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ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ

Ελλάδα-Κύπρος

Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης



RE-CULT MAGNUM



INTERNATIONAL CONFERENCE PROGRAM

Ermoupolis Municipal Cultural Center, Syros
6|7|8 of October, 2022

New trends and prospects for the
development and promotion of
Religious - Pilgrimage Tourism



1st Day of Conference
Thursday, October 6th, 2022

Ermoupolis Municipal
Cultural Center

- 15:00 - 15:30** **Attendance / Registrations**
- 15:30 - 18:00** **1st Workshop**
«Object Digitization with use of Photogrammetry»
Speaker: Dr. Charalampos Paraskeva,
Specialist Archaeologist and Researcher, FILOKALIA Association
- 18:00 – 18:30** **Break**
- 18:30-20:30** **2nd Workshop**
«Creating Augmented Reality Experiences for Mobile Devices»
Speaker: Christos Andreev,
Researcher and PhD Candidate, Technological University of Cyprus,
Research Center “Heraklitos”
- 20:30** **Closing of the 1st day of the conference**



2nd Day of Conference
Friday, October 7, 2022

Ermoupolis Municipal
Cultural Center

09:00 - 09:30 Attendance / Registrations

09:30 - 10:15 Greetings to the Conference

- of the Most Reverend Archbishop of Crete Mr. Eugene II
- of the Most Reverend Metropolitan of Syros Mr. Dorotheos II
- of the Most Reverend Catholic Bishop of Syros Mr. Petros Stefanos
- of the Deputy Minister of Tourism of Cyprus, Mr. Savvas Perdiou
- of the Regional Governor of Crete Mr. Stavros Arnautakis
- of the South Aegean Regional Governor, Mr. Hatzimarkos Georgios
- of the Mayor of Syros Ermoupolis, Mr. Livadaras Nikolaos
- Opening of the Conference by the President of the Hellenic Tourism Organization Ms. Angela Gerekou

10:15 - 10:30 Topic: The ReCult MAGNUM Project: Presentation of the project

Dr. Drakonakis Basilios,
FILOKALIA Association, Main Beneficiary

10:30 - 11:15 Topic: Leveraging country image through cultural heritage: the case of Portugal from the perspective of multiple stakeholders

Prof. Helena Nobre
Assistant Professor, with Habilitation, at the Dept. of Economics, Management, Industrial Engineering and Tourism and Researcher at the Research Unit of Governance, Competitiveness and Public Policy (GOVCOPP), at the University of Aveiro, Portugal

11:15 - 12:00 Topic: Cultural/Religious Routes as Service Networks: A Model for Enhancing Economic Benefits and Self Reliance

Prof. Yoel Mansfeld
Professor of University of Haifa, Israel, Department of Geography and Environmental Studies & founder and the Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CCTRR)

12:00 - 12:30 Break



2nd Day of Conference
Friday, October 7, 2022

Ermoupolis Municipal
Cultural Center

Discussion Panel / Discussion of tourism operators

12:30 - 14:30 **Topic: New trends and prospects for development and promotion of religious - pilgrimage tourism**

Coordinator:

Psilogeni Chrysaimili, General Manager of the Association of Tourism Enterprises of Cyprus (STEK)

Participants:

Zaharaki Sofia, Deputy Minister of Tourism of Greece

Leontaritis Georgios, Rural Deputy Regional Governor of Cyclades

Nikolaos Kelaiditis, HATTA President

Olga Theoharous, Senior Tourism Officer of the Deputy Ministry of Tourism of Cyprus

Yannis Roussos, President of the Chamber of Cyclades

14:30 - 15:00 **Break - Light meal**

15:00 - 15:20 **Topic: 3D Digitization and Visualization of Tangible and Intangible Religious Heritage**

Dr. Christos Anagnostopoulos

Professor of Informatics, University of the Aegean,

Director of the Intelligent Systems Laboratory of Culture

of Technology and Communication, University of the Aegean

15:20 - 15:40 **Topic: An effective mix of skills (vertical, soft, digital) for professionals in Pilgrimage - Religious tourism**

Dr. Stamboulis Miltiadis

Associate Professor, Department of Educational & Social Policy, University of Macedonia

15:40 - 16:00 **Topic: Pilgrimage/Religious Tourism: new trends and perspectives**

