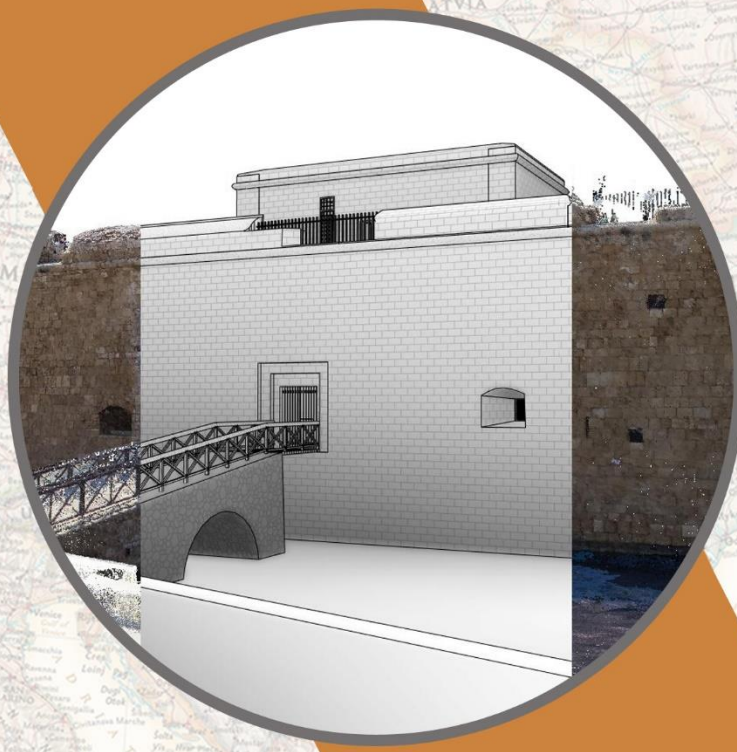


Winter SCHOOL 2022

13-20
02
2022



Digital Cultural Tourism and Diplomacy

CYPRUS WORKSHOP



TABLE OF CONTENTS

TABLE OF CONTENTS	2
WORKSHOP.....	3
2022 Winter School on Digital Cultural Tourism and Diplomacy	3
SPEAKERS.....	11
EXCURSIONS	33
Thursday 17/02/2022	33
THE CITY OF LIMASSOL	33
MEDIÉVAL CASTLE OF LIMASSOL.....	33
THE CYPRUS WINE MUSEUM	34
Friday 18/02/2022	36
THE CITY OF PAPHOS	36
PETRA TOU ROMIOU/BIRTHPLACE OF APHRODITE	36
PAPHOS ARCHAEOLOGICAL PARK	37
MEDIÉVAL CASTLE OF PAPHOS.....	38
CHRYSOROGIATISSA MONASTERY.....	39

WORKSHOP

2022 Winter School on Digital Cultural Tourism and Diplomacy

This event will focus on:

The 2022 edition of the USI UNESCO Chair Winter School will be realized in collaboration with the UNESCO Chair on Digital Cultural Heritage at the Cyprus University of Technology in Cyprus.

Indigenous cultural heritage is the legacy of tangible physical objects combining the intangible aspects of a group of society. Objects, artefacts, buildings, places and monuments aside, intangible cultural heritage, also known as “living heritage” or “living culture”, refers to living practices, representations, expressions, knowledge, and skills passed down from generation to generation. This heritage provides communities with a sense of identity and is continuously recreated in response to their environment, their interaction with nature and their history. It is called intangible because its existence and recognition mainly depend on human knowledge and will, which is immaterial, and is transmitted by imitation and living experience.

The 2022 Winter School done as a collaboration between two UNESCO Chairs: “on Digital Cultural Heritage” and “in ICT to develop and promote sustainable tourism in World Heritage Sites”, is dedicated to investigating how ICTs designed to enhance the tourism experience can help in preserving and transmitting living heritage and bring people to work and live closer together, while at the same time promoting different forms of tourism – cultural, historic, religious, eno-gastronomic, etc. – that go beyond traditional “sun sea and sand”. Cyprus with its richness of tangible and intangible heritage will provide a suggestive background, as well as an ideal environment with various case studies.

Lectures and talks, visits to UNESCO World Heritage Sites and other places, experience of unique local traditions, hands-on exercises, and a range of formal and informal activities will allow participants to understand how to leverage smart digital technologies for sustainable tourism and cultural diplomacy in order to preserve and transmit living heritage.

A certificate of participation that will include the detailed program and list of speakers will be issued at the end of the Winter School. ECTS credits are not granted, but academic institutions may recognize ECTS credits upon presentation of this certificate.

[2022 Winter School on Digital Cultural Tourism and Diplomacy](#)

CY Time/EET	Sunday 13/02/2022
16:00-18:00	Participant Registration
18:00-18:30	Free Time
18:30-19:30	Introduction to the Agenda of the Workshop (Creation of groups)
19:30-22:00	Welcome Dinner at Royal Apollonia Hotel <i>Round Table presentation of participants</i>

CY Time/EET		Monday 14/02/2022 – ZOOM Link	
08:00-09:00		Registration	
Opening Ceremony	09:00-09:30	Dr. Kyriakos Efstathiou	Cyprus University of Technology – H2020 ERA Chair MNEMOSYNE
		Dr. Lorenzo Cantoni	UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI (Switzerland)
		Dr. Pierre-Yves Fux	Ambassador of Switzerland in Cyprus
		Dr. Panayiotis Zafiris	Rector of the Cyprus University of Technology
		Mr. Chrysanthos Pissarides	Chair of ICOMOS Cyprus
		Dr. Kyriakos Hadjiyiannis	Member of the House of Representatives, Chairperson of the House Standing Committee on Energy, Trade, Industry and Tourism of the Republic of Cyprus
09:30-10:15	Mr. Yiannis Karousos Minister of Transport, Communications and Works of the Republic of Cyprus	Opening Keynote Presentation I - Cyprus' cultural heritage going digital: Lessons learnt from the pandemic	
10:15-11:00	Mr. Savvas Perdios Deputy Minister of Tourism of the Republic of Cyprus	Opening Keynote Presentation II - Safeguarding the Tourism Sector through the provision of authentic experiences	
11:00-11:30	Statements to the Press/Coffee Break		
The EU investment on Cultural Tourism: A contribution from the EC and six EU H2020 Project Coordinators			
11:30-12:00	Mrs. Christina SARVANI European Commission, DG R&I	The EU R&I Cultural Tourism Policy	
12:00-12:30	Dr. Rodrigo MARTIN GALAN Research Executive Agency, European Commission		
12:30-13:00	Dr. João Martins Coordinator of EU H2020 IMPACTOUR		
13:00-14:00	Lunch		
14:00-14:30	Daniel Basulto García-Risco Coordinator of EU H2020 TExTOUR	TExTOUR Project: Towards social and economic growth of rural, peripheral and less known areas of Europe through sustainable cultural tourism development on a post COVID-19 digitised World	
14:30-15:00	Dr. Jan van der Borg Coordinator of EU H2020 SmartCulTour	Towards More Sustainable Forms of Cultural Tourism. Can ICTs Offer Help?	
15:00-15:30	Dr. Claudia de Luca EU H2020 RURITAGE	RURITAGE – regenerating rural areas through heritage-based strategies	
15:30-16:00	Coffee Break		
16:00-16:30	Dr. Jose María Martín Civantos Coordinator of EU H2020 INCULTUM	INCULTUM. Visiting the margins. Innovative Cultural Tourism in European peripheries	
16:30-17:00	Milada Štastná Coordinator of EU H2020 SPOT	SPOT project - Social and Innovative Platform of Cultural Tourism and its Potential for Deepening Europeanization	
17:00-17:30	Dr. Fergus Maclaren Chair of Scientific Committee on Cultural Tourism	Reinforcing Sustainability and Resiliency at Cultural Heritage Destinations: The Role of the DRAFT ICOMOS International Cultural Tourism Charter	
17:30-18:00	Discussion – Q&A		
18:00-18:15	Dr. Kyriakos Efstathiou & Dr. Marinos Ioannides UNESCO Chair on Digital Cultural Heritage	The challenges of DCH on cultural tourism and cultural diplomacy: growth and risks?	
18:15-18:45	Conclusions and Round Up (Lorenzo Cantoni, Dr. Silvia De Ascaniis)		
18:45-19:30	Free Time		
19:30-22:00	Social Dinner at Royal Apollonia Hotel - CY CIOFF National Section		

<u>2022 Winter School on Digital Cultural Tourism and Diplomacy</u>		
CY Time/EET	Tuesday 15/02/2022	
08:30-09:00	Group work session (general plan of action)	
09:00-09:45	Dr. Antonis Theocharous <u>Cyprus University of Technology/Heraclitus Research Centre</u>	<i>A Road Map for Digitalising the Future of the Cyprus Tourism Industry: Current Status and Future Prospects</i>
09:45-10:10	Mr. Tony Antoniou & Mrs. Maria Stylianou Michaelidou <u>Limassol Tourist Board</u>	<i>Limassol: a remarkable cosmopolitan sea-side Mediterranean destination</i>
10:10-10:30	Costas St. Galatariotis <u>Cyprus Chamber of Commerce and Industry</u>	<i>Impact of Covid 19 on Culture and Tourism Industry</i>
10:30-11:00	Coffee Break	
11:00-11:20	Mr. Philokypros Roussounides <u>Cyprus Hotel Association</u>	<i>The Evolution of the Hotel Industry in Cyprus</i>
11:20-11:40	Mrs. Katerina Solomidou <u>Cyprus Tourist Guide Association</u>	<i>Will there still be Guiding in Cyprus after the Covid Pandemic?</i>
11:40-13:30	Dr. Marinos Ioannides, Dr. Kyriakos Themistocleous, Dr. George Tryfonos, Marios Kountouris <u>Digital Heritage Research Lab, Eratosthenes Center of Excellence</u>	<i>Reconstructing the Past for the Creative Industry & Tourism</i> <i>(In collaboration with the Centre of Excellence ERATOSTHENES & H2020 EXCELSIOR Teaming)</i>
13:30-14:30	Lunch	
14:30-18:30	Group Work	
19:30-22:00	Dinner	

