



CONFERENCE PROGRAM

«Sustainable Cultural and Tourism Development: Cultural Routes»

Tuesday November 19, 2019

09:00-9:30 Registrations

Ionian Academy, Main theater Akadimias & Kapodistriou, Corfu

9:30-09:40 Opening

Welcome speech «Cultural Tourism and activities of the Ministry of Culture in the framework of POLYSEMI project»

Marios Kostakis, General Director for Contemporary Culture

09:40-10:30 ROUND TABLE «The sustainability challenge of cultural and touristic actions»

Coordinator:

Ilias Nikolaidis, Senior Editor of DiaNEOsis, Research & Policy Institute

Participants:

Nicholas Yatromanolakis, General Secretary for Contemporary Culture,

Hellenic Ministry of Culture and Sports

Rodi Kratsa, Regional Governor, Ionian Islands Region

Angela Gerekou, President, Greek National Tourism Organization

Giorgos Chondrogiannis, President, Corfu Chamber of Commerce

Vasilios Chrysikopoulos, Rector, Ionian University

Konstantinos Koutsikopoulos, President, Management Body of Ambracian Gulf

10:30-10:45 «Study on the Digital Cultural Routes» Polysemi programme, Interreg Greece-Italy

George Caridakis, Assistant Professor, Intelligence Interaction Research Group,

Department of Cultural Technology and Communication, University of the Aegean -

Research Professor-Collaboator of Athina Research Center.

10:45-11:00 «The dynamics of the Cultural & Creative Sector and the Tourism Sector in the Ionian Islands Region»

Giorgos Michael Klimis, Professor, Department of Communication, Media and Culture, Panteion University

11:00-11:30 Coffee Break

11:40-11:50 «Cultural Routes and Greek Tourism Marketing»

Giorgos Drakopoulos, Founder and CEO of Tourism Generis

11:50-12:45 DEBATE «Sustainable cultural routes and local community growth: The importance of accurate planning»

Coordinator:

Giannis Zirinis, Consultant on NSRF and Cultural Tourism

Participants:

Meropi Hydraiou, Mayor, Municipality of Corfu

Anastasios Perimenis, Director General, Society for Local Development of Lesvos, ETAL SA

Konstantinos Zikos, Member of the Board of Directors, Marketing Greece, Vice President, Hotel Brain Group

Tenia Rigakou, Head of Ephorate of Antiquities of Corfu

12:45-12:55 Q & A

13:00-13:10 «*Tools for financing and implementing sustainable cultural routes*»

Giannis Zirinis, Consultant on NSRF and Cultural Tourism

13:10-13:20 «*Council of Europe's Cultural Routes and Creative Industries*»

Eladio Fernández-Galiano, Special Advisor, Cultural Routes, Council of Europe

13:20-14:00 Lunch Break

14:00-14:10 «*Bridging Cultural Heritage and creative industries, new routes,*

new Point of views, new market»

Aldo Di Russo, Special Advisor, Cultural Routes and Multimedia

14:10-15:00 DEBATE «*Innovative Cultural Routes: Cross-Sectoral synergies and use of technology*»

Coordinator:

Nikolas Karachalis, Hellenic Open University - University of Thessaly, Department of Spatial Engineering, Urban planning and Regional Development

Participants:

Adamantia Pateli, Associate Professor, Ionian University, Faculty of Economic Sciences, Head of Department of Tourism

Giannis Zaras, Founder, CEO Big Olive

Efrosini Tsakiri, Dr. Architect Eng. NTUA, Urban Design Lab

Andreas Fatouros, Co-founder & CEO, Clio Muse (Audio Tour Guides applications)

Dorothea Papathanasiou, Associate Professor, Ionian University, Faculty of Economic Sciences, Head of Department of Tourism

15:00-15:10 Q & A

15:15-15:30 Conclusions - Closure

Monika Tsiliberdi, Head of Directorate for Development of Contemporary Creation

WORKSHOP

«Designing Sustainable Cultural Routes»

Wednesday November 20, 2019

11:30-12:00 Participants' accreditations

«Galinos» building, Department of Informatics, Ionian University, Platia Tsirigoti 7, P.C. 49132, Corfu

12:00-12:30 Opening

Participants' presentation

12:30-14:00 «Designing Sustainable Cultural Routes»

Coordinator:

George Caridakis, Assistant Professor, Intelligence Interaction Research Group, Department of Cultural Technology and Communication, University of the Aegean - Research Professor-Collaborator of Athina Research Center.

14:00-14.30 Coffee break

14:30-16:00 Conclusion - Closure