Dr. Konstantinos Marinakos

Adjunct Professor, University of Western Attica,

Department of Tourism Management, University of Western Attica

2nd Day of Conference
Friday, October 7, 2022

Ermoupolis Municipal
Cultural Center

- 16:00 – 16:20** **Topic: BYZANTINE THESSALONIKI, a special case of work**
Ms. Zacharo Papadopoulou
General Secretary of AMKE “Byzantini Thessaloniki”,
Director of the Hellenic Trade and Entrepreneurship Development Center
(K.A.E.L.E.) of the Hellenic Trade Confederation
and Entrepreneurship (E.S.E.E.) for the Central,
Eastern Macedonia and Thrace
- 16:20 – 16:40** **Topic: Digital recordings of traditional settlements and monuments**
Dr. Pavlos Hatzigrigoriou
“Digital Culture” teacher at the University of the Aegean,
Department of Product and Systems Design Engineering,
member of the Europa Nostra Awards jury
- 16:40 – 17:00** **Discussion – Questions**
- 17:00** **Closing of the 2nd day of the conference**

3rd Day of Conference
Saturday, October 8, 2022

Ermoupolis Municipal
Cultural Center

- 09:30 - 10:00 Attendance / Registrations**
- 10:00 – 10:20 Topic: Digital Cultural Heritage Evidence for Augmented and Virtual Reality Applications in Tomorrow’s Museums: Technical and Methodological Processing Issues**
Ms. Konstantina Mouloutou, Dr. Charalambos Paraskevas,
Mr. Christoforos Christofi, Dr. Marina Toumbouri,
Archdeacon Spyridon Papavasiliou, Dr. Basilios Draconakis
“FILOKALIA” Association
- 10:20 – 10:40 Topic: Integration of Virtual and Augmented Reality and the New Museum Experience**
Dr. Antonis Theocharous, Dr. Petros Kosmas,
Mr. Christos Andreev, Mr. Adam Landos
Technological University of Cyprus
- 10:40 – 11:00 Topic: The contribution of Information & Communication Technologies to maximizing the impact of Religious Tourism** Δρ. Χρήστος Λεμονάκης,
Assistant professor of the Department of Administrative Science & Technology
of the Hellenic Mediterranean University
Rev. Georgios Gerakis, Ph.D., Department of Administrative Science & Technol-
ogy, Hellenic Mediterranean University
**Communication & Educational Foundation
of the Holy Archdiocese of Crete**
- 11:00 – 11:20 Topic: Statistical Analysis of Traffic Data - Customer Segmentation and Support for Policy Decision Making with the aim of Optimizing the experience of the visitor of Religious - Cultural Tourism**
Mrs. Psilogeni Chrysaimili, General Director of STEK
Mr. Charalambous Ioannis, Coordination & Project Management
OMAS SOLUTIONS LLC
Association of Tourism Enterprises of Cyprus (STEK)

3rd Day of Conference
Saturday, October 8, 2022

Ermoupolis Municipal
Cultural Center

- 11:20 – 11:40** **Topic: Digital and Hybrid Museums**
Archimandrite Mr. Spyridonas Katramados, Secretary of the Synod Office of Pilgrimage Tours of the Church of Greece
Panagiotis Pogkas, ReCult MAGNUM Project Manager, Church of Greece
Church of Greece
- 11:40 – 12:00** **Topic: Training of Religious-Cultural Tourism Professionals**
Mr. Chrysinis Nikolaos, Vice President of KEA I.M. SYROUS
Center for Research and Development of the Holy Metropolis of Syros (KEA I.M. SYROU)
- 12:00 – 12:20** **Discussion – Questions**
- 12:20 – 14:00** **Tour - Closing of the conference**

Maximizing the impact of Religious Tourism in Greece and Cyprus through the targeted promotion and dissemination of cultural and religious heritage of the Churches of Greece, Crete and Cyprus



Filokalia Association



Technological University of Cyprus



Association of Tourism Businesses of Cyprus



Church of Greece



Communication and Educational Foundation of the Holy Archdiocese of Crete



Center for Research and Development of the Holy Metropolis of Syros



HELLENIC REPUBLIC



EUROPEAN UNION



REPUBLIC OF CYPRUS