<u>2022 Winter School on Digital Cultural Tourism and Diplomacy</u>		
(CY Time)/EET	Wednesday 16/02/2022	
08:00-08:30	Dr. Lorenzo Cantoni <u>UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI (Switzerland)</u>	<i>A framework to understand the role of ICTs for sustainable tourism at heritage sites</i>
08:30-09:30	Group Work Session	
09:30-10:30	Dr. Silvia De Ascaniis <u>UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI (Switzerland)</u>	<i>ICT-mediated heritage interpretation for sustainable tourism</i>
10:30-11:00	Coffee Break	
11:00-11:40	Dr. Carolina Islas Sedano <u>University of Turku</u>	<i>Discoveries of an immigrant's journey in Finland.</i>
11:40-12:00	Dr. Sander Münster <u>Time Machine Organisation</u>	<i>A current state of 3D modelling for humanities research and education</i>
12:00-13:00	Group Work Session	
13:00-14:00	Lunch	
14:00-14:30	Mr. George Campanellas <u>Cyprus Investment Promotion Agency</u>	<i>Cultural Tourism and Diplomacy as Resilience and Strong Economic Sector</i>
14:30-16:00	Group Work Session	
16:00-16:30	Coffee Break	
16:30-17:45	Group Work Session <i>(presentation of preliminary results)</i>	
17:45-19:30	Free Time	
19:30-22:00	Dinner	

<u>2022 Winter School on Digital Cultural Tourism and Diplomacy</u>	
(CY Time)/EET	Thursday 17/02/2022
08:00	Departure for Medieval Castle of Limassol
08:20	Arrival at Medieval Castle of Limassol
08:20-10:10	Tour of Medieval Castle of Limassol and surrounding areas
10:10-11:00	Walk to Municipality of Limassol <i>(via the Marine, prominent and Saint Andrew shopping street)</i>
11:00-13:00	Visit at Municipality of Limassol & Limassol Tourism Board
13:00-13:20	Walk to Cypriot Restaurant Old Centre of Limassol (CETI Locale)
13:20-14:20	Lunch at Limassol Old Centre - (CETI Locale)
14:20	Departure for Cyprus Wine Museum
14:45	Arrival at Cyprus Wine Museum
14:45-15:30	Tour of Cyprus Wine Museum <i>(taking into account COVID-19 protocol)</i>
15:30-16:15	Wine tasting and Q&A <i>(taking into account COVID-19 protocol)</i>
16:15-17:00	Group Work Session <i>At the Wine Museum</i>
17:00	Departure for Royal Apollonia Hotel
17:30	Arrival at Royal Apollonia Hotel
17:30-18:30	Group Work Session
18:30-19:30	Free Time
19:30-22:00	Dinner

[2022 Winter School on Digital Cultural Tourism and Diplomacy](#)

(CY Time)/EET	Friday 18/02/2022
08:00	Departure for Paphos Municipality
08:40	Arrival at Petra tou Romiou (Aphrodite's birthplace)
08:45-09:15	Coffee Break at Petra tou Romiou
09:15	Departure for Paphos Municipality
09:45-10:45	Visit at Paphos Municipality
10:45	Departure for Paphos Archaeological Park (UNESCO)
11:00	Arrival at Paphos Archaeological Park (UNESCO)
11:00-12:30	Tour of Paphos Archaeological Park (UNESCO)
12:30	Departure for Medieval Castle of Paphos
12:45	Arrival at Medieval Castle of Paphos
12:45-14:00	Tour of Medieval Castle of Paphos & Presentation of H2020 ERA Chair Mnemosyne Case Study
14:00-15:00	Lunch at Hondros - The oldest traditional tavern
15:00	Departure for Chrysorogiatissa Monastery
16:00	Arrival at Chrysorogiatissa Monastery
16:00-17:30	Tour of Chrysorogiatissa Monastery & Presentation of H2020 ERA Chair Mnemosyne Case Study
17:30-18:00	Group Work Session (discussion in conference room)
18:00	Departure for Royal Apollonia Hotel
19:00	Arrival at Royal Apollonia Hotel
19:00-19:30	Free Time
19:30-22:00	Dinner

[2022 Winter School on Digital Cultural Tourism and Diplomacy](#)

(CY Time)/EET	Saturday 19/02/2022
08:30-10:30	Group Work Session <i>(presentation and discussion)</i>
10:30-11:00	Coffee Break
11:00-12:30	Group Work Session <i>(presentation and discussion)</i>
12:30-13:00	Session 2: Conclusions and the way forward
13:00-14:00	Lunch
14:00-19:30	Free Time
19:30-22:00	Farewell Dinner

SPEAKERS



Mr. Yiannis Karousos,



**Minister of Transport, Communications and Works of the
Republic of Cyprus**

Yiannis Karousos is a Cypriot politician and current Minister of Transport, Communications and Works of the Republic of Cyprus. Yiannis Karousos was born on 21 November 1979 in Ayia Napa. He holds a BSc (Hons) in International Hospitality and Tourism Management from the University of Surrey, UK, where he specialized in strategic development of tourist destinations. Additionally, he holds an MBA (Joint) from the French ESSEC Business School and Cornell University, USA. He has also been awarded the tittle of Chartered Marketer from the UK Chartered Institute of Marketing.

Prior to his appointment as a Minister of Transport, Communications and Works on December 3, 2019, he served as the Mayor of Ayia Napa (2013 - 2019) and as Municipal Councilor of Ayia Napa (2006 - 2013).

He also assumed the positions of the President of the Famagusta Province Tourism Development and Promotion Society, the President of the Ayia Napa Sewerage Board and the President of the Ayia Napa - Paralimni Sewerage Board Consortium. He was the founder and President of the Youth Council of Ayia Napa, he served as Chairman of the Tourism Committee and as a member of the Cultural Committee of Ayia Napa Municipality. Additionally, he was a member of the Board of the Charitable Foundation 'Despina', which supports children with diabetes.

PRESENTATION TITLE: CYPRUS' CULTURAL HERITAGE GOING DIGITAL: LESSONS LEARNT FROM THE PANDEMIC

ABSTRACT: Over the last two years, the COVID-19 pandemic led us to explore new ways to promote the cultural heritage of Cyprus to the public and especially to tourists, offering them a more interesting and unique cultural experience. The management of the cultural heritage of Cyprus is a multidimensional target with a vast amount of data and information to be handled. We strongly believe that we can successfully achieve our goal with the help of the tools provided to us by digital technology.



Mr. Savvas Perdios,



Deputy Minister of Tourism of the Republic of Cyprus

Savvas Perdios is the Deputy Minister of Tourism of the Republic of Cyprus as of 2 January 2019. Savvas Perdios was born on 1981 in Lefkosia. He studied Accounting and Finance at Warwick University (2002-2004) and International Hospitality Management (BA, 2004-2008) at the École hôtelière de Lausanne.

His career in hospitality began at the very young age of 15, undertaking various summer jobs in hotel departments like kitchen, maintenance, service, banqueting, housekeeping and guest relations. Between 2008 and 2010 after completing his studies, Mr Perdios worked for internationally-known companies like Design Hotels in Mykonos and Kempinski Hotels

in Switzerland. From January 2010 until January 2018 he worked at Louis Hotels in the position of Quality and Brand Manager. This entailed being in charge of creating, implementing and maintaining operating standards across the whole portfolio (25 hotels and several restaurants), and also being in charge of branding and reputation management. After eight years in this position, Mr. Perdios was promoted to Chief Operating Officer, a position which he held until his appointment at the Cyprus Deputy Ministry of Tourism.

PRESENTATION TITLE: SAFEGUARDING THE TOURISM SECTOR THROUGH THE PROVISION OF AUTHENTIC EXPERIENCES

ABSTRACT: The Cyprus Government acknowledged that the long-term absence of a national strategy for the sustainable development of the rural and mountainous communities has resulted in desertion, decline of the production output and entrepreneurship initiatives. These negative developments had devastating effects on the economic, social and cultural life in these communities. For this reason, the Government prepared a "Comprehensive Development Policy for the Mountainous areas of Cyprus" and set its implementation as a priority.

The Deputy Ministry of Tourism, studying ways to contribute to the implementation of the objectives of this Policy, acknowledged that the mountainous areas have to offer many authentic experiences that enrich the Cyprus tourism product. The development, utilization and targeted promotion of these experiences can attract specific segments of the tourism market, so that the mountain communities can benefit from tourism. Consequently, the tourism development in mountainous and remote areas is one of the priority goals of the 2030 Tourism Strategy.



Mr. Kyriakos Hadjiyiannis,

Chairperson of the House Standing Committee on Energy, Trade, Industry and Tourism of the Republic of Cyprus



Kyriakos Hadjiyiannis is a chairperson of the House Standing committee on energy, trade, industry and tourism of the Republic of Cyprus. Kyriakos Hadjiyiannis was born on 1963; his place of origin is Acheritou and Agios Sergios. He studied Mechanical Engineering, Economics and Political Science at Universität Stuttgart, Germany and obtained his doctorate (PhD) in Political Science at Universität Tübingen, Germany.

He is representative of Famagusta constituency under the banner of DISY since 2006. He is currently a member of the House Standing Committee on Internal Affairs and of the House Standing Committee on Agriculture and Natural Resources and a member of the delegation of the House to the OSCE PA. He previously served as a Chairperson of the House Standing Committee on Educational Affairs and Culture, a Chairperson of the Democracy, Human Rights and Humanitarian Questions Committee of the Parliamentary Assembly of the Organisation for Security and Co-operation in Europe (OSCE PA) and a member of the Bureau of the OSCE PA.

He was the Secretary of the DISY Youth Organisation (NEDISY) Enlightenment Committee and Famagusta District Secretary of the Organisation of Young Scientists (ONE). Between 2003 and 2004 he served as an Observer Member at the Economic and Social Council of the European Union. He was the General Secretary of the "Panagrotikos" (Cyprus' Farmers Association) until 2008. He served as the Vice Chairperson of the European Syndicate of Farming Organisations (COPA) and member of several advisory committees of the General Directorate of Agriculture and Rural Development of the European Union. He was a Vice Chairperson of the European People's Party group to OSCE PA and a member of the "Junge Union" youth organisation of the Christian Democratic Union (CDU) in Stuttgart, Germany.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Amb. Dr. Pierre-Yves Fux,
Ambassador of Switzerland in
Cyprus

Pierre-Yves Fux is Swiss Ambassador to the Republic of Cyprus (since 2018). He previously served as Ambassador to the Holy See. He studied and taught at the University of Geneva, where he defended a thesis on the poet Prudence entitled *Les sept passions de Prudence*. In 2013 he published the commentary on the other poems of the *Peristephanon*, and is the author of other articles and texts in the field of antiquity, in particular on Christian writers. In addition to his doctorate in letters, he holds a DEA from the *École Pratique des Hautes Etudes*, 4th section, “Methods of History and Archaeology”; (1992), a postgraduate diploma from the *Scuola vaticana di paleografia greca* (1995) and a DES in philosophy from the University of Geneva (*Medieval metaphysics in the Jewish, Islamic and Christian context* , 1995). He was a member of the Swiss Institute in Rome (1995). In 1996, he entered the Swiss diplomatic service. In addition to positions at the Federal Department of Foreign Affairs (FDFA: 1998-2001, 2007-2013), he held positions in Tel Aviv (1997-1998), Tokyo (2002-2005), Tehran (2005-2007) and Amman (2014). He has published articles on Israel and the Israeli-Palestinian conflict.

