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OVERVIEW

SMARTiMONY Project

The SMARTiMONY Project aims to:

- promote the cultural tourism
- adopt new innovative solutions - focusing on culture, for economic and social development
- strengthen the tourism product through the cultural and creative industry
- attract tourists, presenting the tangible and intangible cultural heritage through innovative narrative techniques and multimedia
- provide tourism experiences based on a combination of innovative ICT products / services to highlight tangible and intangible cultural heritage assets
- disseminate and promote the results of the project to selected target groups through the cultural and creative industry


- SMARTiMONY Project
- Partnership
- Kick-off Meeting
- Study visits
- Evaluation Workshops

Partnership


Lead Beneficiary:
University of Ioannina, Greece



Project Beneficiary 2:
Municipality of Igoumenitsa, Greece



Project Beneficiary 3:
Prefecture of Gjirokastra, Albania



Project Beneficiary 4:
Regional Center for Development and Cooperation, Albania



Kick-off Meeting

On Wednesday 29 July 2020, the Kick-off Meeting of the Project Beneficiaries was held with physical and online presence, in Arta.



The partners highlighted that the main pursuit of the project will be the sustainable development, based on the society and the utilization of cultural heritage. The Lead Beneficiary of the project, KIC-Lab(University of Ioannina) reported extensively to the technological innovations that will be implemented within the project, and will strengthen and promote cultural values, changing the way which the cultural heritage assets affect in a Cross-Border level.



Promotion on local media

Prof. Chrysostomos Stylios, scientific responsible of LB for SMARTiMONY project, and Dr. Dorothea Papathanasiou-Zuhr, expert in tourism and cultural heritage, interviewed about the contribution of the project in the promotion of the cultural heritage, utilizing innovative ICT tools.



Study Visit



The second day of the meeting, a *Study Visit* took place in Arta's important points of interest with remarkable tourist potential aiming at the creation of a cross-border «Experiential Heritage Corridor», which is intended to be the main motivation of the tourist Trip in the cross-border area. Representatives of the Project Beneficiaries and stakeholders

in the field of culture and tourism participated in the Study Visit, discussing issues of culture management and communication with the public.



Evaluation Workshop



The two-days meeting closed with the *1st Evaluation Workshop*, in which the participants analysed the significance of the points of interest they had visited during the morning session and discussed for the value that each of them will add if included in the cross-border «Experiential Heritage Corridor».



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