (confirmed)
- Bordeaux (confirmed)
- Valencia
- Seville
- Pafos (confirmed)

Keynote address:

The holistic digital documentation of Paphos Castle: A unique record of Memory

Prof. Marinos Ioannides, UNESCO Chair on Digital Cultural Heritage at the Cyprus University of Technology, Limassol, Cyprus

11:00 *Coffee Break*

11:30 SESSION 6: Synergies, Conclusions and the Way Ahead

Moderator: Manos Vougioukas, ECTN Secretary-General

- **Transition Pathway for Tourism**, Dr Kirsti Ala-Mutka, Policy Officer, European Commission DG GROW (online)
- **What's new about Creative Europe 2021-2027?** Ms Anne Grady, Seconded Expert to CULT Committee of the European Parliament, Brussels, Belgium

Views and initiatives of pan-European bodies - Address by:

- **European Travel Commission** – Ms Iulia Niculica, Head of Administration
- **Europa Nostra – European Heritage Hub**, Mr Jimmy Jamar, Head of Brussels office
- **NECSTour - European Destinations Developing Smart Tourism (Video)**
- **Europeana**, Ms Milena Popova
- **ReInHerit Horizon 2020 CSA Results, Bank of Cyprus Cultural Foundation**
- **Concluding remarks, PRBT and ECTN**

Conference venue for 2024 – Sibiu, Romania – Simina Manea, ECTN Vice-President

13:00 *End of Conference - Lunch*

16:00 – 17:30 ECTN General Assembly (ECTN members only)

20:30 - **Cultural event and theme Dinner**

Organised by Pafos Regional Board of Tourism in the framework of:



PAFOS 2023

Day 4 – Saturday 21st October 2023 – Study Visits

09:30 Depart Annabelle Hotel

09:45-11:15 Archaeological Park (UNESCO WHS), Ancient Harbour/Medieval Castle

11:30-12:45 Old Town Pafos - Meet the Locals/Arts & Crafts

12:50-13:30 Pafos District Archaeological Museum

13:45 Farewell lunch