He was one of the organizers, on behalf of the Swiss authorities, of the international scientific symposium in Algiers and Annaba (2001) on the Africanity and universality of Saint Augustine, of which he co-edited the *Proceedings (Augustinus Afer)*. He was Ambassador to Slovenia (2014-2018), during which time he hosted the bilateral visits of the President of the Confederation Simonetta Sommaruga (2016) and the Federal Councilor (Minister of Foreign Affairs) Didier Burkhalter (2017), and accompanied the visit to Switzerland of the President of the Republic Borut Pahor (June 20, 2018).

He supports and practices the Latin language, including as a spoken language. In 2018, he gave a lecture in Latin at the Pontifical Salesian University on the invention of the web at CERN and he announced in this language the visit of Pope Francis to Geneva in an interview with *Télévision suisse romande* (RTS).

During his mandate at the Holy See (2014-2018), he hosted the visits of Federal Councilor Alain Berset (2015), Presidents of the Confederation Johann Schneider-Ammann (2016) Doris Leuthard (2017) and Alain Berset (2018). He organized and accompanied the visit of Pope Francis to Geneva on June 21, 2018.

He kept his mandate near the Holy See until November 2018, while assuming that of Ambassador to the Republic of Cyprus, from the spring of that same year.



Dr. Lorenzo Cantoni,
Chair holder of the UNESCO Chair in ICT to
develop and promote sustainable tourism
in World Heritage Sites at USI
(Switzerland)



Lorenzo Cantoni graduated in Philosophy and holds a PhD in Education and Linguistics. He is full professor at USI - Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication, Culture and Society, where he is director of the Institute of Digital Technologies for Communication. His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI in 2013, and board member of WHES - World Heritage Experience Switzerland. He is USI's Pro-rector for Education and Students' experience, director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne, and director of the Master in International Tourism. L. Cantoni has been Dean of the Faculty (2010-2014) and President of IFITT - International Federation for IT in Travel and Tourism (2014-January 2018).

PRESENTATION TITLE: A FRAMEWORK TO UNDERSTAND THE ROLE OF ICTS FOR SUSTAINABLE TOURISM AT HERITAGE SITES

ABSTRACT: In the last two decades Information and Communication Technologies (ICTs) have played a major role not only in the restauration sector, but also to promote and support visits and touristic activities. This has become particularly relevant due to the diffusion of smart phones, and the consequent experience and expectation of being 'always on'. Heritage and cultural destinations can definitely benefit from ICTs, providing a range of relevant services and experiences, which can increase access to information by interested people, improve their experience once at the destination, better connect both residents and visitors to the heritage, dis-intermediate some relationships, and educate relevant stakeholders. The presentation introduces a framework to understand the role of ICTs for sustainable tourism at heritage sites, discussing some good practices.



Dr. Panayiotis Zaphiris,
Rector of the Cyprus University of
Technology



Panayiotis Zaphiris is Professor (Multimedia and Graphic Arts Department) and Rector at CUT. He has a PhD in Human Computer Interaction from the University of Wayne, USA. He is also a graduate of Engineering Systems and Electrical Engineering from the University of Maryland, College Park, USA. Prior to returning to Cyprus, he was a Reader at the Human Computer Interaction Design Center of the City University of London, where he founded and led the City Interaction Lab (funded by the Vodafone Foundation). Prior to City University, he was a researcher at the Gerontology Institute at Wayne University where he took a PhD in Human Computer Interaction (HCI).

His research interests are at HCI with an emphasis on participatory design and social aspects of ICTs. Prof Zaphiris has participated in more than 16 funded research projects with a funding of more than 5 million euros. He has published over 250 academic articles in well-known academic journals and international conferences. Recent related research activities include leading the academic management of the Youth Makerspace Larnaka (the 1st Makerspace founded in Cyprus), being the PI of HORIZON 2020 TWINNING project NOTRE. Panayiotis also served on the Board of Directors of RISE (Research Center on Interactive Media Smart Systems and Emerging Technologies - <http://www.rise.org.cy>).



Chrysanthos Pissarides,
ICOMOS Cyprus



Chrysanthos Pissarides was born in Nicosia, Cyprus. He obtained his degree in Architecture from the Venice University Institute of Architecture (IUAV) in Italy. His postgraduate specialization studies were undertaken in the University of Padova, Italy, in the field of restoration (1997), and in Rome (2009), where he completed the Architectural Records, Inventories and Information Systems for Conservation Course, an advanced course in architectural conservation sponsored by the Getty Conservation Institute and ICCROM.

Since 1999, he has established his own architectural office and provides services of design, management and supervision in public and private projects. The office also carries out architectural design of museums, buildings and complexes, buildings of special use, interventions – preservations of historic and listed buildings, reconstructions and upgrades of protected and preserved totals and historical settlements, urban environmental planning and landscape, landscaping.

He has served as Assistant professor at the History Department of the Venice University Institute of Architecture. He has either organized, co-ordinated, participated in, delivered talks/lectures in cultural events, architecture exhibitions, conferences and workshops. He won first prize in the architectural competition for the rehabilitation and transformation of the old school in Agros Village into a museum, currently known as the Frangoulides Museum and has also received many awards and distinctions in photography competitions both in Cyprus and abroad.

He maintains a close association over many years with the Cyprus Centre of Cultural Heritage as well as with the Cyprus Department of Antiquities. He has worked for the UNDP either as Supervisor & Project Engineer on inter-communal conservation projects or as Architect/Designer.

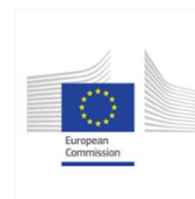
In 2015, he was elected President of the Cyprus Branch of ICOMOS, a position that he holds until today. He is a member of the Board of Directors of the Cyprus Architects Association (CAA), the Cyprus Architectural Heritage Association, the Disciplinary Board of the Cyprus Scientific and Technical Chamber (CSTC), as well as of several other scientific and jury architectural committees of the CSTC and other professional organisations. He is also a member of the Society of Cypriot Studies, and Geodomo Cyprus. He is a Registered Chartered Arbitrator of CSTC, a Registered Mediator in the Register of Mediators, a Registered Investigation Officer and Property Valuer of CSTC, as well as a Registered Judge in the Register of Judges of Architectural Competitions maintained by CSTC and CAA.

From 2010 to 2013, he was appointed by the Ministry of Education and Culture to serve as a member of the Monuments Committee. He is an Ambassador in Tourism and since 2016 serves as a member of the Committee for the representation of Cyprus at the Venice International Architecture Biennale. Since 2004, he is a member of the National Committee for the organization of European Heritage Days and has represented the Cypriot Architects Association in the Union of Mediterranean Architects (UMAR) and in the Architects' Council of Europe (ACE).

Finally, he is the Editor-in-Chief of the "Architects + Engineers" scientific journal as well as publishes articles in the scientific journals of the organizations to which he belongs and the public media.



Mrs. Christina Sarvani,
Policy Officer, DG R&I, European Commission



Christina Sarvani is a policy officer working in the DG Research and Innovation of the European Commission. She works on cultural heritage and she is responsible for the portfolios of Arts, cultural tourism, urban and rural development. She graduated from the Vrije University of Amsterdam in 2016, and holds a Bachelor's Degree in political sciences and international relations. Christina has previous professional experience in public and private sector of Greece and Netherlands, while the last four years she has been working for Horizon 2020 and Horizon Europe.

PRESENTATION TITLE: R&I CULTURAL TOURISM POLICY

ABSTRACT: The Research and Innovation (R&I) policy supports a greener, more digital and more innovative cultural heritage (CH), while the sustainable cultural tourism is a vital part of the CH policy. It considers cultural tourism as a great opportunity to showcase European heritage and shared values, as a way to promote Europe as a 'unique tourism destination' and as a driver of growth, job creation and inclusion.

R&I aims to foment innovation in cultural tourism and through the funding tool of Cluster 2 work Programme "Culture, Creativity and Inclusive societies" it will develop new approaches and practices for sustainable, accessible and inclusive cultural tourism, while make cultural tourism a driver for the socioeconomic development of rural and outermost areas.

The research opportunities on cultural tourism in Horizon Europe will continue and further develop those from the previous framework programme Horizon 2020.



Dr. Martin Galan Rodrigo,
Project Officer European Commission-Research Executive Agency



Studied Archaeology at the Universidad Autonoma de Madrid. Made his PhD on Near Easter Archaeology and was working in archaeological excavations and cultural heritage projects in Syria since 1992 till 2010. Then participated in projects in Spain and worked at the office for cultural Heritage at the University of Alcalá de Henares (world heritage site). Also worked as an expert on Cultural Heritage for different organizations (EU, UNESCO). Currently: Research Programme Officer at the European Research Executive Agency in charge of the portfolio on C.H.



Dr. João Martins,
Coordinator of the H2020 IMPACTOUR



João F. A. Martins is now with the FCT NOVA, Universidade NOVA de Lisboa, Portugal, where is an Associate Professor with Habilitation, being currently the head of the Electrotechnical Engineering and Computers Department. He has collaborated in several national and international projects (as collaborator or coordinator) and is currently with the Center of Technology and Systems (CTS), UNINOVA, Lisbon, Portugal, where he coordinates the energy efficiency group and acts as Communication Officer at the Board of Directors. Additoinally, he is a Senior Member of the Institute of Electrical and Electronics Engineers (IEEE), he is an Effective Member of the Portuguese Engineers Association and Founding Member of the Portuguese Society for Engineering Education. His research interests are mainly in Heritage Buildings and Cultural Heritage, along with energy efficiency (alternative energies and power quality, intelligent and energy efficient buildings, user awareness, renewables integration).

