



SMITour

**Interreg
Euro-MED**



Co-funded by
the European Union

Online focus group schedule / February 17, 2025

Duration 12:00 - 13:30

<https://forms.gle/XfLF5CdwQ8WohAHw8>

| Welcome and Introduction

- Presentation of the topics and objectives of the session.
 - Brief introduction of participants (name, institution, role).
-

| The State of Industrial Tourism in Greece

- **Presentation** : Overview of the current state of industrial tourism in Greece.
 - Historical background and current trends.
 - Successful examples:

February 17: Soufli Silk Museum

- **Discussion** :
 - What challenges do local initiatives face?
 - What opportunities exist for further development?
-

| Challenges in the Development of Industrial Tourism

- **Discussion** :
 - Identification of institutional and financial gaps.
 - Infrastructure, communication, and access issues.
 - How is the balance between industrial heritage preservation and tourist exploitation ensured?

| Opportunities for Development

- **Discussion :**
 - What is the economic and cultural importance of industrial tourism?
 - How can it support local communities and create jobs?
 - Ways of collaborating with local bodies to promote cultural heritage.

| Modern Technologies and Marketing Strategies

- **Presentation (5')** : Successful examples of using smart technologies (VR, AR, applications).
- **Discussion :**
 - What technologies can be integrated into SMEs or museums?
 - What marketing strategies can be adopted to promote industrial spaces?

| Conclusions

- **Discussion :**
 - Summary presentation of the main findings from each thematic section.
 - Co-creation of questions that will be transferred to the Athens workshop.
- **Closure**