PRESENTATION TITLE: IMPACTOUR - CRITERIA AND INDICATORS TO ASSESS, DIVERSIFY AND FOSTER CULTURAL TOURISM IN EUROPEAN REGIONS

ABSTRACT: This presentation will adress a list of indicators to help measure the impact that cultural tourism has on destinations. This list was design under the Project H2020 IMPACTOUR and is based on an explorative analysis of existing tourism indicators. It emerged from a collaborative work between scientific partners as well as data pilots (pilot community) to explore current practices and needs regarding cultural tourism impact assessment.



Daniel Basulto García-Risco,
Coordinator of EU H2020 TExTOUR



Architect. Data and Systems - Environmental Analysis. Expert in energy audit of buildings. Collaborator of Conservation and Restoration of Heritage at the Santa María la Real Foundation. Project Manager of European projects, management and technical work. Coordinator of three European projects and participant in seven more. Has managed teams of high level professionals in a multinational environment. Manager of teams of high-level professionals in a multinational environment. Development of master plans. Architectural and topographical survey. Development of intervention and rehabilitation projects. Drafting of conservation and monitoring proposals. Analyst of the system of control and measurement of environmental parameters in the heritage. Author of many papers in scientific and technical peer-reviewed journals and presentations at national and international conferences and seminars.

PRESENTATION TITLE: TExTOUR PROJECT: TOWARDS SOCIAL AND ECONOMIC GROWTH OF RURAL, PERIPHERAL AND LESS KNOWN AREAS OF EUROPE THROUGH SUSTAINABLE CULTURAL TOURISM DEVELOPMENT ON A POST COVID-19 DIGITISED WORLD

ABSTRACT: Cultural Tourism (CT) plays a crucial role in today's economies, representing about 37% of the total tourism sector, with an annual growth of around 15%. This role and impact on the economy can be capitalized by certain regions and sites of EU and beyond having a high cultural, social and environmental potential. This impact does not only depend exclusively on the existence of historical-picturesque heritage, but is also related to other synergistic factors such as know-how, ICTs, gastronomy, identity, local culture, values, intangible heritage or other singularities. TExTOUR mobilizes 18 partners, represented in the quintuple social innovation helix (knowledge, business, society, government and entrepreneurs) to co-design, validate and upscale to various levels, policies and strategies with positive impact on the socio-economic territorial development based on cultural tourism.

TExTOUR uses ICTs and social innovation tools to work with 8 Cultural Tourism Pilots in less known areas to conceive and design collaborative work methodologies for the development of CT strategies for their sites. Each pilot sets up Labs Communities, composed of a wide range of stakeholders with a relevant role in the development of CT sector. The stakeholders are guided through the Cultural Tourism-Labs for the implementation, monitoring and validation of the CT ad hoc strategies. The project develops procedures services and tools and carries out activities, proposed in the methodology. Their results are used to prepare a modular and scalable EU Action Plan for Cultural Tourism Development. In parallel, a technological platform is designed and tested to assess CT policies and strategies envisaged by public and private stakeholders. It provides data analytics as a service, together with a catalogue of relevant services representing the assessed CT strategies, and proper content curation and validation processes, apart from assessing the implemented practices and its related impacts.

Although TExTOUR recently started from January 2021 the project can be explained and the experience of its implementation during several months can be shared at the end of October 2021 when the conference will take place.



Dr. Jan van der Borg

Coordinator of H2020 SmartCulTour



Jan van der Borg teaches Tourism Economics and Management at KU Leuven (Belgium) and Ca' Foscari University, Venice, Italy. He has a PhD in Economics from the Erasmus University Rotterdam. Building further on his dissertation on tourism development in Venice, the conditions to achieve sustainable urban tourism have been a recurring theme in most of his publications. He currently coordinates the H2020 Program SmartCulTour.

PRESENTATION TITLE: TOWARDS MORE SUSTAINABLE FORMS OF CULTURAL TOURISM. CAN ICTS OFFER HELP?

ABSTRACT: Over the past few decades, tourism has grown to become one of the principal cornerstones of the global economy as well as part of the economic base of almost all cities in the world. The COVID-19 pandemic has not only shown how fundamental tourism is for the global economy, but also how vulnerable the tourism system is to disruptive events. This is especially true for cities that were hit particularly hard by the COVID-19 crisis. But sooner rather than later, tourism will recover and an adequate and innovative strategy – which is able to help urban destinations to recover, to consolidate and to flourish again – ought to be in place.

A process that transforms urban tourism systems into something much more sustainable and safer needs to be fostered, enhancing the idea that tourism development might indeed be a powerful engine of development for cities and urban areas in general, and art cities, but only if the right balance is struck between appreciating and promoting urban tourism, on the one hand, and the conservation of the immaterial and material cultural goods uniquely possessed by them on the other. By embracing a development strategy that focuses on sustainable urban tourism, the assets that are the fundament of urban tourism development will be used optimally. Only then will the various stakeholders involved, that is the local population, local entrepreneurs and visitors, truly benefit from the opportunities that tourism offers them, especially in the longer run. In reorienting the cultural tourism's business model to a more sustainable and viable one, ICTs are, for various reasons, important allies.



Dr. Claudia de Luca,
Coordination Team of EU H2020
RURITAGE



She is an Environmental scientist (MSc) by training, now focusing on sustainable planning and urban and rural regeneration processes. At the moment, she works on two main research topics: rural regeneration and development through nature and heritage-based strategies, and on the role of ecosystem services to ensure sustainable and just development of urban areas. Involved in the Planning and Regeneration research group, she is actively involved in several H2020 project, specifically in the coordination of the whole RURITAGE project and in the TExTOUR project, supporting pilots in the co-development and of sustainable cultural tourism strategies and action plans.

PRESENTATION TITLE: RURITAGE – REGENERATING RURAL AREAS THROUGH HERITAGE-BASED STRATEGIES

ABSTRACT: European rural areas embody outstanding examples of Cultural and Natural Heritage (CNH) that need not only to be safeguarded, but also promoted as a driver for competitiveness, sustainable and inclusive growth and development. RURITAGE establishes a new heritage-led rural regeneration paradigm able to turn rural areas in sustainable development demonstration laboratories, through the enhancement of their unique CNH potential. RURITAGE has identified 6 Systemic Innovation Areas (pilgrimages; sustainable local food production; migration; art and festivals; resilience; and integrated landscape management) which, integrated with cross-cutting themes, showcase heritage potential as a powerful engine for economic, social and environmental development of rural areas. The knowledge built in 19 Role Models (RMs) and digested within the project, has been transferred to 6 Replicators (Rs) across Europe and it is now available within the RURITAGE Resources Ecosystem. Through a multilevel and multidirectional process of knowledge transfer, RMs mentored and supported the Replicators in the development and implementation of their strategies and, at the same time, have further increased their knowledge and capacities. Local Rural Heritage Hubs, gathering stakeholders and civil society, have been settled in all Rs and RMs to work as living labs where heritage-led rural regeneration strategies have been co-created and are now implemented. Working on the six identified Systemic Innovation Areas, many Rs and RMS have developed actions touching upon sustainable cultural tourism, including among others the development of new hiking routes or the restoration of existing ones, the development of tourism package built together with local stakeholders where art, gastronomy and local artefacts and the development of art, music, dance and poetry Festival and exhibition. The presentation will touch upon these and many other aspects, giving an overview of RURITAGE methods, tolls and main outcomes achieved so far.



Dr. Jose María Martín Civantos,
Coordinator of the H2020 INCULTUM

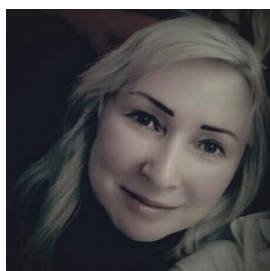


Phd in Medieval History. Medieval archaeologist mainly specialised in Landscape Archaeology and Building Archaeology. Coordinator of the MEMOLab, Biocultural Archaeology Laboratory based at the University of Granada (<https://blogs.ugr.es/memolab/>). I have published more than 100 publications. Director of 33 archaeological missions. PI in 18 research projects and 29 research contracts. Researcher in 20 projects and contracts. Participation in 180 conferences and scientific meetings. Supervisor of 9 finished PhD and 43 MA thesis. Currently supervising 8 PhD and 8 MA thesis.

PRESENTATION TITLE: INCULTUM. VISITING THE MARGINS. INNOVATIVE CULTURAL TOURISM IN EUROPEAN PERIPHERIES

ABSTRACT: The INCULTUM project deals with the **challenges and opportunities of cultural tourism** with the aim of furthering sustainable social, cultural and economic development. It explores the full potential of **marginal and peripheral areas** when managed by local communities and stakeholders. Innovative **participatory approaches** are adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.

Furthermore, INCULTUM fosters **intercultural understanding** through the implementation of bottom-up strategies that can have positive effects for both, locals and tourists. Ten pilot **cases of living territories and communities** are investigated and on the basis of the findings innovative customised solutions will be co-created.



Dr. Milada Šťastná,
Coordinator of H2020 SPOT



Prof. Dr Ing. Milada Šťastná is the Head of Department of Applied and Landscape Ecology at Mendel University in Brno, Czech Republic and the Editor in Chief of the European Countryside journal. Her professional interests focus on cultural tourism; landscape, ecology; environmental protection and sustainability, related to the climate change impacts. During her 23 years' professional career published as an author and co-author 75 scientific papers, participated in 16 monographs and presented 125 other publications. Since 2020 she is the coordinator of SPOT - H2020 project: Social and innovative Platform On cultural Tourism and its potential towards deepening Europeanisation.

PRESENTATION TITLE: SPOT PROJECT - SOCIAL AND INNOVATIVE PLATFORM OF CULTURAL TOURISM AND ITS POTENTIAL FOR DEEPENING EUROPEANIZATION

ABSTRACT: Cultural tourism is one of the rapidly developing parts of the tourism sector. We define it as tourism, which is associated with knowing other regions, travelling for experiences to places and for activities that capture the stories of the past and present. It may relate to natural beauties, inhabitants and their customs and traditions, historical and cultural heritage or cultural events. Likewise, locals and entrepreneurs get to know the culture of visitors. It is therefore a pity that cultural tourism is considered almost exclusively as an economic sector (at least in Czechia) and not as part of the culture. Mendel University in Brno is the coordinator of a consortium consisting of institutions from 15 countries under the Horizon 2020 project "Social and Innovative Platform of Cultural Tourism and its Potential for Deepening Europeanization" for the period 2020-2022. The project is focused on the analysis of national policies in the tourism sector, covering case studies in 15 countries and the development of a new innovative SPOT-IT tool, which should help actors in the public and private spheres in the management of cultural tourism. The project coincides with the onset of the COVID-19 pandemic, which has affected tourism the most of all sectors. The results for the first two years include, among other things, a critical analysis of the existing state of the art, including available scientific sources and policy documents in the tourism sector, the results of a sociological survey on the perception of the development of cultural tourism among tourists, entrepreneurs and residents, many internationally comparable examples of good practice and a beta version of the innovative SPOT-IT tool.



Mr. Fergus Maclaren,

President of ICOMOS International Cultural Tourism Committee

Fergus Maclaren is a Canadian sustainable tourism and cultural heritage management professional with 25 years of experience in North America, Europe, Asia and Africa, with much of his current professional focus involving tourism to World Heritage sites and the implementation of the 2030 UN Sustainable Development Goals. His background includes: a broad range of tourism planning, destination management and development expertise. His professional experience includes: coordinating international meetings and input as the Director of the UN-funded International Year of Ecotourism (IYE); teaching sustainable tourism at Canada's McGill University and lecturing on the subject at post-secondary institutions internationally. He currently works in Expert and professional capacities for UNESCO, UNWTO, the Organization of World Heritage Cities, the World Monuments Fund, the Economic Innovation Institute for Africa, and the Heritage and Cultural Society for Africa. He also has his own private consulting firm, MAC-DUFF Tourism | Heritage | Planning.

PRESENTATION TITLE: REINFORCING SUSTAINABILITY AND RESILIENCY AT CULTURAL HERITAGE DESTINATIONS: THE ROLE OF THE DRAFT ICOMOS INTERNATIONAL CULTURAL TOURISM CHARTER

ABSTRACT: Many destinations have been dealing with the sustainability and resiliency challenges posed by the global pandemic. Prior to the advent of COVID-19, these same venues were dealing with issues stemming from overtourism, environmental stress, inappropriate visitor behaviour and economic leakage. As tourism begins to recover, a key document, the DRAFT ICOMOS International Cultural Tourism Charter, represents an opportunity to rethink and rejuvenate cultural tourism at individual destinations. Through its objectives and principles, this includes addressing short- to medium-term matters such as pandemics, conflicts and national disasters and longer term concerns like climate change.



Dr. Kyriakos Efstathiou,
H2020 ERA Chair Mnemosyne,
Cyprus University of Technology



Kyriakos Efstathiou, a Cypriot citizen, is the holder of the ERA Chair on Digital Cultural Heritage, Cyprus University of Technology. Kyriakos holds a PhD Degree from the Department of Mechanical Engineering at the Aristotle University, Thessaloniki (Greece) and was for 37 years a researcher and Professor there, serving as Director of the Laboratory for Machine Tools and Manufacturing Engineering, and Director of the Design and Construction Department. He was the Leader of the Aristotle University research team, which investigated the Antikythera Mechanism, the first analogue computer in the human history. He has published more than 100 papers in international Scientific Journals and Conference proceedings and has a long experience on the investigation of archaeological objects and reproduction of accurate replicas, rapid prototyping, reverse engineering, X-ray and neutron tomography, Machine tools, manufacturing technology, CNC technology, CAD/ CAM systems, CIM systems. He investigated and manufactured exact replicas of archaeological findings such as the vaginal speculum of Dion, digitized the West Freeze of the Parthenon etc., and has organized related exhibitions.

PRESENTATION TITLE: THE CHALLENGES OF DCH ON CULTURAL TOURISM AND CULTURAL DIPLOMACY: GROWTH AND RISKS?

ABSTRACT: Cultural heritage objects have been constantly undergoing changes and degradations over time, due to environmental conditions, destruction by human intervention and conservation treatments. Changes and degradations may also result from accidents. Recent examples are the catastrophic fires at Notre-Dame of Paris and at the National Museum of Brazil. To preserve the knowledge of the past, all the CH monuments sites and objects should be protected with the greatest safety measures from environmental and human interventions and must be thoroughly studied and recorded holistically through digitization (tangible and intangible). There is an urgent need for massive digitization of the various monuments and sites, as well as of objects in the museums of Europe and all over the world. Thus, we must address the current technical, administrative, and legal barriers. The main objective of the ERA Chair project MNEMOSYNE in Digital Cultural Heritage is the holistic documentation of the Digital Cultural Heritage lifecycle, including both the tangible and the intangible aspects of Cultural Heritage assets. Besides the benefits of CH digitization in the preservation and restoration of CH objects, it can also be a very powerful tool in promoting tangible heritage and transmitting intangible heritage. Using smart digital technologies (e.g. Immersive VR and AR applications) can aid in the promotion of heritage sites and living culture and the development of sustainable cultural tourism.



Dr. Marinos Ioannides,
**Cyprus University of Technology/
UNESCO Chair on Digital Cultural Heritage**



Dr. Ioannides is, since 2013, the director of the Digital Heritage lab of the Cyprus University of Technology in Limassol. The lab is the fastest growing research Centre on the island and has been awarded several EU projects within its seven years' existence (total budget for CUT: 8.5 MEuro). After receiving his MSc in CS at the University of Stuttgart, Germany where his thesis was undertaken at the HP European Headquarters in safety and security of Multitasking Repository-systems, he gained his PhD (Dr.-Eng) at the same university. where he participated in more than 68 EU and national research projects. His pioneering work on the 3D Volumetric Reconstruction of objects from digitised scattered data during his PhD gained him the important IBM Award in 1993. In 1994, he received for his achievements from the European Commission, the EU KIT award and in 2010 he was awarded from the Spanish and European Association of Virtual Archaeology the prestigious Tartessos prize for his successes in 3D-documentation in Cultural Heritage. In 2017 his Lab became the UNESCO Chair on Digital Cultural Heritage, which is the only Chair in the World in this area of Education, Science and Technology, together with, in 2018, the EU Innovation Award at the Innovators in Cultural Heritage Fair in Brussels. The EU ERA Chair on Digital Heritage was gained in 2018 under the H2020 Widening Programme, with 2.5 MEuro financial support in order to establish with his team in Cyprus as a regional centre of Excellence. In 2019 the European Commission/Research Executive Agency declared his project MSCA ITN-DCH as one of the best five projects under the category: "Life Changing innovation project" in the last decade (2009-2019). He was the chairman of the joint international conferences CIPA /VAST2006 (www.cipavast2006.org) and VSMM2008 (www.vsmm2008.org) in Cyprus and the permanent chair of the biannual EuroMed conference dedicated in Digital Heritage. He was the Coordinator of the Marie Curie (MSCA) Fellowship Project FP7-PEOPLE ITN2013 ITN-DCH project on Digital Heritage (www.itn-dch.eu) with a budget of 3,7 MEuro and the coordinator of the H2020 ViMM (Virtual Multimodal Museum – www.vi-mm.eu) with a budget of 1,3 MEuro. Marinos was also the Chair of Europeana's 1st Task Force Group on Advances in 3D documentation of CH assets.

**PRESENTATION TITLE: RECONSTRUCTING THE PAST FOR THE CREATIVE INDUSTRY & TOURISM
(IN COLLABORATION WITH THE CENTRE OF EXCELLENCE ERATOSTHENES & H2020 EXCELSIOR TEAMING)**

ABSTRACT: The holistic documentation of monuments in Cyprus includes the implementation of 2D and 3D digitization technologies along with the collection of historical data from archives and crowdsourcing, the parametric data processing using heritage building information model (HBIM) and the sharing of all tangible and intangible data with the multidisciplinary community of experts for use and reuse. This holistic approach contains the planning of data capture and the enrichment of the metadata and paradata associated with the needs of different experts such as the area education, game industry, historians, archaeologies and conservators. Furthermore, the digitization process includes the use of 3D laser scanners and UAVs, allowing the detailed and realistic digital reconstruction which has been processed for the preparation of the H-BIM model. The use of parametric BIM model provides a sustainable data management and shares of all the tangible data. Furthermore, the use of the 3D realistic data along with the intangible information in game design, aims to produce realistic gaming experience, presenting all the digitization data. This methodology can promote cultural tourism and education of experts and non – experts, using new technologies such as virtual reality, augmented reality and online platforms.



Dr. Antonis Theocharous,

**Cyprus University of Technology/Heraclitus Research
Centre for Social Research and Regional Development**



Dr Antonis Theocharous is an Assistant Professor and Director of the Heraclitus Research Centre for Social Research and Regional Development. He has served as national representative for Cyprus for the Programme Committee for Social Sciences and Humanities of the EU's Horizon and 7th Framework Programme. Dr. Theocharous has also served as National Coordinator for two ESFRI projects: the European Social Survey (ESS) and the Digital Research Infrastructure for the Arts and Humanities (DARIAH). He also acted as a scientific coordinator for more than 30 EU or nationally funded research projects including the development of the Smart Specialisation strategy for the Republic of Cyprus. His research is interdisciplinary and focuses on deviant behaviours, crime and substance use, the links between political instability and tourism development and innovation policies as tools for regional regeneration. He has published in leading academic journals on topics such as political instability and tourism development, cross cultural examination of the impact of political instability on tourism development at the regional level, various models of tourism destination choice, and mass media depictions of various facets of political instability.

PRESENTATION TITLE: A ROAD MAP FOR DIGITALISING THE FUTURE OF THE CYPRUS TOURISM INDUSTRY: CURRENT STATUS AND FUTURE PROSPECTS

ABSTRACT: The Cyprus Tourism Industry is considered to be a pillar for the National Economy. Its contribution has been phenomenal and during periods of crisis and economic upheaval the tourism industry had a leading role in reigniting the economy.

The continuous investment in improving the tourism offering is of fundamental importance. The investment on digital technologies for enhancing the tourism offering and the touristic experience is of imperative importance. The presentation offers a discussion of the current status of the digital transformation of the Cyprus Tourism Industry and presents initiatives that aim at further enhancing the digitalization of touristic sights and activities.



Mrs. Maria Stylianiou Michaelidou,
**General Manager, Limassol Tourism
Development and Promotion Company**



Mrs Maria Stylianiou Michaelidou is the General Manager of the Limassol Tourism Board, the official tourism authority for the Limassol region in Cyprus. She studied management at the European University of Cyprus (BA) and the University of Sheffield, UK (MBA). She has vast experience in the areas of business development, marketing and management over a period of more than twenty years. Her work has covered nearly every aspect of applied management ranging from market research and strategic planning to press relations and staff training. Mrs Michaelidou has successfully implemented European projects in the area of sustainable development in the tourism industry. Utilizing European Funding and strong local networking, she aims to contribute to the significant upgrading of the tourist product of Limassol. She is also actively engaged with professional working committees dealing with environmental, cultural, development and tourism issues.

PRESENTATION TITLE: LIMASSOL TOURISM DEVELOPMENT AND PROMOTION CO LTD

ABSTRACT: The Limassol Tourism Development and Promotion Company is a non-profit limited company that was established in 2007, by the Cyprus Tourism Organisation and the Limassol Chamber of Commerce and Industry, in order to assist in the implementation of the Limassol Regional Tourism Strategic Plan. The company is aiming to promote the further development of the basic and tourist infrastructure of the Limassol region and to market the area as a distinct cosmopolitan sea-side destination, with a unique identity, to the countries-sources of tourism, in order to attract quality visitors throughout the year. The organization maintains close relationships with the tourism industry professionals, local authorities and the government. The Board of Directors of the company consists of 13 members. The Chairman is assigned by the Limassol Chamber of Commerce and Industry while the Vice-Chairman is the Mayor of Limassol. Two members of the board represent the Municipalities of Limassol and are the Mayors of Germasogeia and Mesa Yeitonia. Additionally, members of the board are representatives of the Deputy Ministry of Tourism, the Cyprus Hotels Association, the Association of Cyprus Tourism Enterprises, Association of Cyprus Travel Agents, and the Communities Union of the region. Four more directors are elected at the Annual General Meeting.



Mr. Tony Antoniou,
**Chairman of the board, Limassol
Tourism Development and Promotion
Company**



Mr. Tony Antoniou is a graduate of the Imperial College London University, holding a Bsc in Computing Science and the City University Business School, holding an Msc in Business Systems Analysis and Design.

In 1981 he has established the company Micrologic Ltd, which was one of the very first software houses in Cyprus. Today, Micrologic is one of the largest groups of companies, involved in the information technology field, still run by Mr. Antoniou.

Mr. Tony Antoniou is currently Chairman of the Limassol Tourism Development and Promotion Co Ltd, a nonprofit organization that is the official tourism body of the Limassol region.

He has served in the past as Chairman of Limassol Chamber of Commerce and Industry, Vice-Chairman of the Cyprus Chamber of Commerce and Industry, Chairman of Cyprus Airways the national carrier of the Cyprus Republic, Director of the Cyprus University of Technology and Chairman or Director of the Board in many public, semi-government and private organizations.

PRESENTATION TITLE: LIMASSOL TOURISM DEVELOPMENT AND PROMOTION CO LTD

ABSTRACT: The Limassol Tourism Development and Promotion Company is a non-profit limited company that was established in 2007, by the Cyprus Tourism Organisation and the Limassol Chamber of Commerce and Industry, in order to assist in the implementation of the Limassol Regional Tourism Strategic Plan. The company is aiming to promote the further development of the basic and tourist infrastructure of the Limassol region and to market the area as a distinct cosmopolitan sea-side destination, with a unique identity, to the countries-sources of tourism, in order to attract quality visitors throughout the year. The organization maintains close relationships with the tourism industry professionals, local authorities and the government. The Board of Directors of the company consists of 13 members. The Chairman is assigned

by the Limassol Chamber of Commerce and Industry while the Vice-Chairman is the Mayor of Limassol. Two members of the board represent the Municipalities of Limassol and are the Mayors of Germasogeia and Mesa Yeitonia. Additionally, members of the board are representatives of the Deputy Ministry of Tourism, the Cyprus Hotels Association, the Association of Cyprus Tourism Enterprises, Association of Cyprus Travel Agents, and the Communities Union of the region. Four more directors are elected at the Annual General Meeting.



Mr. Costas St. Galatariotis,
Vice President of Cyprus Chamber of
Commerce and Industry



Mr. Costas St. Galatariotis was born in Limassol in 1963. He graduated the 5th Gymnasium of Limassol and studied Economics, Industry and Commerce at the London School of Economics and Political Science. He is the Executive Chairman of the Galatariotis Group of Companies, Executive Chairman of C.C.C. Tourist Enterprises Public Company Ltd and member of Boards of Directors of several private and public companies. He is also a member of the board of directors of the Association of Cyprus Tourist Enterprises (ACTE).

Mr. Costas St. Galatariotis has served as Honorary Consul General of Japan in Cyprus from 2007 until 2012. He served as President of the Board of the Limassol Chamber of Commerce and Industry from September 2014 until October 2020 and since October 2020 he is Vice President of the Board of the Cyprus Chamber of Commerce and Industry.

PRESENTATION TITLE: IMPACT OF COVID 19 ON CULTURE AND TOURISM INDUSTRY



Mr. Philocypros Rousounides,
Director General of Cyprus Hotel Association



Philokypros Rousounides was born in 1978 and holds an MBA International Business from London Southbank University in the United Kingdom. He has many years of experience in senior management positions in large companies such as DHI GLOBAL MEDICAL GROUP as COO, COBALT AIR as Senior Vice President, DUBAI ETA GROUP as General Manager, and CYPRUS AIRWAYS as General Manager Inflight Services. He took over the duties of the Director General of the Cyprus Hotel Association since June 2020, while he is representing the Association to pertinent Bodies such as the Deputy Ministry of Tourism, Government Departments, the House of Representatives, as well as to Committees, Organizations and Associations in Cyprus and abroad related to the hotel industry and tourism.

He is a Member of the Advisory Board of the Italian-Cypriot Chamber of Commerce, with the aim of jointly developing initiatives and projects to promote the hospitality industry, as well as a Member of the Parallel Parliament for Entrepreneurship established by the House of Representatives.

PRESENTATION TITLE: THE EVOLUTION OF THE HOTEL INDUSTRY IN CYPRUS

ABSTRACT: The presentation will focus on the Tourism industry as the most important sector for the Cypriot Economy and give an overview on how the newly national tourism strategy leading up to 2030 will create growth and boost the economy. Particular emphasis will be focused on the Post pandemic Era and why Cyprus tourism succeed in times of crisis.

- Tourism: the most important sector for the Cypriot economy
- National Tourism Strategy leading up to 2030
- Why Cyprus tourism succeed in times of crisis
- Post pandemic era.



Mrs. Katerina Solomidou,
Cyprus Tourist Guides
Association



Cyprus Tourist Guides Association

Graduated in French Linguistics at the University of Lyon 2, France, in 1984 and from the CTO School for Guides in 1985. Worked as a regular Guide for 7 years before being employed as a French Teacher and examiner for 30 years while also leading European projects for Education. In September 2018 returned to guiding and is currently a member of the CTGA council. Representing the CTGA in a funded partnership where a team of guides are writing texts for the end-product which will be an application for visitors.

PRESENTATION TITLE: WILL THERE STILL BE GUIDING IN CYPRUS AFTER THE COVID PANDEMIC?

ABSTRACT: The profession of Tour Guiding in Cyprus and the challenges T-Guides are facing due to the pandemic. In what way the support from the government or its planning for Tourism ahead are playing a catalytical role for the Tourist Guide profession. What are the new requirements in Tour Guiding? Is Tour Guiding threatened by new technologies or other practices?



Dr. Kyriacos Themistocleous,
Eratosthenes Centre of Excellence, Cyprus



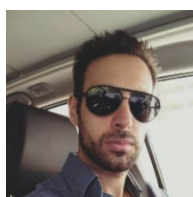
EXCELSIOR

Dr. Kyriacos Themistocleous is an Architect with 30 years of experience in architecture, urban design & planning, Earth observation, remote sensing, GIS and cultural heritage. He is the External Affairs & Business Development Director of the Eratosthenes Centre of Excellence. Dr. Themistocleous has collaborated in over 35 national and European research projects and has over 280 publications in prestigious international scientific journals, book chapters and conference proceedings. He is the national representative for the Copernicus User Forum, the Copernicus Cultural Heritage Task Force, the Copernicus Relay Network and the Copernicus Academy, as well as a member of the Leadership committee of

the EU Framework Partnership Agreement on Copernicus User Uptake. Dr. Themistocleous is President of the Cyprus Remote Sensing Society, Executive Council member of the Technical Chamber of Cyprus (ETEK) and treasurer of the Cyprus branch of the International Council on Monuments and Sites (ICOMOS).

PRESENTATION TITLE: RECONSTRUCTING THE PAST FOR THE CREATIVE INDUSTRY & TOURISM
(IN COLLABORATION WITH THE CENTRE OF EXCELLENCE ERATOSTHENES & H2020 EXCELSIOR TEAMING)

ABSTRACT: The holistic documentation of monuments in Cyprus includes the implementation of 2D and 3D digitization technologies along with the collection of historical data from archives and crowdsourcing, the parametric data processing using heritage building information model (HBIM) and the sharing of all tangible and intangible data with the multidisciplinary community of experts for use and reuse. This holistic approach contains the planning of data capture and the enrichment of the metadata and paradata associated with the needs of different experts such as the area education, game industry, historians, archaeologies and conservators. Furthermore, the digitization process includes the use of 3D laser scanners and UAVs, allowing the detailed and realistic digital reconstruction which has been processed for the preparation of the H-BIM model. The use of parametric BIM model provides a sustainable data management and shares of all the tangible data. Furthermore, the use of the 3D realistic data along with the intangible information in game design, aims to produce realistic gaming experience, presenting all the digitization data. This methodology can promote cultural tourism and education of experts and non – experts, using new technologies such as virtual reality, augmented reality and online platforms.



Dr. George Tryfonos

Cyprus University of Technology/UNESCO Chair on Digital Cultural Heritage



George Tryfonos, PhD is a Research Associate at the UNESCO Chair on Digital Cultural Heritage of Cyprus University of Technology (CUT). He holds a B.Sc. in Architecture (2011) and a Diploma of Architect – Engineer (2012), both degrees obtained by the University of Cyprus (UCY). He received his PhD in January 2019 from the Department of Architecture, UCY.

His research activities at CUT focus on managing the digitization of cultural heritage in Building Information Modelling (BIM) using data from 3D laser scanning and photogrammetry. George has over than 6 years of teaching experience and research, including teaching architecture design media methodologies such as BIM, parametric design and digital fabrication. In addition, he is a member of Cyprus Scientific Technical Chamber and a professional training instructor of Human Resource Development Authority of Cyprus (HRDA) at the area of BIM.

His research area focuses on material simulation in BIM, CAD, CAM and industrial robotics fabrication programming tools. Using advanced design tools for BIM, parametric design, automation systems, real time robot control, CNC programming, 3D printing and optimization has conducted collaborations, tutorials and research on digitization and advance fabrication.

PRESENTATION TITLE: RECONSTRUCTING THE PAST FOR THE CREATIVE INDUSTRY & TOURISM
(IN COLLABORATION WITH THE CENTRE OF EXCELLENCE ERATOSTHENES & H2020 EXCELSIOR TEAMING)

ABSTRACT: The holistic documentation of monuments in Cyprus includes the implementation of 2D and 3D digitization technologies along with the collection of historical data from archives and crowdsourcing, the parametric data processing using heritage building information model (HBIM) and the sharing of all tangible and intangible data with the

multidisciplinary community of experts for use and reuse. This holistic approach contains the planning of data capture and the enrichment of the metadata and paradata associated with the needs of different experts such as the area education, game industry, historians, archaeologies and conservators. Furthermore, the digitization process includes the use of 3D laser scanners and UAVs, allowing the detailed and realistic digital reconstruction which has been processed for the preparation of the H-BIM model. The use of parametric BIM model provides a sustainable data management and shares of all the tangible data. Furthermore, the use of the 3D realistic data along with the intangible information in game design, aims to produce realistic gaming experience, presenting all the digitization data. This methodology can promote cultural tourism and education of experts and non – experts, using new technologies such as virtual reality, augmented reality and online platforms.



Marios Kountouris,

Cyprus University of Technology/UNESCO Chair on Digital Cultural Heritage



Computer Engineer specializing in front end and back end development. Experienced with all stages of the development cycle for dynamic web projects. Well versed in numerous programming languages including HTML5, PHP, JavaScript, CSS, C, C++, C#. Database Operations only on SQL. Furthermore, came along with Git, Android Studio, Unity, Visual Studio Code, Windows, Linux. A person with determination, team spirit, continuous learning, ready and excited for new experiences and Software.

PRESENTATION TITLE: RECONSTRUCTING THE PAST FOR THE CREATIVE INDUSTRY & TOURISM

(IN COLLABORATION WITH THE CENTRE OF EXCELLENCE ERATOSTHENES & H2020 EXCELSIOR TEAMING)

ABSTRACT: The holistic documentation of monuments in Cyprus includes the implementation of 2D and 3D digitization technologies along with the collection of historical data from archives and crowdsourcing, the parametric data processing using heritage building information model (HBIM) and the sharing of all tangible and intangible data with the multidisciplinary community of experts for use and reuse. This holistic approach contains the planning of data capture and the enrichment of the metadata and paradata associated with the needs of different experts such as the area education, game industry, historians, archaeologies and conservators. Furthermore, the digitization process includes the use of 3D laser scanners and UAVs, allowing the detailed and realistic digital reconstruction which has been processed for the preparation of the H-BIM model. The use of parametric BIM model provides a sustainable data management and shares of all the tangible data. Furthermore, the use of the 3D realistic data along with the intangible information in game design, aims to produce realistic gaming experience, presenting all the digitization data. This methodology can promote cultural tourism and education of experts and non – experts, using new technologies such as virtual reality, augmented reality and online platforms.



Dr. Silvia De Ascaniis,

Coordinator of the UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI (Switzerland)



Università della Svizzera italiana



United Nations Educational, Scientific and Cultural Organization

UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites
USI - Università della Svizzera italiana
Lugano (Switzerland)

Silvia is a lecturer and researcher at the Institute of Digital Technologies for Communication of Università della Svizzera italiana - USI, Lugano (Switzerland). She is the coordinator of the UNESCO Chair in ICTs to develop and promote sustainable tourism in World Heritage Sites. She got a PhD in Communication Sciences from USI with a thesis on pragmatic and argumentative aspects of Online Travel Reviews (freely accessible here). During the PhD she worked as instructional designer at eLab (the laboratory for eLearning applications of USI) and as assistant of the Director of study of the Faculty of Communication, Culture and Society at USI. She was visiting scholar at the Institute for Innovation in Business and Social Research, University of Wollongong (Australia), where she worked under the supervision of prof. Ulrike Gretzel. Her activities lie in the intersection area among Information and Communication Technologies (ICTs), tourism and heritage, and mainly tackle the following topics: (i) characteristics, opportunities and risks of online communication; (ii) the role and impact of ICTs in cultural tourism, religious tourism and pilgrimages/cultural routes; (iii) the use of ICTs in the promotion and valorization of tangible and intangible cultural heritage; (iv) social and cultural sustainability of tourism.

At USI, Silvia is lecturer of the course "Online communication", offered within the Bachelor in Communication and co-lecturer of the course "UNESCO World Heritage and Tourism" offered within the Master in International Tourism. She has been lecturer and member of the development team of the following Massive Online Open Courses (MOOC): (i) "eTourism: Communication Perspectives", the first MOOC in eTourism, launched by USI in October 2015 and now fully free and open; (ii) "Tourism Management at UNESCO World Heritage Sites" volumes I, II e III, produced by the UNESCO UNITWIN Network "Culture, Tourism, and Development", and jointly led by Paris 1 Panthéon-Sorbonne University (Paris, France) and the UNESCO Chair at USI. During the a.y. 2015-2016, she led the initiative "#faces4heritage", launched by the U.S. Government to challenge the diffusion of violent extremism among young people and awarded among the best social media campaigns worldwide. Silvia was executive director of the doctoral school Cross-Field (2013 - 2015), and the coordinator of the doctoral school Argupolis (2013 - 2015), both of them founded by the Swiss National Science Foundation (SNSF). She also collaborated with the School of Church Communication, Pontificia Università della Santa Croce in Rome, in the analysis of communicative strategies used by Italian family associations.

PRESENTATION TITLE: ICT-MEDIATED HERITAGE INTERPRETATION FOR SUSTAINABLE TOURISM

ABSTRACT: Heritage interpretation refers to the full range of communication activities performed to help visitors getting sense of and be inspired to engage with heritage. 'Through interpretation, understanding; through understanding, appreciation; through appreciation, protection', as Freeman Tilden – the funding father of the discipline – pointed out. The presentation gives first an overview on the main characteristics and principles of heritage interpretation, then it discusses the role of ICTs in making it more effective and entertaining. Some cases of interpretation of tangible and intangible heritage are presented, with a focus on the ability of ICT to connect residents, visitors and heritage, thanks to well-planned interpretation interventions.



Dr. Carolina Islas Sedano,
University of Turku



Carolina Islas Sedano, currently University Teacher at University of Turku and entrepreneur. She holds a B.Sc. in Electronic Engineering from Universidad Iberoamericana, Mexico; M.Sc. in Communication and Media Engineering from Hochschule Offenburg, Germany; and a PhD from University of Eastern Finland. Her work involves bridging knowledge between industry and academia. Her main interest is in creating meaningful digital tools, through a collaborative process of knowledge exchange across different stakeholders. Within her areas of research are: user centered design methods, including co-design and participatory design, context analysis, informal learning, playful knowledge, design thinking.

PRESENTATION TITLE: DISCOVERIES OF AN IMMIGRANT'S JOURNEY IN FINLAND.

ABSTRACT: The session is a conversation with the audience to jointly discover the Finnish context. We will have an insight to the Finnish cultural tourism through the eyes of an immigrant. The expedition has some stops across time in different regions of the country, conversations with different personalities and sharing some historical information including diplomatic relations. After the journey everybody will be invited to think "out of the box". We are our building, together, our future today. So, be prepared!



Dr. Sander Münster,
Time Machine Organisation



Sander Münster is junior professor for Digital Humanities (images/objects) at the Friedrich Schiller University Jena. He received his PhD in educational technology from the TU Dresden, where he studied history, education and business and recently submitted his Habilitation thesis in media computing at Uni Regensburg. Until 2019 he headed the Department for Media Design at the Media Center at the TU Dresden and the junior research group UrbanHistory4D. His main research topics are in the visual digital humanities about interdisciplinary teamwork, 4D information systems, information behaviour, methodologies and scientific communities.

PRESENTATION TITLE: A CURRENT STATE OF 3D MODELLING FOR HUMANITIES RESEARCH AND EDUCATION

ABSTRACT: Visual digital humanities encompasses a wide range of research approaches to explore and communicate complex visual information to answer humanities research questions. One core technology is 3D digital modeling and especially 3D reconstruction. During the presentation, I will report on and discuss current strands and challenges for employing 3D technologies for humanities research and education. That includes, for example, motivational design, data management, visualization, and modeling. In addition, I will report on results as well as research perspectives from previous and ongoing projects at my chair.



Mr. George Campanellas,
Chief Executive Officer, Cyprus Investment
Promotion Agency



George Campanellas is the Chief Executive Officer of the Cyprus Investment Promotion Agency (Invest Cyprus) and the Vice President of the Cyprus Investment Funds Association (CIFA). He has nearly twenty years of professional experience in Cyprus and abroad, working with the DG Competition in Brussels and directly with the Cypriot Ministers of Health and Energy, Commerce, Industry and Tourism.

Mr. Campanellas has been actively involved in the development of the oil & gas sector in the Cyprus Exclusive Economic Zone, dealing with licensing, exploration and exploitation activities, as well as promoting bilateral and multilateral cooperation at a regional level. Throughout his career, he also had an active role in drafting the regulatory framework and running the relevant licensing procedures for attracting Foreign Direct Investment in sectors of strategic importance and large-scale infrastructure projects, such as the LNG terminal at Vasilikos Energy Center, Cyprus Techno Park, EuroAsia Interconnector and the City of Dreams Mediterranean, Europe's largest integrated casino resort and Cyprus' largest FDI project.

PRESENTATION TITLE: CULTURAL TOURISM AND DIPLOMACY AS RESILIENCE AND STRONG ECONOMIC SECTOR

EXCURSIONS

Thursday 17/02/2022

THE CITY OF LIMASSOL

The city of celebrations since ancient times, Lemesos (Limassol) continues its status as the festive center of the island to this day and is vibrant and lively, yet also provides all the elements for a relaxing beach break, or an unhurried expedition of historical discovery. From the wedding of Richard the Lionheart and the feasts in honor of ancient deities, to today's carnival celebrations and Wine Festival, Lemesos has always attracted visitors in their flocks for its exciting events and social reveling.

Its position between two large city-kingdoms of ancient times - Amathous and Kourion - has blessed the area with a significant archaeological status, whilst the town in between is modern and diverse with a range of coastal strips, shopping options, drinking, dining and entertainment. And Lemesos has the added bonus of being the island's maritime capital, thanks to its main commercial and business port, and the exclusive, modern marina where both residents and visitors alike can enjoy sea views at one of the many waterfront establishments.



As its rural areas stretch upwards to the mountains, some of the island's main winemaking villages can be found, giving the Lemesos region its unique link with the age-old tradition of viticulture.

Source: Visit Cyprus, www.visitcyprus.com,

MEDIEVAL CASTLE OF LIMASSOL

Lemesos (Limassol) Medieval Castle is situated in the heart of the old town, just above the old harbour. According to tradition, this is where Richard the Lionheart married Berengaria of Navarre and crowned her Queen of England in 1191. The fortified walls are of considerable archaeological interest and thought to be fragments of a much larger castle.

The exact date of the fort's construction is not known; according to Etienne de Lusignan, it was built in 1193 by the founder of the Lusignan dynasty, Guy de Lusignan, but the first official reference to the fort dates to 1228, during the involvement of Frederic II of Germany in the affairs of Cyprus. Throughout the years, the



fort suffered the assaults of many invaders, sustaining further damage in the earthquakes of 1567 and 1568. Finally, in 1590, the Ottomans rebuilt the fort in its current form.

The original fort was larger than the later one, which incorporates some parts of the former building, such as the two oblong halls of the ground floor. Below the eastern hall there is a basement with cells, which was used as a prison until 1950. Today, the fort houses the Medieval Museum of Cyprus.

Source: Visit Cyprus, www.visitcyprus.com

THE CYPRUS WINE MUSEUM

Cyprus was one of the first countries in the world to make wine and it has a history of winemaking that stretches back more than 5500 years, that is interwoven with many of the events and traditions of the island. Historians believe that Cyprus has the longest continuous history of winemaking in the world.



The museum displays the history of Cyprus wine, the science of Cypriot wine making and the diversity of the Cyprus wine industry all under the same roof. The Cyprus Wine Museum is located near by the chalcolithic settlement of Erimi, where fragments of pottery belonging to 18 pointed base flasks were found. The large amount of tartaric acid found in the Flasks proves that wine has been produced on the island for over 5500 years. This makes Cyprus the home of the oldest wine in Europe. Erimi village, at the crossroads of the wine routes of Cyprus, is near by Limassol in close proximity to the prehistoric settlement of Sotira, where the oldest remains of grape seeds have been found and also near to Kolossi Castle, a medieval Commanderie of the Hospitaller Knights that gave the name to the Commandaria Wine.



The Cyprus Wine Museum is housed in a beautifully renovated two-storey stone building that has been owned by the family of Cypriot composer Anastasia Guy for more than a century. On the first floor of the building is the Wine Museum which gives an innovative and creative insight into the history of winemaking in Cyprus. It is divided in four main chronological periods. The Ancient, the Byzantium, the Medieval and the Modern period of winemaking.

On the same floor visitors can enjoy an audiovisual journey of winemaking through the centuries.

In St Ilarion Hall, on the ground floor of the museum, we exhibit the Wine Trails. Here we show in a series of alcoves in the stone walls the Cypriot wine producers. It is here that visitors can relax and enjoy some of the different indigenous varieties of wines, accompanied by traditional Cypriot delicacies. Seminars about the methods of wine tasting, the history of Cypriot wine and in general the wine tradition of the island are held in the St Ilarion Hall.

Visitors can wander out into the traditional eastern courtyard where there is a display of traditional equipment that includes the stone pits (patistra) where the grapes were crushed, the distillation equipment used for making the traditional spirit Zivania and a number of pitharia - the red clay jars in which the wine was fermented and stored.

Outside in the western courtyard there is an attractive small open air stone theatre that is the setting for regular musical soirees and other cultural events.

Also here is the perfect setting for private parties such as Ancient Greek, Roman, Medieval nights etc. The ideal place for exhibitions, conferences, seminars, wedding ceremonies and events.

The Cyprus Wine Museum it is placed at the starting point of the 'Wine Routes of Cyprus' and is also suggested to be visited in the 4th route and 5th route. The "Krasochoria Lemesou" (Wine Villages of Limassol) and "Commandaria" route.

Friday 18/02/2022

THE CITY OF PAPHOS

Legends of love, magnificent mosaics, archaeological awes and captivating coasts make the small town of Paphos enlightening to explore, and beautiful to behold. Paphos was originally the island's capital some centuries ago, but can now instead call itself the capital of culture, thanks to its significant historical sites and monuments - many of which are linked to the Ancient Greek Goddess of Love and Beauty - Aphrodite.



It is no wonder then that due to its sheer wealth of ancient remnants, Kato Paphos as a whole has been declared a UNESCO World Heritage Site. Paphos is comprised of its old and new towns, with its harbour and Medieval Castle

forming the focal point. The region also has quaint resorts further afield, including that of Polis Chrysochou and its fishing port of Latchi, and is home to areas of stunning natural splendour, including the Akamas Peninsula and its Avakas Gorge, Lara beach (where Green Turtles nest), and Petra tou Romiou (Aphrodite's Rock/ birthplace).

Although small in size, Paphos is big on the experiences it offers. The region is proud for its timeless heritage etched within the plentiful archaeological sites and enthralling museums. Paphos is the land of saints, painted churches, legends and miracle-working icons. Nowhere else can you see every style of Byzantine art in such a small area. Paphos is one of the most important centers of ancient civilization in the Mediterranean. Once the ancient capital of Cyprus, it is undeniably one of the most fascinating locations in Europe that has cemented its name in the cultural tourism industry.

Source: Visit Cyprus, www.visitcyprus.com, Visit Paphos, visitPaphos.org.cy.

PETRA TOU ROMIOU/BIRTHPLACE OF APHRODITE

Aphrodite's mythical birthplace 'Petra tou Romiou' is an interesting geological formation of huge rocks along one of the most beautiful coastlines on the island, located on the southwest coast of the Paphos (Paphos) district.

According to the legend, the Ancient Greek Goddess of Love and Beauty - Aphrodite - was born of the sea foam here. Legend tells that she rose from the waves and was escorted on a shell to this particular beach.



The giant rock formations, which are seen at the same location are linked with another - more recent legend which tells that the Byzantine hero Digenis Akritas heaved them there to keep the Saracens Arabs (7th-10th centuries) at bay. The name of Petra tou Romiou ('rock of the Greek' in Greek) comes from the hero.

It is said that in certain weather conditions, the waves rise, break and form a column of water that dissolves into a pillar of foam. With imagination, this momentarily looks like an ephemeral, evanescent human shape. Other popular myths tell that swimming around the rock three times will bring various blessings, including eternal youth and beauty, good luck, fertility and true love.

Source: Visit Cyprus, www.visitcyprus.com

PAPHOS ARCHAEOLOGICAL PARK

The Archaeological Park of Kato Paphos is one of the most important archaeological sites of Cyprus and has been included in the UNESCO World Heritage Sites list since 1980.

Nicocles, the last King of Palaipaphos moved the city from the previous location to its present location near the harbor at the end of the 4th century BC. Between the 2nd century BC and 4th century AD, Pafos was the capital city of Cyprus.



The Park includes sites and monuments from the 4th century BC to the Middle Ages, while most remains date to the Roman period. The intricate mosaic floors of four Roman villas (the houses of Dionysos, Theseus, Aion and Orpheus) form the impressive epicenter of the finds, and depict various scenes from Greek Mythology. The complex also includes other important monuments, such as the Asklepieion, the Odeon, the Agora, the Saranta Kolones (Forty Columns) Castle, the Limeniotissa ruins of an Early Christian Basilica, and the Tombs of the Kings.

Source: Visit Cyprus, www.visitcyprus.com

MEDIEVAL CASTLE OF PAPHOS

Standing grandly at the west end of the town's harbour, Pafos (Paphos) Castle (Medieval Fort) was originally a Byzantine fort built to protect the harbour, and was rebuilt by the Lusignans in the 13th century, but then dismantled by the Venetians.

The Ottomans rebuilt it in the 16th century when they conquered the island. What survives today is the 1592 Ottoman restoration of the western Frankish tower with its Venetian additions. An inscription above the only entrance of the castle bears witness to this restoration.



The main part of the castle is a big square tower that has an enclosed courtyard in the middle. The ground floor consists of a central hall with small rooms on each of its two long sides, which were used as prison cells during Ottoman Rule. There are 12 battlements on the roof, which received a corresponding number of cannons.

The Ottomans removed the cannons in 1878, when they handed over the administration of the island to the British, who used the castle as a salt store until 1935, when it was declared an Ancient Monument under the Antiquities Law.

Source: Visit Cyprus, www.visitcyprus.com

CHRYSOROGIATISSA MONASTERY

Set in beautiful natural surroundings, the Monastery of Chrysorogiatissa is dedicated to 'Our Lady of the Golden Pomegranate' and was established in 1152 by monk Ignatios. Legend tells that the monk found a miraculous icon of the Virgin Mary off the shore of Pafos (Paphos). The icon had been thrown into the sea in Asia Minor during the iconoclastic period and drifted to Pafos on the waves. The present structure - a single-aisle church built on the foundations of an older one - dates to 1770.

Fine frescoes are found above the three entrances, whilst a gold and silver-plated icon of Christ and the Virgin Mary in the monastery is believed to have been painted by Apostle Luke the Evangelist. The Icons and Utensil Treasury of the monastery is also home to a collection of important icons, religious objects and other artefacts. The occasion of the Dormition of the Mother of God is celebrated at the monastery every August 15 with a grand religious ceremony, whilst the monastery's old winery produces some of the best vintage wines on the island.



Source: Visit Cyprus, www.visitcyprus.com

[More information about Medieval Castles can be found on our e-book.](#)

COORDINATED BY:



SUPPORTED BY: CLARIAH-CY



ORGANISED BY:

UNESCO CHAIR IN ICT TO DEVELOP AND PROMOTE SUSTAINABLE TOURISM IN WORLD HERITAGE SITES
UNESCO CHAIR ON DIGITAL CULTURAL HERITAGE
ERA CHAIR ON DIGITAL CULTURAL HERITAGE
DIGITAL HERITAGE RESEARCH LAB

-  @EU.Mnemosyne @UNESCO Chair USI
-  @UNESCO_DCH_ERA @UNESCO_USI
-  @Digital Heritage Research Lab @UNESCOChairUSI
-  www.digitalheritagelab.eu www.unescochair.usi.ch

